

CURRICULUM AND SYLLABUS

Bachelor of Business Administration

BBA

UNDER CHOICE BASED CREDIT SYSTEM (CBCS)



KAZI NAZRUL UNIVERSITY

ASANSOL, WEST BENGAL

(6 Semesters pattern)

With effect from 2020-2021 Academic Session

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Preamble

The objective of any programme at Higher Education Institute is to prepare their students for the society at large. The Kazi Nazrul University envisions all its programmes in the best interest of their students and in this endeavour it offers a new vision to all its Under-Graduate courses. It imbibes a Learning Outcome-based Curriculum Framework (LOCF) for all its Under Graduate programmes.

The LOCF approach is envisioned to provide a focused, outcome-based syllabus at the undergraduate level with an agenda to structure the teaching-learning experiences in a more student-centric manner. The LOCF approach has been adopted to strengthen students' experiences as they engage themselves in the programme of their choice. The Under-Graduate Programmes will prepare the students for both, academia and employability.

Each programme vividly elaborates its nature and promises the outcomes that are to be accomplished by studying the courses. The programmes also state the attributes that it offers to inculcate at the graduation level. The graduate attributes encompass values related to well-being, emotional stability, critical thinking, social justice and also skills for employability. In short, each programme prepares students for sustainability and life-long learning.

The new curriculum of Bachelor of Business Administration offer students' core papers that help build their foundation in the area of management. The choice of generic electives and skill enhancement courses enable students to pursue an area of their interest in the field of management. The contents of each course have been carefully designed to prepare students with knowledge and skill sets that will not only make them industry ready but also foster entrepreneurial and innovative thinking.

The Kazi Nazrul University hopes the LOCF approach of the programme Bachelor of Business Administration will help students in making an informed decision regarding the goals that they wish to pursue in further education and life, at large.

1. Introduction to Bachelor of Business Administration Program

Bachelor of Business Administration or BBA is an undergraduate program for management studies. The course allows students to obtain the knowledge and skills needed to assume management positions in a wide range of organizations. Management Studies program provides students with a solid foundation in the field of management and strategy designing. The electives allow students to develop deeper knowledge in specific areas of interest – finance, marketing, human resource management and management of global business. In addition to business management course, it will equip students to understand how organizations work, how they are managed, and sensitize students towards national and international environments. Students centered learning focuses on skills and practices that enable lifelong learning and independent problem-solving.

2. Learning Outcome-based Curriculum Framework in Programme Bachelor of Business Administration

The LOCF program in BBA provides an opportunity for the students to choose courses from the prescribed courses comprising core, discipline specific elective, generic elective and skill enhancement courses. The courses will be evaluated following the grading system, which is considered to be better than the conventional marks system. This will benefit the students to move across institutions within India to begin with and across countries. The uniform grading system will also enable potential employers in assessing the performance of the candidates. In order to bring uniformity in evaluation system and computation of the Cumulative Grade Point Average (CGPA) based on student's performance in examinations, the UGC guidelines will be followed.

2.1 Nature and Extent of the Programme in Bachelor of Business Administration

Outline of Learning Based Curriculum Framework:

1. **Core Course:** A course, which should compulsorily be studied by a candidate as a core requirement in pursuit of a bachelor degree in management.

2. **Elective Course:** A course which can be chosen from a pool of courses and which may be very specific or specialized or advanced or supportive to the courses/program in management or which provides an extended scope or which enables an exposure to some other discipline/subject/domain or nurtures the candidate's proficiency/skill is called an Elective Course.

2.2 Discipline Specific Elective (DSE) Course: Elective courses offered by the main discipline/subject of study of management is referred to as Discipline Specific Elective. A choice of five DSE papers in semester V (Sales and Distribution Management, Industrial Relations, Systems Analysis and Design, Taxation) and another choice of five DSE papers in semester VI (Entrepreneurship Development, Cost and Management Accounting, Marketing of Services, Human Resource Development, Database Management System) are offered to students to gain advanced exposure to an elective of their choice.

A Student would be free to choose any FOUR papers (TWO papers in semester V and TWO in semester VI, from the papers offered) from among the TEN papers available.

2.3 Generic Elective (GE) Course: An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is called a Generic Elective.

P.S.: A core course offered in a discipline/subject may be treated as an elective by other discipline/subject and vice versa and such electives may also be referred to as Generic Elective.

3. Ability Enhancement Compulsory Courses (AECC)/ Skill Enhancement Course

The Ability Enhancement (AE) Courses may be of two kinds: AE Compulsory Course (AECC) and Skill Enhancement Courses (SEC). "AECC" courses are the courses based upon the content that leads to Knowledge enhancement. They (i) Environmental Science, (ii) English/MIL Communication) are mandatory for all disciplines. SEC courses are value-based and/or skill-based and are aimed at providing hands-on-training, competencies, skills, etc.

- **AE Compulsory Course (AECC):** Environmental Science, English

Communication/MIL Communication.

- **Skill Enhancement Courses (SEC):** These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based instruction.

4. Aims of Bachelor's Degree Program in (LOCF) Bachelor of Business Administration

The curriculum of BBA is planned to have the following aims:

1. The progression of the program and structure will enable students to build on their learning in a systematic manner leading to critical evaluation and application of the concepts to the real world.
2. Build fundamentals in core areas of Accounts, Statistics, Economics, Financial Management, Marketing, Business Research & Quantitative Techniques and exposure to relevant software.
3. Sensitize students towards environment through EVS course.
4. Develop ability to use software for data extractions and analysis through statistical and econometric tools under SEC papers.
5. Enabling students to gain advanced exposure in area of their choice by selecting the papers of their choice from DSE.
6. The program encourages students to undertake summer internship to gain practical insight from industry which makes their understanding of courses taught more meaningful.
7. Through academic exposure, practical training, skill enhancement develop students into becoming leaders/entrepreneurs.

5. Graduate Attributes in Bachelor of Business Administration

Disciplinary Knowledge

Academic excellence: Sound knowledge of the courses studied.

Communication Skills

Strong presentation and communication skills: Presentations, group discussions, role plays and class room discussions form an integral part of the course curriculum. Each student on an individual basis or as group assignment prepare term papers which are presented and reviewed. This teaching pedagogy develops and enhances the communication and presentation skill of students leading to them becoming effective presenters of their innovative ideas/views.

Critical Thinking

Inculcating an intellectually disciplined process of actively and skillfully conceptualizing, applying, analysing, synthesizing, and/or evaluating information gathered from, or generated by, observation, experience, reasoning, as a guide to action.

Problem Solving

The Program focuses on well researched and solution based thinking and application of theoretical concepts to real life case studies enabling students to develop problem solving skills. Students develop an ability to take up challenges in their professional carrier and provide effective solutions.

Analytical Reasoning

The ability to solve problems quickly and effectively. Systematic and methodical step-by-step approach to thinking that allows graduates to break down complex problems into single and manageable components.

Research-Related Skills

The students are engaged with their faculty on research projects of current relevance and critical outcome. They work on live projects and collect data on industry for research based Projects and term papers. The students are taught the skill of using software for making analysis.

Cooperation/Team Work

Leadership and team spirit: Working on various assignments both academic and extra-curricular help them in becoming team worker. Group projects and presentations and case studies give opportunity to students to learn team skills and understand team dynamics.

Scientific Reasoning

Business data analysis that is researched/observed or collected through surveys for projects and term papers requires logical thinking and reasoning for arriving at conclusions and analytical outcomes.

Reflective Thinking

The assessment methods adopted for the courses include presentation on the specified class projects which requires the use of analytical thinking and critical evaluation.

Information/Digital Literacy

Students are required to prepare assignments/term papers based on data assimilated through primary and secondary sources. The data for secondary sources is largely procured from digital sources/online sources. The students are encouraged and taught the use of online database and research of website and organizations' literature.

Self-Directed Learning

Curiosity to acquire general knowledge and explore information to make better decisions, develop rational and logical beliefs and thinking.

Multicultural Competence

Students are enabled to understand the subjects during their classroom discussion. In addition to that they are advised, motivated and facilitated for co-curricular activities to serve the society especially to those at bottom of the pyramid. Further, they are sensitized towards Environmental care which has taken prime position because of the threat caused.

This sensitization is through the EVS paper in their first year of study. They are also expected to sensitize the society towards social issues and aspects concerning larger national issues.

Moral and Ethical Awareness/Reasoning

Courses include sensitization and cultivation of moral and ethical value in students. The program includes courses on ethics and social responsibility. Further through classroom discussions the students are made to understand the importance of adopting ethical practices in pursuit of business profits.

Leadership Readiness/Qualities

Creating an inspiring vision of the future. Motivates and inspires people to engage with that vision. Manages delivery of the vision. Accepting team spirit as an important contributor to both personal and professional life. Participate in healthy competition, generation of more ideas, improved productivity

Lifelong Learning

The course also orients the students towards better learning and application on business data. This will be possible only when they will update themselves on a daily basis and keep aware of changing environment.

Encouraging students to generate a variety of ideas and responses, across different categories and to look at things from different points of view. Generating new ideas and innovation.

6. Qualification Descriptors for Graduates Bachelor of Business Administration

1. Demonstrate
 - (i) A coherent understanding of business operations and management
 - (ii) Managerial and analytical skills in designing business strategies and decisions
 - (iii) Higher order skills in different area of management.
2. Use knowledge, understanding and skills required for identifying problems and issues, collection of relevant quantitative and/or qualitative data drawn from a wide range of sources and application of the information to designing solutions.

3. Develop innovative thinking and entrepreneurial skills
4. Demonstrate subject-related and transferable skills that are relevant for entry level management positions in diverse industries;
5. Create a sound foundation for students to pursue higher level studies and research in areas of management.

7. Programme Learning Outcomes for Bachelor of Business Administration

1. Provide students with a sound theoretical base and exposure to current business challenges.
2. Prepare students with capabilities and skills in areas of general management, marketing, finance, global business and human resource management, to take up roles in managerial position across diverse industries.
3. To encourage creativity and innovative thinking leading to entrepreneurial skills.
4. Enhance the ability of students to meet global challenges through sensitivity towards organizational, economic and cultural diversity.

8. Structure of Bachelor of Business Administration

8.1 Credit Distribution for Bachelor of Business Administration

Courses	Number of Courses	Credits (Theory + Practical)	Total Credits
Core Courses	14	6	84
Generic Elective/Interdisciplinary	4	6	24
Discipline Specific Elective	4	6	24
Skill Enhancement Courses	2	4	8
Ability Enhancement Compulsory Course	2	4	8
TOTAL CREDIT			148

8.2 Semester-wise Distribution of Courses

There will be six semesters in the three-year BBA. The curriculum consists of 14 Core Courses (C), 2 Ability Enhancement Compulsory Courses (AECC), 2 Skill Enhancement Courses (SEC), 4 Discipline Specific Elective (DSE) courses and 4 Generic Elective (GE) courses. Each course is of 100 marks except AECC and SEC courses. L stands for Lecture Hour, T for Tutorial Hour and P for Practical Hour.

BBA : 1st Semester

Course Title	Course Type	(L-T-P)	Credit	Marks
Principle of Management	C-1	5-1-0	6	100
Business Economics	C-2	5-1-0	6	100
Business Statistics	GE-1	5-1-0	6	100
Environment Studies	AECC-1	2-0-0	4	50
SEMESTER TOTAL			22	350

BBA : 2nd Semester

Course Title	Course Type	(L-T-P)	Credit	Marks
Business Communication	C-3	5-1-0	6	100
Accounting for Managers	C-4	5-1-0	6	100
Organizational Behaviour	GE-2	5-1-0	6	100
MIL/English	AECC-2	4-0-0	4	50
SEMESTER TOTAL			22	350

BBA : 3rd Semester

Course Title	Course Type	(L-T-P)	Credit	Marks
Financial Management	C-5	5-1-0	6	100
Marketing Management	C-6	5-1-0	6	100
Computer Fundamentals	C-7	5-1-0	6	100
Business Mathematics	GE-3 (Any one to be chosen)	5-1-0	6	100
Retail Marketing				
Computer Applications	SEC-1 (Any one to be chosen)	4-0-0	4	50
Communicative English				
SEMESTER TOTAL			28	450

BBA : 4th Semester

Course Title	Course Type	(L-T-P)	Credit	Marks
Human Resource Management	C-8	5-1-0	6	100
Production and Materials Management	C-9	5-1-0	6	100
Business Environment	C-10	5-1-0	6	100
Operations Research	GE-4	5-1-0	6	100
Financial Market	(Any one to be chosen)			
Quantitative Aptitudes	SEC-2	4-0-0	4	50
Basics of Business Research	(Any one to be chosen)			
SEMESTER TOTAL			28	450

BBA : 5th Semester

Course Title	Course Type	(L-T-P)	Credit	Marks
International Business	C-11	5-1-0	6	100
Business Law	C-12	5-1-0	6	100
Any two from Group A (Given Below)	DSE-1	5-1-0	6	100
DSE Group A	DSE-2	5-1-0	6	100
Sales and Distribution Management	BBADSE501	5 - 1 - 0		
Industrial Relations	BBADSE502	5 - 1 - 0		
Systems Analysis and Design	BBADSE503	5 - 1 - 0		
Taxation	BBADSE504	5 - 1 - 0		
Supply Chain Management	BBADSE505	5 - 1 - 0		
SEMESTER TOTAL			24	400

BBA: 6th Semester

Course Title	Course Type	(L-T-P)	Credit	Marks
Project Work	C-13	5-1-0	6	100
Grand Viva	C-14	5-1-0	6	100
Any two from Group B (Given Below)	DSE-3	5-1-0	6	100
DSE Group B	DSE-4	5-1-0	6	100
Entrepreneurship Development	BBADSE601	5 - 1 - 0		
Cost and Management Accounting	BBADSE602	5 - 1 - 0		
Marketing of Services	BBADSE603	5 - 1 - 0		
Human Resource Development	BBADSE604	5 - 1 - 0		
Database Management System	BBADSE605	5 - 1 - 0		
SEMESTER TOTAL			24	400
GRAND TOTAL			148	2400

9. Syllabus of Bachelor of Business Administration

BBA (1ST SEMESTER)

Course Name: Principles of Management

Course Code: BBAC101; Course Type: Core; Course Details: CC-1

L-T-P: 5 -1 -0; Course Credit: 6

Marks: Theory [100]: Continuous Assessment-20 & End Semester Examination-80

Course Objective

The objective of the course is to familiarize the learner with extant and emerging management theories and practices for reflective and holistic thinking on management principles and practices.

Learning Outcomes

After completing the course, the student shall be able to:

1. Understand the evolution of management and apprehend its effect on future managers.
2. Analyse how organisations adapt to an uncertain environment and decipher decision making techniques managers use to influence and control the internal environment.
3. Comprehend the changes happening in organisation structure over time.
4. Analyse the relationship amongst functions of management i.e. planning, organizing, directing and controlling.
5. Appreciate the changing dynamics of management practice.

Unit-I: Nature, Scope and Process of Management: Concept of Management, Role and Importance of Management, Functions and Levels of Management, Management – A Science and an Art; Distinction between Management and Administration, Classification of Managerial Functions.

Unit-II: Evolution of Management Thought: Early Contributors to Management Thoughts; Scientific Management, Administrative Theory of Management.

Unit-III: Planning and Organizing: Features of Planning, Importance, Steps, Types. Decision-making; Formal and Informal Organizations, Organization Structure: Line and staff, Committee Organization, Project Organization, Matrix Organization(Overview),

Delegation of Authority, Centralization and decentralization, Departmentalization: Concept and Types, Span of Management.

Unit-IV: Staffing and Directions: Features of staffing, elements of staffing; Concept of Direction, Supervision, Leadership; Functions and Importance, Formal and Informal Leadership, Qualities of a Good Leader, Leadership Styles.

Unit-V: Coordination and Control: Concept of Coordination, Features of Coordination; Control- Nature of Control, Relationship between Planning and Control, Elements of control system.

Suggested Readings:

1. Essentials of Management: Wehrich and Koontz, et al, Tata McGraw Hill.
2. Management: Stoner J and Freeman RE, Prentice-Hall.
3. Management: Daft, RL, Thomson.
4. Management-Text & Cases: V.S.P Rao & Hari Krishna, Excel Books.
5. Principles of Management: Ramaswami, T, Himalaya Publishing.
6. Management: Robbins, SP, Prentice Hall.

Teaching Learning Process

Teaching learning process may be interactive classroom sessions with the help of Power Point presentations, reflective assessment and case study discussions to ensure active participation and continuous learning.

Assessment Methods

Internal Examination (20 Marks): Internal Assessment may be conducted by using any one or in combinations of Class participation, Presentation, Project Writing and Presentation, Assignment and Presentation, Surprise Test as suitable.

External Examination (80 Marks): End Semester Written Examination, Duration 4 Hours

Course Name: Business Economics**Course Code: BBAC102; Course Type: Core; Course Details: CC-2****L-T-P: 5 -1 -0; Course Credit: 6****Marks: Theory [100]: Continuous Assessment-20 & End Semester Examination-80****Course Objectives**

The purpose of this course is to apply micro economic concepts and techniques in evaluating business decisions taken by firms. The emphasis is on explaining how tools of standard price theory can be employed to formulate a decision problem, evaluate alternative courses of action and finally choose among alternatives.

Learning Outcomes

After completing the course, the student shall be able to:

1. Apply the knowledge of the mechanics of supply and demand to explain working of markets.
2. Describe how changes in demand and supply affect markets. Understand the choices made by a rational consumer.
3. Explain relationships between production and costs.
4. Define key characteristics and consequences of different forms of markets.
5. Understand the functioning of Banks and issues related to public finance

UNIT-I: Introduction: Economic Terms and Basic concepts; Basic Economic problems; Meaning, Nature and Scope of Business Economics.

UNIT-II: Demand: Law of demand and its Exceptions; Elasticity of Demand- Concepts and Types, Measurement of Elasticity; Demand Forecasting – Importance, Methods ; Different Revenue Concepts, Relations Concerning AR, MR and Price Elasticity.

UNIT-III: Production and Cost: Production Function; Law of variable Proportions , Iso-quant, Iso-cost Lines and Choice of Optimum Input combination, Expansion Path ; Cost Function; Short-run and Long-run Costs-Different Cost concepts and Costs Curves.

UNIT-IV: Market: Different Market Structures; Short-run and Long-run Equilibrium under Perfect Competition, Equilibrium under Monopoly, Price Discrimination.

UNIT-V: Banking and Public Finance: Function of Commercial Banks and Central Bank; Credit Creation and Credit Control in the Banking system; Direct and Indirect Taxes, Public Debt, Budget Deficit, Anti-inflationary measures.

Suggested Readings:

1. Economics – Samuelson and Nordhaus; McGraw Hill.
2. An Introduction to Positive Economics – Lipsey; ELBS.
3. Managerial Economics – Hague; Longman.
4. Managerial Economics – Varshney and Maheswari; Sultan Chand.
5. Modern Economic Theory – Mukherjee; Wishwa Prakashan.

Teaching Learning Process

Teaching learning process may be interactive classroom sessions with the help of Power Point presentations, reflective assessment and case study discussions to ensure active participation and continuous learning.

Assessment Methods

Internal Examination (20 Marks): Internal Assessment may be conducted by using any one or in combinations of Class participation, Presentation, Project Writing and Presentation, Assignment and Presentation, Surprise Test as suitable.

External Examination (80 Marks): End Semester Written Examination, Duration 4 Hours

Course Name: Business Statistics

Course Code: BBAGE101; Course Type: Generic Elective; Course Details: GEC-1

L-T-P: 5 -1 -0; Course Credit: 6

Marks: Theory [100]: Continuous Assessment-20 & End Semester Examination-80

Course Objective

To familiarize students with the basic statistical tools used to summarize and analyze quantitative information for business decision making.

Learning Outcomes

After completing the course, the student shall be able to:

1. Acquire a fair degree of proficiency in comprehending statistical data, processing and analysing it using descriptive statistical tools.
2. Gather knowledge about various measures of Central Tendency.
3. Understand the relationship between two variables using concepts of correlation and regression and its use in identifying and predicting the variables.
4. Develop an understanding of the different measures of dispersion and Skewness and Kurtosis

UNIT-I: Introduction: Definition of Statistics, Importance and scope of statistics, Limitations of Statistics; Types of Data, Important Sources of Secondary Data; Collection and Presentation of Data: Different Methods of collecting Primary Data: Text, Tabular and graphical Methods of Data presentation; Frequency Distribution, Diagrammatic Presentation of Frequency data.

UNIT-II: Measures of Central Tendency: simple and Weighted Arithmetic Mean – Properties, Merits and Demerits; Geometric Mean and harmonic Mean – Algebraic Properties, Merits and Demerits; Relationship among A.M., G.M. and H.M.; Median and Mode – Measures, Properties, Merits and Demits.

UNIT-III: Measures of Dispersion: Range, Quartile Deviation, mean Absolute Deviation and Standard Deviation – their Merits, Demerits and Properties.

UNIT-IV: Concepts of Skewness and Kurtosis, Different Measures of Skewness and Kurtosis.

UNIT-V: Analysis of Bivariate Data: Scatter Diagram, Pearson's Correlation Coefficient and its Properties; Spearman's Rank Correlation (in case of no tie) Simple Linear Regression and its Properties.

Suggested Readings:

1. Statistics: Sancheti and Kapoor, Sultan Chand & Sons.
2. Basic Statistics: Goon, Gupta and Dasgupta, World press.
3. Fundamental of Statistics (vol. 1 and 2): Goon, Gupta and Dasgupta, World Press.

4. Statistical Methods (vol 1 and 2): N.G. Das.
5. Mathematical and Statistics: Ajay Goel and Alka Goel, Taxmann.

Teaching Learning Process

Teaching learning process may be interactive classroom sessions. It includes theoretical discussion and numerical problems solving.

Assessment Methods

Internal Examination (20 Marks): Internal Assessment may be conducted by using any one or in combinations of Class participation, Presentation, Project Writing and Presentation, Assignment and Presentation, Surprise Test as suitable.

External Examination (80 Marks): End Semester Written Examination, Duration 4 Hours

Course Name: Environment Studies

Course Code: AEE101; Course Type: Ability Enhancement; Course Details: AECC-1

L-T-P: 4 -0 -0; Course Credit: 4

Marks: Theory [50]: Continuous Assessment-10 & End Semester Examination-40

**FOR ALL STREAMS OF UNDER GRADUATE HONOURS AND PROGRAM COURSES
(Arts, Science and Commerce)**

[As per UGC DO No F.13-1/2000(EA/ENV/COS-1) dated 20.11.14]

Unit 1: Multidisciplinary Nature of Environmental Studies

- Definition, Nature, Scope and Importance
- Types and Components of environment
- Environmental education
- Global environmental crisis

Unit 2: Natural Resources: Renewable and Non- renewable Resources

- Forest resources: Uses, types and importance, deforestation and its effects
- Water resources: Distribution of water on Earth; Use and Over
- Mineral Resources: Use and Exploitation, Environmental Effects of extracting and using mineral resources, Case Studies
- Food resources: World food production & distribution, Food Crisis - its causes

- Energy resources: Renewable and Nonrenewable energy sources; Use of alternative energy Sources
- Land resources: Land as a resource; Land degradation, Landslides, Soil erosion
- Role of an individual in the conservation of natural resources
- Equitable use of resources for sustainable life styles

Unit 3: Ecology and Ecosystems

- Concept of ecology, autecology and synecology – Structure and Function of an Ecosystem
- Concept of an ecosystem; Different types of ecosystem; Forest, Grassland, Desert and Aquatic (Ponds, Streams, Lakes, Rivers, Oceans and Estuaries) Biomes
- Energy flow in the ecosystem, energy flow models
- Food chains, food webs and ecological pyramids
- Biogeochemical cycles: Nitrogen & Phosphorus

Unit 4: Biodiversity and its conservation

- Introduction – Definition: Genetics, Species and Eco-system Diversity
- Threats to biodiversity; Value of biodiversity; Hot-Spots of biodiversity
- Conservation of biodiversity: *In situ* and *Ex situ* conservation of biodiversity
- Endangered and Endemic Species of India

Unit 5: Environmental Pollution

- Air pollution: Brief Concepts
- Water pollution: Brief Concepts
- Soil pollution: Brief Concepts
- Noise Pollution: Brief Concepts
- Fireworks Pollution: Brief Concepts
- Thermal Pollution :Brief Concepts
- Nuclear Pollution:

Unit 6: Social Issues and the Environment

- Water conservation, rain water harvesting
- Climate change, global warming, acid rain, ozone layer depletion
- From unsustainable to sustainable development
- Urban problem related to energy
- Environmental Ethics: Issues and Possible Solutions
- Constitutional Provisions for protecting environment- Articles 48(A), 51 A (g)
- The Environment (Protection) Act, 1986.
- Air(Prevention and Control of Pollution) Act
- Wildlife Protection Act

Unit 7: Human Population and the Environment

- Definition, characteristics; Human population growth
- Population explosion – Brief Concept
- Environment and human health: Concept of health and disease(HIV/AIDS)
- Human Rights, Value Education, Role of Information Technology in Environment

Unit 8: Field Work (Project Work)

Suggested Readings:

1. Carsen, R. 2002. Silent Spring, Houghton Mifflin, Harcourt.
2. Rao, M.N & Datta A.K.1987.WasteWater Treatment, Oxford and IBH Publishing Co. Pvt. Ltd.
3. Raven, P. H Hassenzahl, D. M. & Berg L. R, 2012 Environment. 8th Edition. John Wiley & Sons.
4. Singh, J. S. Singh, S. P. and Gupta, S. R. 2014. Ecology, Environmental Science and Conservation. S. Chand Publishing, New Delhi.
5. Agarwal, K. C. 2001 Environmental Biology, Nidi Publication. Ltd. Bikaner.
6. Bharucha Erach, The Biodiversity Biology of India, Mapin Publishing Pvt. Ltd. Ahmedbad, India
7. Cunningham, W. P. Cooper, T. H. Gorhani, E & Hepworth, M. T. 2001, Environmental Encyclopedia. Jaico Publ. House. Mumbai. 1196p.

8. Heywood, V. h & Watson, R. T. 1995. Global Biodiversity Assessment. Cambridge University Press.2
9. Jadhav, H & Bhosale V. M. 1995. Environmental Protection and Laws, Himalaya Publishing House, Delhi
10. Mckinney, M. L. & Schoch. R. M. 1996. Environmental Science systems & Solutions, Web enhanced edition

Teaching Learning Process

Teaching learning process may be interactive classroom sessions with the help of Power Point presentations, reflective assessment and case study discussions to ensure active participation and continuous learning.

Assessment Methods

Internal Examination (10 Marks): Internal Assessment may be conducted by using any one or in combinations of Class participation, Presentation, Project Writing and Presentation, Assignment and Presentation, Surprise Test as suitable.

External Examination (40 Marks): End Semester Written Examination, Duration 2 Hours

BBA (2ND SEMESTER)

Course Name: Business Communication

Course Code: BBAC201; Course Type: Core; Course Details: CC-3

L-T-P: 5 -1 -0; Course Credit: 6

Marks: Theory [100]: Continuous Assessment-20 & End Semester Examination-80

Course Objective

To develop inter personal, effective communication, problem solving skills and understand its influence on behaviour and attitudes of individuals.

Learning Outcomes

After completing the course, the student shall be able to:

1. Understand the importance of oral and written communication in day-to-day working of the organization.
2. Develop inter personal skills and problem-solving skills.
3. Understand the role of body language in effective communicate.

Unit-I: Business Communication – Importance and Nature, Models of Communication; Effective Communication; Importance of feedback in Communication; Barriers to Effective Communication, Methods of Overcoming Barriers; Formal and Informal Networks of Communication; Importance of Grapevine.

Unit-II: The Non-Verbal Mode of Communication- Verbal vs. Non-verbal Communication, Importance of Non-verbal Communication, Elements of Non-verbal Communication.

Unit-III: Parts of Speech: Nouns, Pronouns, Verbs, Adjectives, Adverbs, Prepositions, Conjunctions and Interjection (brief overview of each and function in a sentence) - Agreement of subject and Verb- Sequences of Tenses Errors in the Use of Adjectives and Adverbs.

Unit-IV: Speaking and presentation: Basic guidelines and developing strategy – preparing successful speech, Elements of Presentation – Designing an Effective Presentation.

Unit-V: Modern Communication Technology: Electronic Communication System – Teleprinter, Computer, Fax, E-mail, Voice Mail Teleconferencing, Video and Audio Conferencing.

Suggested Readings:

1. Business communication- Theory and Applications: Lesikar, R. & Petit, J., All India Traveller Book Seller.
2. Business Communication Today: Bovee; Tata McGraw Hill, New Delhi.
3. Basic Managerial Skills for All: McGrath, E.H., Prentice Hall of India.
4. Business Communication: Balasubramanyam, Vikas Publishing House, New Delhi.
5. Business Correspondence and Report Writing: Sharma and Mohan, Tata McGraw Hill.
6. Business Communication: Concepts, Cases and Applications: Chaturvedi and Chaturvedi, Pearson Edu.

Teaching Learning Process

Teaching learning process may be interactive classroom sessions with the help of Power Point presentations, reflective assessment and case study discussions to ensure active participation and continuous learning.

Assessment Methods

Internal Examination (20 Marks): Internal Assessment may be conducted by using any one or in combinations of Class participation, Presentation, Project Writing and Presentation, Assignment and Presentation, Surprise Test as suitable.

External Examination (80 Marks): End Semester Written Examination, Duration 4 Hours

Course Name: Accounting for Managers**Course Code: BBAC202; Course Type: Core; Course Details: CC-4****L-T-P: 5 -1 -0; Course Credit: 6****Marks: Theory [100]: Continuous Assessment-20 & End Semester Examination-80****Course Objective**

This course provides conceptual knowledge of financial accounting and the techniques for preparing accounts in different types of business organisations.

Learning Outcomes

After completing the course, the student shall be able to:

1. Understand the theoretical framework of accounting and to prepare financial statements.
2. Learn the system accounting system of Depreciation.
3. Learn the system of accounting for Partnership firm..
4. Learn the Company Accounts (as per Companies Act, 2013).
5. Understand the system of accounting for Non- Trading Concern.

Unit-I: Accounting: Objectives, Advantages and Limitations, Branches of Accounting, Accounting Equations, Types of Accounting Information; Users of Accounting Information and Their Needs. Basic Accounting Concepts and Conventions-Accounting Transactions -

Double Entry Book keeping - Journal, Ledger, Preparation of Trial Balance - Preparation of Cash Book.

Unit-II: Depreciation - Meaning, Causes, Types - Straight Line Method - Written Down Value Method (Change in Method excluded). Reserves & Provision – Concept, Types & Purposes, Difference between Reserve & Provision; Adjustment Entries – Concept & Development of Adjustment Entries; Classification of Errors - Rectification of Errors - Preparation of Suspense Account.

Unit-III: Preparation of Final Accounts of Profit-oriented Sole-proprietorship (Trading Concerns only); Preparation of Receipts and Payments Account, Income & Expenditure Account and Balance Sheet of Non Trading Organizations (Simple Problems).

Unit-IV: Partnership Accounting: Features of Accounting of Partnership Firms; Maintenance of Capital Accounts – Fixed & Fluctuating; Profit & Loss Appropriation Account (Basic Problems); Admission and Retirement of a Partner (Excluding Goodwill).

Unit-V: Company Accounts (as per Companies Act, 2013): Maintenance of Accounts u/s 128; Financial Statements - Definition u/s 2(40); Proforma of Statement of Profit & Loss and Balance Sheet [as per Schedule III Companies Act, 2013].

Suggested Readings:

1. Financial Accounting: S. Mukherjee & A. K. Mukherjee, Oxford University Press.
2. Financial Accounting: A Managerial Perspective: R. Narayanaswamy, Prentice Hall of India.
3. A Textbook of Accounting for Management: S. N. Maheshwari, S. K. Maheshwari, Vikas Publications.
4. Accounting for Managers – Ashish Kr. Bhattacharya; PHI.
5. Financial Accounting – Ashok Banerjee; Excel Books.

Teaching Learning Process

Teaching learning process may be interactive classroom sessions with the help of Power Point presentations, reflective assessment and case study discussions to ensure active participation and continuous learning. It includes theoretical discussion and numerical problems solving.

Assessment Methods

Internal Examination (20 Marks): Internal Assessment may be conducted by using any one or in combinations of Class participation, Presentation, Project Writing and Presentation, Assignment and Presentation, Surprise Test as suitable.

External Examination (80 Marks): End Semester Written Examination, Duration 4 Hours

Course Name: Organisational Behaviour

**Course Code: BBAGE201; Course Type: Generic Elective; Course Details: GEC-2
L-T-P: 5 -1 -0; Course Credit: 6**

Marks: Theory [100]: Continuous Assessment-20 & End Semester Examination-80

Course Objective

To acquaint the students with the fundamentals of managing business and to understand individual and group behavior at work place so as to improve the effectiveness of an organization. The course will use and focus on Indian experiences, approaches and cases.

Learning Outcomes

At the end of the course, students should be able to:

1. Develop understanding of different approaches to designing organizational structures.
2. Understand the role of personality, learning and emotions at work.
3. Discover and understand the concept of motivation, leadership, power and conflict.
4. Understand the foundations of group behaviour and the framework for organizational change and development.

UNIT-I: Introduction to Organisational Behaviour: Concept, Challenges and Opportunities of Organisational Behaviour (OB), Issues in Developing an OB Model; Characteristics of Human Behaviour.

UNIT-II: Personality: Concept and Types, Major determinants.

Unit-III: Perception: Concept, Factors influencing Perception; Learning: Concept; Attitude: Concept, Different Job Attitudes.

Unit-IV: Motivation: Concept, Basic Theories of Motivation (Maslow, Herzberg, McClelland and McGregor).

UNIT-V: Group Dynamics: Concept of group, Stages of Group Development, Types of Groups, Work Teams Vs. Work Groups, Group Synergy.

Suggested Readings:

1. Organizational behavior – Robins Stephen P; PHI.
2. Organizational behavior- Fred Luthans; McGraw Hill Inc.
3. Management of Organizational behavior – Harsey, Paul & Kenneth H. Blancher; PHI.
4. Organizational Behaviour: Human Behaviour at Work - Davis and Newstrom, Tata McGraw-Hill.
5. Organizational Behaviour- Steers and Black, Harper Collins College Publishers.

Teaching Learning Process

Teaching learning process may be interactive classroom sessions with the help of Power Point presentations, reflective assessment and case study discussions to ensure active participation and continuous learning.

Assessment Methods

Internal Examination (20 Marks): Internal Assessment may be conducted by using any one or in combinations of Class participation, Presentation, Project Writing and Presentation, Assignment and Presentation, Surprise Test as suitable.

External Examination (80 Marks): End Semester Written Examination, Duration 4 Hours

Course Name: English/MIL Communication

Course Code: BBAGE201; Course Type: Generic Elective; Course Details: AECC-2

L-T-P: 4 -0 -0; Course Credit: 4

Marks: Theory [50]: Continuous Assessment-10 & End Semester Examination-40

Course Name		Course Type	Course Code
English Communication	(Any One)	AE	AECCE201
Bengali Communication			AECCEB201
Hindi Communication			AECCH201
Urdu Communication			AECCEU201

BBA (3RD SEMESTER)**Course Name: Financial Management****Course Code: BBAC301; Course Type: Core; Course Details: CC-5****L-T-P: 5 -1 -0; Course Credit: 6****Marks: Theory [100]: Continuous Assessment-20 & End Semester Examination-80****Course Objective**

To familiarize the students with the principles and practice of financial management

Learning Outcomes

After completing the course, the student shall be able to:

1. Explain the nature and scope of financial management as well as time value of money and risk return trade off.
2. Analyse capital budgeting process and capital budgeting techniques.
3. Estimate various capital structure theories and factors affecting capital structure decisions in a firm.
4. Critically examine various theories of Working capital management and factors affecting working capital requirement.
5. Analyse the different aspect of Cost of capital

Unit-I: Introduction: Definition, Scope, Objectives of financial Management; The goal of a Firm: Profit Maximization vs. Wealth Maximization; Financial Functions – Financing, Investment and Dividend decisions; the role of a Finance Manager; An overview of financial markets and institutions in India. Time Value of Money: Concept; compounding and Discounting Concepts.

Unit-II: Financial Statements and Financial Statement Analysis: Meaning, Nature, Importance and Limitations of Financial Statements; Meaning, Objectives, Types and Methods of Financial Statement Analysis; Ratio Analysis: Meaning, Utility, Limitations, process of Analysis, Classification of Accounting Ratios, Important Accounting Ratios used in measuring liquidity, solvency, profitability and managerial efficiency, Computation and Interpretation of these Ratios. Analysis of Changes in Financial Position: Funds Flow

statement: concept and Purposes of Funds Flow Statement, Preparation of Funds Flow Statement. Cash Flow Statement: Concepts and Purposes of Cash Flow Statement, Preparation of Cash Flow Statement-General, AS-3.

Unit-III: Working capital management: Concepts, Nature, Significance, and Components of Working Capital; Working Capital Cycle; Factors determining Working Capital Requirements and Forecasting Working Capital.

Unit-IV: Cost of capital: Concept and Significance; Costs of various Sources of Capital; Weighted average cost of capital.

Unit-V: Capital Budgeting: Concept, Features, Process and Significance of Capital Budgeting; Evaluation Criteria – Account Rate of Return, Pay Back Period, Net Present Value, Internal rate of return.

Suggested Readings:

1. Financial Management – Khan & Jain; Tata McGraw Hill.
2. Financial Management – Prasanna Chandra; Tata McGraw Hill.
3. Financial Management – I.M. Pandey; Vikas Publishing House.
4. Financial Management – Ravi. M. Kishore; Taxmann.
5. Fundamentals of Financial Management – Chandra Bose; PHI.

Teaching Learning Process

Teaching learning process may be interactive classroom sessions with the help of Power Point presentations, reflective assessment and case study discussions to ensure active participation and continuous learning. It includes theoretical discussion and numerical problems solving.

Assessment Methods

Internal Examination (20 Marks): Internal Assessment may be conducted by using any one or in combinations of Class participation, Presentation, Project Writing and Presentation, Assignment and Presentation, Surprise Test as suitable.

External Examination (80 Marks): End Semester Written Examination, Duration 4 Hours

Course Name: Marketing Management**Course Code: BBAC302; Course Type: Core; Course Details: CC-6****L-T-P: 5 -1 -0; Course Credit: 6****Marks: Theory [100]: Continuous Assessment-20 & End Semester Examination-80****Course Objective**

The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing and to provide knowledge about various developments in the marketing.

Learning Outcomes

After completing the course, the student shall be able to:

1. Develop understanding of basic concepts of marketing, marketing philosophies and environmental conditions effecting marketing decisions of a firm.
2. Understand the dynamics of consumer behaviour and process of market selection through STP stages.
3. Understand and analyze the process of value creation through marketing decisions involving product development.
4. Understand and analyze the process of value creation through marketing decisions involving product pricing and its distribution.
5. Understand the need of effective communication and designing of appropriate marketing communication mix

Unit-I: Marketing – scope, nature, definition, core marketing concepts and marketing environment, recent trends in marketing in India. Tele Marketing, Marketing on Web.

Unit-II: Developing marketing opportunities and strategies, consumer and business buyer's behavior; Segmentation, Targeting and positioning (STP) for competitive advantage, Marketing Information System (MKIS) and Marketing Research.

Unit-III: Developing the concept of marketing mix, managing the product – types of consumer and industrial products. Product related decisions, product line, product mix, product life cycle (PLC), new product development, branding and packaging decisions.

Unit-IV: Pricing of products: Pricing considerations and approaches, strategies and methods. Managing marketing channels, channel design decisions, channel dynamics, managing retailing, wholesaling and market logistics.

Unit-V: The communication process, developing effective communication, deciding on the marketing communication mix, managing advertising, sales promotion and public relations. Managing sales force.

Suggested Readings:

1. Marketing Management – Kotler, Philip; Prentice Hall of India Publications, new Delhi.
2. Marketing Management Ramaswamy, V.S. and Namakumari, S; McMillan India Ltd., New Delhi.
3. Marketing Management Strategy and Cases – Dalrymple, J.D. and Parson, J.L.; John Wiley and Sons.
4. Contemporary concepts and Practices – Schoell, W.F.; Allwyn and Baycon Inc., New York.

Teaching Learning Process

Teaching learning process may be interactive classroom sessions with the help of Power Point presentations, reflective assessment and case study discussions to ensure active participation and continuous learning.

Assessment Methods

Internal Examination (20 Marks): Internal Assessment may be conducted by using any one or in combinations of Class participation, Presentation, Project Writing and Presentation, Assignment and Presentation, Surprise Test as suitable.

External Examination (80 Marks): End Semester Written Examination, Duration 4 Hours

Course Name: Computer Fundamentals**Course Code: BBAC303; Course Type: Core; Course Details: CC-7****L-T-P: 5 -1 -0; Course Credit: 6****Marks: Theory [100]: Continuous Assessment-20 & End Semester Examination-80****Course objectives**

To gain knowledge on the basics of important concepts of computer.

Learning Outcomes

After completing the course, the student shall be able to:

1. Know about the Generations, Classifications and basic organisation of computer.
2. Know about Number systems, Binary arithmetic.
3. Know about Computer software, operating systems and computer network.

Unit-I: Introduction to Computer-Definition of Computer System; Evolution of Computer– a brief history; Classification of computer; Generation of Computers.

Unit-II: Computer System Architecture–Definition of Hardware; Basic units of Computer System; CPU–Control Unit, ALU; Memory module – Primary Memory, Secondary Memory– definition, classification, features and functions; measuring unit of memory – Bit, Byte, KB, MB, GB; Input Devices – Keyboard, Mouse, Scanner, Output Devices – Monitor, Printer.

Unit-III: Introduction to Number System – Positional and Non Positional number system; Various Number system-Decimal, Binary, Octal Hexadecimal; Number system conversions– working with integer and fractional number; Simple binary arithmetic – addition, subtraction, multiplication, division.

Unit-IV: Introduction to Software – Definition of Software; Classification of Software; Booting process; Working concept of Word processing S/W, spreadsheet S/W, Accounting S/W and DTP (Desk Top Publishing) S/W.

Unit –V: Introduction to Operating System–Definition of OS; Functions of OS, basic concept of different type of OS- batch processing OS, Multitasking OS, Multi-user OS, Network OS.

Suggested Readings:

1. Fundamentals of Computers–U. Rajaraman.
2. Computers Fundamentals–P.K. Sinha.
3. Computer Concepts and Applications – Sanders H. Donald.
4. Management Information System–W.S. Jawadekar; Tata McGraw Hill.
5. Management Information System–Kenneth C. Laudon & Jane P. Laudon; Pearson Books.

Teaching Learning Process

Teaching learning process may be interactive classroom sessions with the help of Power Point presentations, reflective assessment and case study discussions to ensure active participation and continuous learning.

Assessment Methods

Internal Examination (20 Marks): Internal Assessment may be conducted by using any one or in combinations of Class participation, Presentation, Project Writing and Presentation, Assignment and Presentation, Surprise Test as suitable.

External Examination (80 Marks): End Semester Written Examination, Duration 4 Hours

GENERIC ELECTIVE 3 (GEC-3)

(Any One Elective to be chosen)

Course Name: Business Mathematics

Course Code: BBAGE301; Course Type: Generic Elective; Course Details: GEC-3

L-T-P: 5 -1 -0; Course Credit: 6

Marks: Theory [100]: Continuous Assessment-20 & End Semester Examination-80

Course Objective

The objective of this course is to familiarize the students with the basic mathematical tools with special emphasis on applications to business and economic situations.

Course Learning Outcomes

After completing the course, the student shall be able to:

1. Comprehend the concept of systematic processing and interpreting the information in quantitative terms to arrive at an optimum solution to business problems.
2. Develop proficiency in using different mathematical tools (matrices, Determinants) in solving daily life problems.
3. Develop proficiency in using different mathematical tools (Logarithms, calculus, Compound Interest & Annuities, Concept of present value) in solving daily life problems. .
4. Develop proficiency in using different mathematical tools (Permutation and combination) in solving daily life problems.
5. Evaluate the role played by mathematics in the world of business and economy.

UNIT-I: Laws of Indices, A.P., G.P., with Business Application.

UNIT-II: Theory of Quadratic Equations- Function, Number and Nature of Roots, Simultaneous Quadratic equations.

UNIT-III: Logarithms – Definitions, Laws, Basic Properties; Antilogarithm-characteristics and Mantissa; Use of Logarithmic and Antilogarithmic Tables; Business Application of Logarithms, Compound Interest & Annuities – Concept of present value and amount of a sum; Types of annuities; Present value and amount of an annuity.

UNIT-IV: Permutation-Definition, General Principle, Permutation of things when they are (i) all different (ii) not all different (iii) repeated (iv) in a ring; Restricted Permutation; Combination – Definition, Combination of things all different; Restricted Combination; Grouping; Statement of Binomial Theorem.

UNIT-V: Determinants – concepts, types, properties; addition and multiplication of determinants. Matrices – definition, types; addition and multiplication of matrices; rank of a matrix; solution of linear equations by matrix method.

Suggested Readings:

1. Business Mathematics: V. K. Kapoor, Sultan Chand & Sons.
2. Business Mathematics: R. S. Soni, Pitambar Publication.

3. Mathematics for business & Economics: Holden, McMillan.
4. Business Mathematics: N. G. D. Allen, McMillan.
5. Business Mathematics: N. K. Nag, Kalyani Publishers.

Teaching Learning Process

Teaching learning process may be interactive classroom sessions with the help of Power Point presentations, reflective assessment and case study discussions to ensure active participation and continuous learning. It includes theoretical discussion and numerical problems solving.

Assessment Methods

Internal Examination (20 Marks): Internal Assessment may be conducted by using any one or in combinations of Class participation, Presentation, Project Writing and Presentation, Assignment and Presentation, Surprise Test as suitable.

External Examination (80 Marks): End Semester Written Examination, Duration 4 Hours

Course Name: Retail Marketing

Course Code: BBAGE302; Course Type: Generic Elective; Course Details: GEC-3

L-T-P: 5 -1 -0; Course Credit: 6

Marks: Theory [100]: Continuous Assessment-20 & End Semester Examination-80

Course Objective

The primary objective of the course is to have students develop marketing competencies in retailing and retail consulting. The course is designed to prepare students for positions in the retail sector or positions in the retail divisions of consulting companies. Besides learning more about retailing and retail consulting, the course is designed to foster the development of the student's critical and creative thinking skills.

Learning Outcomes

After studying this course, students should be able to:

1. Clarify the concept and related terms in retailing.
2. Comprehend the ways retailers use marketing tools and techniques to interact with their customers.

3. Understand various formats of retail in the industry.
4. Understand the criteria for retail Market Segmentation and associated strategies.
5. Recognize and understand the operations-oriented policies, methods, and procedures used by successful retailers in today's global economy.

UNIT-I: Introduction to Retailing: Concept of retailing, functions of retailing, terms and definitions, retail types, retail industry in India, importance of retailing.

UNIT-II: Understanding the Retail Consumer: Retail consumer behavior, Factors influencing the retail consumers, customer decision making process, market research for understanding retail customer.

UNIT-III: Retail Market Segmentation and Strategies: Market segmentation and its benefits, kinds of markets, strategies for effective market segmentation, strategies of penetration of new markets, growth strategies, retail value chain.

UNIT-IV: Retail Location Selection: Importance of retail locations, types of retail locations, factors determining the location decisions, steps involved in choosing a retail location.

UNIT-V: Emerging Trends in Retailing: Change in nature of retailing, organized retailing, modern retail formats, Challenges faced by the retail sectors.

Suggested Readings:

1. Retail Management: Bajaj, Chetan; Tuli Rajarshi; and Srivastava, Nidhi, Oxford University Press.
2. Retailing: An Introduction: Cox, Roger and Raul Brittain, Prentice Hall, London.
3. Retail Marketing Management: Gilbert, David; Financial Times, Prentice Hall, London.
4. Retail Management Functional Principles and Practices: Vedamani, Gibson G., Jaico Publishing House.

Teaching Learning Process

Teaching learning process may be interactive classroom sessions with the help of Power Point presentations, reflective assessment and case study discussions to ensure active participation and continuous learning.

Assessment Methods

Internal Examination (20 Marks): Internal Assessment may be conducted by using any one or in combinations of Class participation, Presentation, Project Writing and Presentation, Assignment and Presentation, Surprise Test as suitable.

External Examination (80 Marks): End Semester Written Examination, Duration 4 Hours

SKILL ENHANCEMENT COURSE 1 (SEC-1)

(Any One Elective to be chosen)

Course Name: Computer Applications

**Course Code: BBASE301; Course Type: Skill Enhancement; Course Details: SEC-1
L-T-P: 4 -0 -0; Course Credit: 4**

Marks: Theory [50]: Continuous Assessment-10 & End Semester Examination-40

Course Objective

To provide computer knowledge to commerce students and equip them with computational skills using ICT tools.

Learning Outcomes

After completing the course, the student shall be able to:

1. Understand the various concepts and terminologies used in computer networks and internet and be aware of the recent developments in the fast changing digital business world.
2. Handle document creation for communication.
3. Acquire skills to create and make good presentations make various computations in the area of accounting and finance and represent the business data using suitable charts.
4. Manipulate and analyze the business data for better understanding of the business environment and decision making.
5. Understand and apply the various database concepts and tools in the related business areas with the help of suggested popular software.

Unit-I: Introduction to INTERNET – Definition of INTERNET, INTRANET EXTERNET; Hardware and software of INTERNET – Modem, Web Browser, Concept of E-mail, Web Server, Web Page, Web Sites and WWW (World Wide Web); Some important terminology – HTTP, URL, FTP, DNS; Definition of Hypertext; Basic concept of HTML and static webpage development using HTML.

Unit-II: Practical Application (For the purpose of internal Assessment) MS- OFFICE XP, WINDOWS'98, WINDOWS XP, TALLY, DTP SOFTWARE.

Unit-III: Information System : Definition of System ; Characteristics of system ; Role of Information systems at different level ; MIS and Management Process – Definition of MIS ; Role of MIS in an organization.

Unit-IV: Major Information Systems of an Organization TPS, MIS, DSS, ESS definition ,functions characteristics and benefits, introduction to Functional Information.

Suggested Readings:

1. Fundamentals of Computers – U. Rajaraman.
2. Computers Fundamentals – P. K. Sinha.
3. Computer Concepts and Applications – Sanders H. Donald.
4. Management Information System – W.S. Jawadekar; Tata McGraw Hill.
5. Management Information System –Kenneth C. Laudon & Jane P. Laudon; Pearson Books.

Teaching Learning Process

Teaching learning process may be interactive classroom sessions with the help of Power Point presentations, reflective assessment and case study discussions to ensure active participation and continuous learning.

Assessment Methods

Internal Examination (10 Marks): Internal Assessment may be conducted by using any one or in combinations of Class participation, Presentation, Project Writing and Presentation, Assignment and Presentation, Surprise Test as suitable.

External Examination (40 Marks): End Semester Written Examination, Duration 2 Hours

Course Name: Communicative English**Course Code: BBASE302; Course Type: Generic Elective; Course Details: SEC-1****L-T-P: 4 -0 -0; Course Credit: 4****Marks: Theory [50]: Continuous Assessment-10 & End Semester Examination-40****Course objectives**

To impart knowledge on writing skills for business communication.

Learning objectives

After completing the course, the student shall be able to:

1. Gain proper knowledge of English language letter writing skills, Report writing skills, Quotations, orders and tenders

Unit-I: Principle of Letter writing, Planning and Business Letters, Structure and lay out, Specimen letters.

Unit-II: Writing of Business Reports, nature, importance formal reports and Routine report structure and layout.

Unit-III: Guidelines for writing project reports, Quotations and orders.

Unit-IV: Writing effective memos, Secretarial Practices in Business Organisation.

Suggested Readings:

1. Business communication-Theory and Applications- Lesikar, R. & Petit, J.; All India Traveller Book Seller.
2. Basic Managerial Skills for All -McGrath, E. H.; Prentice Hall of India.
3. Business Communication- Balasubramanyam; Vikas Publishing House, New Delhi.
4. Business Correspondence and Report Writing–Sharma and Mohan; Tata McGraw Hill.
5. Business Communication: Concepts, Cases and Applications – Chaturvedi & Chaturvedi; Pearson Education.

Teaching Learning Process

Teaching learning process may be interactive classroom sessions with the help of Power Point presentations, reflective assessment and case study discussions to ensure active participation and continuous learning.

Assessment Methods

Internal Examination (10 Marks): Internal Assessment may be conducted by using any one or in combinations of Class participation, Presentation, Project Writing and Presentation, Assignment and Presentation, Surprise Test as suitable.

External Examination (40 Marks): End Semester Written Examination, Duration 2 Hours

BBA (4TH SEMESTER)

Course Name: Human Resource Management

Course Code: BBAC401; Course Type: Core; Course Details: CC-8

L-T-P: 5 -1 -0; Course Credit: 6

Marks: Theory [100]: Continuous Assessment-20 & End Semester Examination-80

Course Objective

The objective of this course is to enable learners to understand the importance of human resources and their effective management in organisations.

Learning Outcomes

After completing the course, the student shall be able to:

1. Understand basic nature and importance of human resource management. analyze the current theory and practice of recruitment and selection.
2. Understand the need of Training and Development in modern organisations.
3. Realize the importance of Performance Appraisal in enhancing employee performance.

4. Recommend actions based on results of the compensation analysis and design compensation schemes that are cost effective, that increase productivity of the workforce, and comply with the legal framework.
5. Understand role of modern HRM in meeting challenges of changing business environment.

Unit-I: Human Resource Management- Concept: Nature; Scope; Objectives and Importance of Human Resource Management; Evaluation of Human Resource Management; Role; function and Qualities of Human Resource Manager; Difference between Human Resource Management and Personnel Management.

Unit-II: Human Resource Planning – Meaning; Objective; and importance of Human Resource Planning; Human Resource Planning Process; Recruitment – Objective and Sources of Recruitment; Meaning and Purpose of Selection – Selection Process; Steps in selections; Selection techniques, Induction.

Unit-III: Training and Development; Meaning; Importance and objective of Training; Steps in Training; Organizing Training Programme; Training Vs Development; Training Methods; Evaluation of Training Programmes.

Unit-IV: Performance Appraisal – Concept, Features, Objective, Methods of Appraisal– Traditional and Modern methods; Problems with Performance Appraisal, Potential Appraisal. Career Planning and Development; Career needs assessment, Career opportunities, Need- opportunities alignment, Career Development Cycle.

Unit-V: Compensation Management – Objective of Compensation Management; Factors affecting Compensation; Job evaluation – Process, Methods of evaluation; Methods of Wage payment; component of pay structure; Fringe Benefits and Incentive Plans.

Suggested Readings:

1. A handbook of HRM practice – Michael Armstrong; Kogan Page Limited, London.
2. Human Resource Management: Text and Concept – VSP Rao; Excel Books, New Delhi.
3. Human Resource Management – Biswajeet Pattanayek; PHI, New Delhi.
4. Human Resource Management (with cases) – A.K. Ghosh; Manas Publications,

New Delhi.

Teaching Learning Process

Teaching learning process may be interactive classroom sessions with the help of Power Point presentations, reflective assessment and case study discussions to ensure active participation and continuous learning.

Assessment Methods

Internal Examination (20 Marks): Internal Assessment may be conducted by using any one or in combinations of Class participation, Presentation, Project Writing and Presentation, Assignment and Presentation, Surprise Test as suitable.

External Examination (80 Marks): End Semester Written Examination, Duration 4 Hours

Course Name: Production and Material Management

Course Code: BBAC402; Course Type: Core; Course Details: CC-9

L-T-P: 5 -1 -0; Course Credit: 6

Marks: Theory [100]: Continuous Assessment-20 & End Semester Examination-80

Course Objectives

To familiarize the students with the role of operations and its interaction with other activities of a firm and their integration in a highly competitive global environment. To enable the students to apply the understanding of production processes in quantitative analysis of problems arising in the management of operations.

Learning Outcomes

After completing the course, the student shall be able to:

1. Understand the role of operations management in achieving organizational competitiveness.
2. Appreciate the concepts of lean production and maintenance management in operations.

3. Comprehend key decision areas of operations and analyze data for effective decision making in operations management.

Unit-I: Introduction to Production Management, Historical Evolution of production Management, concept of Production, Production System, Classification of Production System, Objectives and Scope of Production Management, Product and Process Design.

Unit-II: Plant Location – Introduction and Meaning, Need for selecting a Suitable Plant Location, Factors Influencing Plant Location; Plant Layout– Objectives, Principles, and Types of Layout, Advantages and Limitations of Each Type of Layout.

Unit-III: Production Planning and Control (PPC): Introduction and Meaning, Need for PPC, Objectives, Phases and Functions of PPC; Capacity Planning–Measurement of Capacity, Process of Capacity Planning; Scheduling Principles and Types of Scheduling.

Unit-IV: Work Study– Introduction, Advantages; Method Study–Objectives, Scope, Steps or Procedure involved in method study, Charts used in method study; Work Measurement– Objectives, Techniques; Time Study–Introduction and Meaning, Steps in Making Time Study.

Unit-V: Materials Management–Introduction, Meaning and Scope, Role of Materials Management; Classes of Materials; Codification – objectives, Advantages, Methodology; Standardization – Relevance, Definition, Specification, Advantages, Techniques. Materials Planning–Introduction to Planning, Definition, Advantages; Bills of Materials; Introduction to Material Requirement Planning (MRP).

Suggested Readings:

1. Production and Operations Management–S. Anil Kumar, N. Suresh; New Age International Publishers.
2. Production and Operations Management – K. Ashwathappa; HPH.
3. Production and Operations Management– E. E. Adam, R. J. Ebert; PHI.
4. Purchasing and Supply Management –D. W. Dobler, D. N. Burt.
5. Purchasing and Materials Management – P. Gopalkrishnan; Tata McGraw Hill.

Teaching Learning Process

Teaching learning process may be interactive classroom sessions with the help of Power Point presentations, reflective assessment and case study discussions to ensure active participation and continuous learning.

Assessment Methods

Internal Examination (20 Marks): Internal Assessment may be conducted by using any one or in combinations of Class participation, Presentation, Project Writing and Presentation, Assignment and Presentation, Surprise Test as suitable.

External Examination (80 Marks): End Semester Written Examination, Duration 4 Hours

Course Name: Business Environment**Course Code: BBAC403; Course Type: Core; Course Details: CC-10****L-T-P: 5 -1 -0; Course Credit: 6****Marks: Theory [100]: Continuous Assessment-20 & End Semester Examination-80****Course objectives**

To analyse the overall business environment and evaluate its various components in business decision making.

Learning outcomes

After completing the course, the student shall be able to:

1. Familiarize with the nature of business environments and its components.
2. Develop an understanding of the different economic system.
3. Develop conceptual framework of business environment and generate interest in International Business.
4. Understand the impact of different International Economic institutions on Indian Economy.

Unit-I: Introductory Issues: concept, nature and importance of business and business environment – Types of environment; general and task environment, internal and external

environment, Basic elements of environment: socio-cultural, political, legal, economic and technological elements.

Unit -II: Socio-cultural Environment of Business: Concept and nature of culture – Impact of culture on business – cultural resources – Ethics and social responsibility of business – Arguments for and against social responsibility.

Unit -III: Economic Environment of Business: concept and elements of economic environment – Different economic systems: their meanings and characteristics – Economic reforms initiated in India – Liberalization, privatization and disinvestment: concepts and trends.

Unit -IV: International Environment of Business: Globalization as a part of the New Industrial Policy – concept and nature of globalization – Why companies go global – Strategies for entering foreign markets: exporting, licensing and franchising, contract manufacturing, management contracting, joint venture, merger and acquisition, strategic alliance and counter trade – Merits and demerits of globalization – Globalization of Indian business.

Unit -V: India, WTO and Trading Blocks: Role and functions of WTO – Differences between WTO and GATT – Arguments for joining WTO – WTO Agreements binding on India: their impact on the Indian economy – International Economic institutions like World Bank and IMF: their importance and basic functions.

Suggested Readings:

1. Essentials of Business Environment – Aswathapa, K; HPH.
2. Business Environment – Cherunillam, Francis; HPH.
3. Economics Environment of Business – Misra and Puri; HPH
4. Business Environment – Gupta, C.B.; Sultan Chand.
5. Business Environment: Text and Cases – Paul, Justin; TMH.

Teaching Learning Process

Teaching learning process may be interactive classroom sessions with the help of Power Point presentations, reflective assessment and case study discussions to ensure active participation and continuous learning.

Assessment Methods

Internal Examination (20 Marks): Internal Assessment may be conducted by using any one or in combinations of Class participation, Presentation, Project Writing and Presentation, Assignment and Presentation, Surprise Test as suitable.

External Examination (80 Marks): End Semester Written Examination, Duration 4 Hours

GENERIC ELECTIVE 4 (GEC-4)

(Any One Elective to be chosen)

Course Name: Operation Research

Course Code: BBAGE401; Course Type: Generic Elective; Course Details: GEC-4

L-T-P: 5 -1 -0; Course Credit: 6

Marks: Theory [100]: Continuous Assessment-20 & End Semester Examination-80

Course Objectives

To apprise students with the construction of mathematical models for managerial decision situations and to use spreadsheets or computer software packages to obtain a solution wherever applicable. The emphasis is on understanding the concepts, formulation and interpretation.

Learning Outcomes

After completing the course, the student shall be able to:

1. Identify, formulate and solve Linear Programming Problems graphically, mathematically and by using excel solver.
2. Solve optimization problems like transportation and assignment problem mathematically and by using excel solver.

3. Develop critical thinking and use PERT and CPM techniques to improve decision making.
4. Identify different types of decision-making environments and choose the appropriate decision making approaches for each.

Unit-I: Introduction: Historical Development: Definitions of OR; Nature and scope of Study; Phases of OR; Classification of OR models; Methodology of OR.

Unit-II: Linear programming: Assumptions, Basic concepts; LP Formulation Graphical Solution – Feasible Region, Optimum Solution, special cases (unbounded solutions, infeasible solution and Alternative optima).

Unit-III: Transportation Problem: Transportation tableau, Methods for Finding Initial basic Feasible Solution – North West Corner Rule, Least Cost Method, VAM; Test for Optimality – MODI Method.

Unit-IV: Assignment Problem: Mathematical Statement of Problem, Comparison with Transportation Problem; Solution of Assignment Problem – Hungarian Methods.

Unit-V: Decision Theory: Steps in Decision Theory Approach; Types of Decision Making Environments; Decision Making Under Risk – Expected Monetary Value, Expected Opportunity loss; Decision Making Under Uncertainty – Criterion of optimism, Criterion of Pessimism, Laplace Criterion, Criterion on Regret.

Suggested Readings:

1. Operations Research; Theory and Applications – J. K. Sharma; Macmillan.
2. Operation Research – P. K. Gupta and D. S. Hira; S. Chand.
3. Quantitative Technique in Management – N. D. Vohra; Tata McGraw Hill.
4. Operation Research – K. Swarup, P. K. Gupta and M. Mohan; Sultan Chand.

Teaching Learning Process

Teaching learning process may be interactive classroom sessions with the help of Power Point presentations, reflective assessment and case study discussions to ensure active participation and continuous learning.

Assessment Methods

Internal Examination (20 Marks): Internal Assessment may be conducted by using any one or in combinations of Class participation, Presentation, Project Writing and Presentation, Assignment and Presentation, Surprise Test as suitable.

External Examination (80 Marks): End Semester Written Examination, Duration 4 Hours

Course Name: Financial Market

**Course Code: BBAGE402; Course Type: Generic Elective; Course Details: GEC-4
L-T-P: 5 -1 -0; Course Credit: 6**

Marks: Theory [100]: Continuous Assessment-20 & End Semester Examination-80

Course Objective

To provide students an overview of financial markets & institutions in India and familiarize them with important fee and fund based financial services

Learning Outcomes

After completing the course, the student shall be able to:

1. Understand the meaning and scope of financial markets as well as institutions in India.
2. Understand the concepts of Money Market and Capital Market. Explain Commercial Banking and its Current developments.
3. Understand the concepts of Mutual Funds and the role of Merchant Banking in India.

Unit-I: Concept, Functions and Components of Financial System; Structure of Indian Financial System; Concept; Nature, Types and Functions of Financial Institutions, Intermediaries and Financial Markets; Money Market and Capital Market Instruments.

Unit-II: Concept, Structure, Features and Defects of Indian Money Market.

Unit-III: Concept, Structure and Features of Indian Capital Market; Concept and Functions of Primary Market and Secondary Market and their relationship; Methods of issue of stocks in new issue market; Concept and Types of Stock Exchanges in India; Trading and Settlement; Buying and selling shares; Concept, Participants and Constituents of the Indian Debt Market, Hybrid Debt Instruments.

Unit-IV: Concept, Conditions, Merits and Demerits of Listing; Concept, Framework, Players of depositories in India; Constituents, Facilities and Benefits of depository system; Physical and dematerialized share trading; Objectives, Functions and Organizations of Securities and Exchange Board of India (SEBI); Concept and Usefulness of stock market indices, Methods of computing the stock indices, Major indices in India.

Unit-V: Concept and Benefits of Mutual Funds: Types of Mutual Fund schemes; Net Asset Value (NAV); Unit Trust of India; Concept, Agencies, Types and Benefits or Credit Rating; Concept, Stages, Types and Players in financing venture capital; Concept and Role of merchant banker, Merchant Banking in India.

Suggested Readings:

1. Investment Management – Bhalla, V.K.; S. Chand & Company Ltd.
2. Financial Management – Kishore, R.M.; Taxmann.
3. Indian Financial System – Khan, M.Y.; Tata Mc Graw Hill.
4. Indian Financial System – Pathak, B.V.; Pearson Books.

Teaching Learning Process

Teaching learning process may be interactive classroom sessions with the help of Power Point presentations, reflective assessment and case study discussions to ensure active participation and continuous learning.

Assessment Methods

Internal Examination (20 Marks): Internal Assessment may be conducted by using any one or in combinations of Class participation, Presentation, Project Writing and Presentation, Assignment and Presentation, Surprise Test as suitable.

External Examination (80 Marks): End Semester Written Examination, Duration 4 Hours

SKILL ENHANCEMENT COURSE 2 (SEC-2)**(Any One Elective to be chosen)****Course Name: Quantitative Aptitudes****Course Code: BBASE401; Course Type: Skill Enhancement; Course Details: SEC-2****L-T-P: 4 -0 -0; Course Credit: 4****Marks: Theory [50]: Continuous Assessment-10 & End Semester Examination-40****Course objectives**

To enable students to prepare themselves for all types of competitive exams and MBA entrance examination for different B schools.

Learning Outcomes

After completing the course, the student shall be able to:

1. Solve real-life problems requiring interpretation and comparison of complex numeric summaries which extend beyond simple measures of center.
2. Solve real-life problems requiring interpretation and comparison of various representations of ratios.
3. Distinguish between proportional and non-proportional situations and, when appropriate, apply proportional reasoning.
4. Use statistical information from studies, surveys, and polls (including when reported in condensed form or as summary statistics) to make informed decisions.
5. Create and use visual displays of data. Summarize, represent, and interpret data sets on a single count or measurement variable.
6. Use properties of distributions to analyze data and answer questions.

Unit-I (Mathematical Skill): LCM and HCF; Percentage, Profit and Loss, Simple and Compound Interest; Ratio, Proportion and Partnership; Work and Time, Speed, Distance and Time; Average; Mensuration; Series.

Unit-II (Intelligence and Reasoning Test): Relationship or Analogy Test; Series Completion Test; Coding and Decoding Test; Time Sequence Test; Venn Diagram and Chart Type Test.

Unit-III (Logical Reasoning): Validity Test of Syllogism; Logic – Statement and Conclusions, Statement and Assumptions, Statement and Arguments.

Unit-IV (Data Analysis and Sufficiency): Numerical Data Tables; Bar Charts, Pie Charts; Line graphs; Data Sufficiency.

Suggested Readings:

1. Quantitative Aptitude for Competitive Examinations with A Modern Approach to Logical Reasoning R S Aggarwal S Chand Publishing 2018 -2019
2. Cat Arun Sharma - Quantitative Aptitude + Data Interpretation
3. Fast Track Objective Arithmetic by Rajesh Verma
4. Quantitative Aptitude Quantum CAT Common Admission Tests for Admission into IIMs by Sarvesh K. Verma
5. Quantitative Aptitude for Competitive Examinations by R S Aggarwal

Teaching Learning Process

Teaching learning process may be interactive classroom sessions. It includes theoretical discussion and numerical problems solving.

Assessment Methods

Internal Examination (10 Marks): Internal Assessment may be conducted by using any one or in combinations of Class participation, Presentation, Project Writing and Presentation, Assignment and Presentation, Surprise Test as suitable.

External Examination (40 Marks): End Semester Written Examination, Duration 2 Hours

Course Name: Basics of Business Research**Course Code: BBASE402; Course Type: Skill Enhancement; Course Details: SEC-2****L-T-P: 4 -0 -0; Course Credit: 4****Marks: Theory [50]: Continuous Assessment-10 & End Semester Examination-40****Course Objective:**

To provide an exposure to the students pertaining to the nature and extent of research orientation, which they are expected to possess when they enter the industry as practitioners. To give them an understanding of the basic techniques and tools of business marketing research.

Learning Outcomes:

After completing the course, the student shall be able to:

1. Clearly identify and analyse business problems.
2. Understand and apply the major types of research designs.
3. Formulate research questionnaires and present research reports

Unit – I: Research: Meaning, definition, objectives, types of Research.

Unit – II: Steps of Research: Research Design, Research Methods, An overview of Sampling Theory.

Unit–III: Qualitative Research, Research Data Collection, Observation and Field Work, Field Interviews Projective Techniques.

Unit–IV: Qualitative Text Analysis and Reporting Analysis of Verbal data writing. Field Stories and narrative Reports.

Suggested Reading:

1. Research Methodology –C. R. Kothari.
2. Qualitative Methods in Management Research - Gummesson, Evert; Sage Publications Inc.

Teaching Learning Process

Teaching learning process may be interactive classroom sessions with the help of Power Point presentations, reflective assessment and case study discussions to ensure active participation and continuous learning.

Assessment Methods

Internal Examination (10 Marks): Internal Assessment may be conducted by using any one or in combinations of Class participation, Presentation, Project Writing and Presentation, Assignment and Presentation, Surprise Test as suitable.

External Examination (40 Marks): End Semester Written Examination, Duration 2 Hours

BBA (5TH SEMESTER)

Course Name: International Business

Course Code: BBAC501; Course Type: Core; Course Details: CC-11

L-T-P: 5 -1 -0; Course Credit: 6

Marks: Theory [100]: Continuous Assessment-20 & End Semester Examination-80

Course Objective

This course will provide students with the knowledge, skills, and abilities to understand the global economic, political, cultural and social environment within which firms operate. It will examine the strategies and structures of international business and assess the special roles of an international business's various functions. It will also prepare students to formulate and execute strategies, plans, and tactics to succeed in international business ventures.

Learning Outcomes

After completing the course, the student shall be able to:

1. Understand the concept, stages, importance, conditions and impact of globalisation.

2. Understand the theories of International Trade, balance of payment, International business environment.
3. Obtain knowledge on strategic alliances, joint venture, licensing, merger, acquisition and different foreign market entry strategy.

Unit-I: International Business: Introduction Scope, Theories of International Trade, International Business Environment – Technology, Socio-cultural.

Unit-II: Terms of Trade, Balance of Payment (BOP), Balance of Trade (BOT) Free Trade Vs Protection.

Unit – III: International for Business Advancement Breton Woods IMF, World Bank, WTO.

Unit-IV: Foreign Market Entry, Strategies, Licensing, Franchising, Joint Venture.

Unit- V: Introduction to Regional Groupings; EU; NAFTA; BRICS.

Suggested Readings:

1. Cherunilam, F. International Business Environment. Himalaya Publishing House.
2. Daniels J.et al. International Business – Environments and Operations. Pearson Education.
3. Sodersten, B. International Trade: Theory and Policy. Macmillan.

Teaching Learning Process

Teaching learning process may be interactive classroom sessions with the help of Power Point presentations, reflective assessment and case study discussions to ensure active participation and continuous learning.

Assessment Methods

Internal Examination (20 Marks): Internal Assessment may be conducted by using any one or in combinations of Class participation, Presentation, Project Writing and Presentation, Assignment and Presentation, Surprise Test as suitable.

External Examination (80 Marks): End Semester Written Examination, Duration 4 Hours

Course Name: Business Law**Course Code: BBAC502; Course Type: Core; Course Details: CC-12****L-T-P: 5 -1 -0; Course Credit: 6****Marks: Theory [100]: Continuous Assessment-20 & End Semester Examination-80****Course Objective**

To impart basic knowledge of the important business laws relevant for conduct of general business activities in physical and virtual spaces along with relevant case laws.

Learning Outcomes

After completing the course, the student shall be able to:

1. Understand basic aspects of contracts for making the agreements, contracts and subsequently enter valid business propositions.
2. Recognize and differentiate the special contracts and identify their appropriate usage at varied business scenarios.
3. Understand the legitimate rights and obligations under The Sale of Goods Act.
4. Understand the basic aspect of Partnership Act 1932 and Negotiable Instrument Act 1981
5. Develop the various understanding of Company Law.

Unit-I: Indian Contract Act 1872: Formation of Contract: Essential Element of a Valid Contract. These will include offer, Acceptance, Consideration, Capacity, Free Consent and Lawful agreement. Classification of contract: General, Special, void, voidable, Contingent contract, Quasi Contract, Performance of Contract, Discharge of Contract, Remedies for breach of Contract Agency.

Unit-II: Sale of goods Act, 1930: Formation of contract of sale of goods, condition and Warranty, Transfer of Property in goods, performance of Contract of Sales, Unpaid Seller.

Unit-III: Partnership Act 1932: Definition, Nature and kinds of Partnership, Rules regarding registration, Right and Duties of Partners, Dissolution.

Unit-IV: Negotiable Instrument Act 1981: Definitions and Characteristics of negotiable instruments, Holder and holder in due Courses, Crossing of cheque, Dishonor and discharge

of negotiable instruments.

Unit-V: Company Law: Definition of company, Types of companies, Formation of Company, Memorandum and Articles of association, Contents and alteration of Memorandum and Articles of Associations, Prospectus and Statement in lieu of Prospectus. Share and Share Capital; Meetings, Statutory Meeting, Annual General Meeting and Extra-ordinary General Meeting; Rules regarding meeting: Notice, Quorum, Voting, Resolution-Ordinary and Special, Minutes; Directors – Definition, Types, Appointment, Powers, Functions and Duties.

Suggested Readings:

1. Element of Company Law–N. D. Kapoor; Sultan Chand.
2. Elements of Business and Eco. Laws–N. D. Kapoor; Sultan Chand.
3. Taxman’s – Guide to Foreign Exchange Management Act.
4. Commercial Law including Company Law – Sen and Mitra; world Press.
5. Student’s Guide to Company Law– A. K. Majumdar and G. K. Kapoor; Taxman.

Teaching Learning Process

Teaching learning process may be interactive classroom sessions with the help of Power Point presentations, reflective assessment and case study discussions to ensure active participation and continuous learning.

Assessment Methods

Internal Examination (20 Marks): Internal Assessment may be conducted by using any one or in combinations of Class participation, Presentation, Project Writing and Presentation, Assignment and Presentation, Surprise Test as suitable.

External Examination (80 Marks): End Semester Written Examination, Duration 4 Hours

DISCIPLINE SPECIFIC ELECTIVES – Group A (DSEC-1 & DSEC-2)
(Any One Elective to be chosen)

Course Name: Sales and Distribution Management

Course Code: BBADSE501; Course Type: Discipline Specific Electives;

Course Details: DSEC-1 & DSEC-2 (Group - A)

L-T-P: 5 -1 -0; Course Credit: 6

Marks: Theory [100]: Continuous Assessment-20 & End Semester Examination-80

Course Objective

To familiarize the students with the concept and practice of personal selling process, techniques and methods in the modern organizational setting.

Learning Outcomes

After completing the course, the student shall be able to:

1. Understand the need and importance of Sales Management
2. Understand the concept of personal selling and related terms.
3. Understand various stages in selling process and the catalytic role of sales person in the effective functioning of an organization.
4. Learn some of the tools and techniques of selling process.
5. Understand the role of distribution channels

UNIT–I: Introduction to Sales Management, Nature, role and importance, Sales force structure and Size management process. Different techniques of handling customer objections and closing the sales follow up.

UNIT–II: Sales Organization: Formal, Informal, horizontal, vertical, centralized, decentralized, geographic, customer, product, combination, organizations; Sales Territory: Size allocation and designing sales territory.

UNIT–III: Forecasting market demand; Importance, forecasting process; Planning and recruitment of sales force; Job analysis specification, Job description, sources of recruitment, selection of sales person, Sales training; objective, designing training programme.

UNIT–IV: Sales force Motivation: Nature, Importance, factors influencing the motivation of sales force. Compensations: Types, compensations plan; Evaluation of Sales Force.

UNIT–V: Distributions channel: Importance, types, channel strategy Market Logistic: objective, planning customer oriented inventory Management decision, transportation decision; Retailing, Wholesaling.

Suggested Readings:

1. Sales and Distribution Management– Tapan Panda and Sachdev; Oxford Publications.
2. Marketing Management–analysis, planning and control; Philip Kotler; Prentice hall of India Ltd.
3. Sales Management: E. M. Johnson, D. L. Kurtz, E. E. Scharuing; McGraw Hill.

Teaching Learning Process

Teaching learning process may be interactive classroom sessions with the help of Power Point presentations, reflective assessment and case study discussions to ensure active participation and continuous learning.

Assessment Methods

Internal Examination (20 Marks): Internal Assessment may be conducted by using any one or in combinations of Class participation, Presentation, Project Writing and Presentation, Assignment and Presentation, Surprise Test as suitable.

External Examination (80 Marks): End Semester Written Examination, Duration 4 Hours

Course Name: Industrial Relations

Course Code: BBADSE502; Course Type: Discipline Specific Electives;

Course Details: DSEC-1 & DSEC-2 (Group - A)

L-T-P: 5 -1 -0; Course Credit: 6

Marks: Theory [100]: Continuous Assessment-20 & End Semester Examination-80

Course Objective

To acquaint students with concepts of Industrial Relations and various legislations related to Labour Welfare and Industrial Relations.

Learning Outcomes

After completing the course, the student shall be able to:

1. Acquire theoretical and practical perspective on many aspects of industrial relations.
2. Understand the concept of industrial dispute and industrial conflicts and methods to resolve them
3. Understand the key participants, institutions, relationships and processes in employment relations. Understand various acts in Indian context.
4. Understand the need of Workers' Participation in Management.

UNIT-I: Industrial Relations: Meaning, Characteristics, Objectives and Factors. Prerequisites for sound industrial relations; Importance of harmonious industrial relations.

UNIT-II: Industrial Disputes: Concept, Forms, Concept of industrial dispute and industrial conflicts– Forms of industrial dispute – causes of industrial dispute – Methods for prevention and settlement of industrial dispute.

UNIT-III: Trade Unionism: Concept, approaches and problems of trade union, Concept, Objectives and factions of trade unions– Growth and problems of trade union movement in India. Registration of Trade Unions – Duties & Privileges of Registration of Trade Unions.

UNIT-IV: Workers' Participation in Management: Concept, objective and forms of workers participations in management. Various forms of workers participations in management – New Scheme of workers' participations in management (1984) – Workers' Participation in Management Bill 1990 – prerequisites for workers' participation in management – Employee empowerment.

UNIT-V: The Industrial Dispute Act 1947: Settlement of Industrial disputes; strikes, lockout, gherao–Layoff, retrenchment, closure, discharge, dismissal. The Industrial Employment (standing orders) Act, 1946–Concept and nature of Standing Order – Scope and Coverage of the Act – Certification process – its operation and binding effect – Modification and temperance application of Model Standing Orders.

Suggested Readings:

1. Industrial Relations and Labour Laws–S. C. Srivastava; Vikas Publishing House Pvt. Ltd., New Delhi, 2007.

2. Human Resource Management–A. K. Ghosh; Manas Publications, New Delhi, 2006.
3. Dynamics of Industrial Relations–C. B. Mamoria et al, New Delhi, 2003.
4. Industrial relations– Emerging Paradigms – B. D. Singh; Excel Books, New Delhi, 2004.
5. Industrial Relations: Concepts and Issues-T. N. Chhabra & R. K. Suri; Dhanpat Rai & Co. (P) Ltd.

Teaching Learning Process

Teaching learning process may be interactive classroom sessions with the help of Power Point presentations, reflective assessment and case study discussions to ensure active participation and continuous learning.

Assessment Methods

Internal Examination (20 Marks): Internal Assessment may be conducted by using any one or in combinations of Class participation, Presentation, Project Writing and Presentation, Assignment and Presentation, Surprise Test as suitable.

External Examination (80 Marks): End Semester Written Examination, Duration 4 Hours

Course Name: Systems Analysis and Design

Course Code: BBADSE503; Course Type: Discipline Specific Electives;

Course Details: DSEC-1 & DSEC-2 (Group - A)

L-T-P: 5 -1 -0; Course Credit: 6

Marks: Theory [100]: Continuous Assessment-20 & End Semester Examination-80

Course Objective

The course covers the development of information systems and of their software components. Whilst the course introduces students to the whole systems development process, it focuses on the elicitation and initial modelling of information systems requirements that enable identification of information problems and the subsequent analysis and modelling of an efficient solution to those problems. The course addresses the complete methodology of the Unified Process, including its methodological deliverables and models and tools, with exposure to manual and automated diagramming and modelling techniques.

Learning Outcomes

After completing the course, the student shall be able to:

1. Understand the life cycle of a systems development project.
2. Understand the analysis and development techniques required as a team member of a medium-scale information systems development project.
3. Understand the ways in which an analyst's interaction with system sponsors and users play a part in information systems development.
4. Experience in developing information systems models. Experience in developing systems project documentation.
5. Understand of the object-oriented methods models as covered by the Unified Modelling Language.

Unit-I: Introduction – System concept; Characteristics of a System; Types of a System; System stakeholders – System Owner, System User –Internal system user and External System user, System Designer, System Analyst; Jobs of System analyst.

Unit-II: System Development Process – Introduction; Capability Maturity Model; System Life, Cycle versus Development Methodology; Principles of System Development; SDLC – problem definition, Feasibility Study.

Unit-III: System analysis – meaning, objective; Need for system analysis; System analysis approaches - Model driven analysis; Structured analysis - meaning, objectives, need, System design, System construction, Implementation, Post Implementation review, System maintenance.

Unit-IV: Data Modeling and Analysis – Entity – relationship Data Modeling – Entity, Attribute, Relationship. Type of Relationship, Cardinality; Draw E-R Diagram.

Unit-V: Process Modeling – Definition of System Modeling; Differentiate Logical and Physical System Model; DFD- DFD symbols, process, data store, external entities, dataflow; Describing a System by DFDs; Logical Vs Physical function of a System; Converting physical DFD to logical DFD; Draw DFD of a System.

Suggested Readings:

1. System Analysis and Design Method – Jeffrey L. Whitten & Lonnie D. Bentley; Tata Mc Graw Hill.
2. System Analysis and Design – I. T. Hawryszkiewycz; PHI
3. Analysis and Design of Systems – James A. Senn; Tata McGraw Hill.
4. System Analysis and Design – E. M. Awad.
5. System Analysis and Design – Kendall; Pearson Education.

Teaching Learning Process

Teaching learning process may be interactive classroom sessions with the help of Power Point presentations, reflective assessment and case study discussions to ensure active participation and continuous learning.

Assessment Methods

Internal Examination (20 Marks): Internal Assessment may be conducted by using any one or in combinations of Class participation, Presentation, Project Writing and Presentation, Assignment and Presentation, Surprise Test as suitable.

External Examination (80 Marks): End Semester Written Examination, Duration 4 Hours

Course Name: Taxation

Course Code: BBADSE504; Course Type: Discipline Specific Electives;

Course Details: DSEC-1 & DSEC-2 (Group - A)

L-T-P: 5 -1 -0; Course Credit: 6

Marks: Theory [100]: Continuous Assessment-20 & End Semester Examination-80

Course Objective

This course aims to impart knowledge of law pertaining to levy of income tax in India. It also aims to enable the students to apply the same practically.

Learning Outcomes

After completing the course, the student shall be able to:

1. Understand the basic concepts in the law of income tax and determine the residential status of different persons.
2. Identify the five heads in which income is categorised and compute income under the heads 'Salaries' and 'Income from House Property'.
3. Compute income under the head 'Profits and gains of business or profession', 'Capital gains' and 'Income from other sources'.
4. Understand clubbing provisions, aggregate income after set-off and carry forward of losses, and deductions allowed under the Income Tax Act; and further to compute taxable income and tax liability of individuals and firms.
5. Develop the ability to file online returns of income.

Unit-I: Basic Concepts & Definitions: Assessee, Person, Assessment Year, Previous Year, Income, Earned Income & Unearned Income, Casual Income, Heads of Income, Capital receipts & Revenue receipts, Capital Expenditure & Revenue Expenditure, Gross Total Income, Total Income, Agricultural Income, Basic Exemption Limit for various types of assesses.

Unit –II: Scope of Total Income & Residential Status: Residential Status and Incidence of tax; Income received or deemed to be received in India, Income which accrued or deemed to be accrued or arise in India; Problems on residential status & tax incidence. Exempted Incomes: Incomes exempt u/s 10.

Unit-III: Computation of Income under the head salary and house property.

Unit-IV: Computation of Income under the head profits and gains of business or profession (Only individual assessee).

Unit-V: Deduction from Gross Total Income & Tax Rebates: Sec 80CCC, 80D, 80DD, 80DDB, 80E, 80G, 80GG, 80GGA, U/s 87,88,88b,88C & 89.

Suggested Readings:

1. Direct Tax-Law and Practice (Student's Edition) – V. K. Singhania; Taxmann.
2. Systematic Approach to Income Tax – Ahuja Girish & Gupta Ravi; Bharat Law House.
3. Direct Tax and Sales Tax – Lal & Bhashisht; Pearson Education.

Teaching Learning Process

Teaching learning process may be interactive classroom sessions with the help of Power Point presentations, reflective assessment and case study discussions to ensure active participation and continuous learning.

Assessment Methods

Internal Examination (20 Marks): Internal Assessment may be conducted by using any one or in combinations of Class participation, Presentation, Project Writing and Presentation, Assignment and Presentation, Surprise Test as suitable.

External Examination (80 Marks): End Semester Written Examination, Duration 4 Hours

Course Name: Supply Chain Management**Course Code: BBADSE505; Course Type: Discipline Specific Electives;****Course Details: DSEC-1 & DSEC-2 (Group - A)****L-T-P: 5 -1 -0; Course Credit: 6****Marks: Theory [100]: Continuous Assessment-20 & End Semester Examination-80****Course Objective:**

This course would help students to integrate and critically evaluate qualitative and quantitative information to make better decisions related to various SCM activities. They will develop an understanding about the role of marketing channels, distribution and supply chain, key issues of supply chain and the drivers of supply chain performance.

Learning Outcomes

After completion of the course, student will be able to:

1. Understand the rationale behind and fundamental principles of supply chain management.
2. Identify the main drivers of supply chain links.
3. Recognize the managerial benefits and potential challenges of the supply chain practices.

4. Understand the necessary changes and transformations required for the successful implementation of the supply chain perspectives.
5. Understand the role of IT in transportation.

Unit -I: SCM - Meaning, Definition, Objectives, and Scope.

Unit -II: SCM Network, Design, Applications to e-business.

Unit -III: Planning, demand and supply; Demand and Supply: demand forecasting, managing economies of scale in supply chain, managing inventories.

Unit -IV: Transportation: Role models of Transportation & their performance characteristics; Role of IT in transportations.

Unit -V: Co-ordination of Supply Chains: Importance, Obstacles to co-ordination, Role of Management to achieve Co-ordination.

Suggested Readings:

1. Supply Chain management - strategy , planning and operation– Sunil Chopra , Peter Meindl, Dharam Vir Kalra; Practice Hall.

Teaching Learning Process

Teaching learning process may be interactive classroom sessions with the help of Power Point presentations, reflective assessment and case study discussions to ensure active participation and continuous learning.

Assessment Methods

Internal Examination (20 Marks): Internal Assessment may be conducted by using any one or in combinations of Class participation, Presentation, Project Writing and Presentation, Assignment and Presentation, Surprise Test as suitable.

External Examination (80 Marks): End Semester Written Examination, Duration 4 Hours

BBA (6TH SEMESTER)**Course Name: Project work****Course Code: BBAC601; Course Type: Core; Course Details: CC-13****L-T-P: 0 -0 -12; Course Credit: 6****Marks: Theory [100]: Continuous Assessment-60 & End Semester Examination-40****Course Objective**

To understand the concept of an organization's functions where theoretical knowledge can be made applicable and provide hands on experience.

Learning Outcomes

After completing the course, the student shall be able to:

1. Implement theoretical knowledge in the organizational context and gain practical experience.

Assessment Methods

Internal Examination (40 Marks): Internal Assessment may be conducted by using any one or in combinations of Presentation, Project Writing and Presentation, Assignment and Presentation.

External Examination (40 Marks): End Semester Project presentation

Course Name: Grand Viva and Seminar Talk**Course Code: BBAC602; Course Type: Core; Course Details: CC-14****L-T-P: 0 -0 -12; Course Credit: 6****Marks: Theory [100]: Continuous Assessment-60 & End Semester Examination-40****Course Objective**

To understand the concept of presentation and public speaking, and to get accustomed with the presentation skills of project.

Learning Outcomes

After completing the course, the student shall be able to:

1. Enhance the presentation skills of the student and to understand the flow of public speaking in the organizational context and gain practical experience.

Assessment Methods

Internal Examination (40 Marks): Internal Assessment may be conducted by using any one or in combinations of Presentation, Project Writing and Presentation, Assignment and Presentation.

External Examination (40 Marks): End Semester Project presentation

DISCIPLINE SPECIFIC ELECTIVES – Group B (DSEC-3 & DSEC-4)

(Any One Elective to be chosen)

Course Name: Entrepreneurship Development

Course Code: BBADSE601; Course Type: Discipline Specific Electives;

Course Details: DSEC-3 & DSEC-4 (Group - B)

L-T-P: 5 -1 -0; Course Credit: 6

Marks: Theory [100]: Continuous Assessment-20 & End Semester Examination-80

Course Objective

To inculcate the spirit of entrepreneurship among the learners to ensure materialization of entrepreneurial desire into a new venture.

Learning Outcomes

After completing the course, the student shall be able to:

1. Understand the concept of entrepreneurship in the context of Indian economic scenario.

2. Link the individual's capability and strength as a guiding factor towards entrepreneurial orientation.
3. Understand the role of the Government in Entrepreneurship Development.
4. Understand entrepreneurial process for initiating new venture creation and the various sources of finance.
5. Understand the procedure for setting-up a small-scale unit.

UNIT-I: Introduction: Concepts of entrepreneur, entrepreneurship and entrepreneur, Characteristics and competencies of a successful entrepreneur, General functions of an entrepreneur; Type of entrepreneurs; Role of entrepreneur in economic development; Distinction between an entrepreneur and a manager; Entrepreneur and Intrepeneur, growth of entrepreneurship-Economic and non economic factor for stimulating entrepreneurship development.

UNIT-II: Role of the Government in Entrepreneurship Development: Concept and meaning of entrepreneurship development; Need for entrepreneurship development programmes (EDPs), Objectives of EDP. McClland theory of motivation. Women entrepreneurs-Problems, remedial measures, reasons for growth of woman entrepreneurs.

UNIT-III: Venture promotion and Project Formulation: Concept of projects classification of projects and project report; Project identification and selection; Constraints in project identification, Techniques of Project Identification, Significance, contents, formulation of project report; Need for Project Formulation; Guidelines for formulating a project report; Concepts of project appraisal.

UNIT-IV: Financing of Enterprise: Need for financial planning, Sources of short-term and long-term finance to entrepreneurs, Commercial banks and financial institutions like IDBI, IFCI, ICICI, SIDBI, SIDCO and SFCs – their roles and activities.

UNIT-V: Small Scale Industries (SSIs) & Institutional Support to Small Enterprises: Definition, characteristics and scope of SSIs in India, Procedure for setting-up a small-scale unit.

Suggested Readings:

1. Management of Small Scale Industry – Vasant Desai; PPH.

2. Entrepreneurship and Small Business Management–C. B. Gupta and S. S. Khanka; Sultan Chand & Sons.
3. Entrepreneurial Development – S. S. Khanka; S. Chand.
4. Entrepreneurship – New Venture Creation – David H. Holt; PHI.
5. Entrepreneurship – Lal Sahai; Excel.

Teaching Learning Process

Teaching learning process may be interactive classroom sessions with the help of Power Point presentations, reflective assessment and case study discussions to ensure active participation and continuous learning.

Assessment Methods

Internal Examination (20 Marks): Internal Assessment may be conducted by using any one or in combinations of Class participation, Presentation, Project Writing and Presentation, Assignment and Presentation, Surprise Test as suitable.

External Examination (80 Marks): End Semester Written Examination, Duration 4 Hours

Course Name: Cost and Management Accounting

Course Code: BBADSE602; Course Type: Discipline Specific Electives;

Course Details: DSEC-3 & DSEC-4 (Group - B)

L-T-P: 5 -1 -0; Course Credit: 6

Marks: Theory [100]: Continuous Assessment-20 & End Semester Examination-80

Course Objective

Enable students to acquire knowledge of concepts, methods and techniques of management accounting for the purpose of managerial planning, control and decision making.

Learning Outcomes

After completing the course, the student shall be able to:

1. Understand thoroughly the conceptual framework of Management Accounting; identification of differences between different forms of accounting—Financial, Cost and Managerial; distinction between cost control and cost reduction.
2. Understand the concept of marginal cost and marginal costing; preparation of income statements using absorption and variable costing; learning of cost-volume-profit analysis and break-even analysis using mathematical and graphical approaches; and the application in businesses.
3. Understand the concept of relevant and irrelevant costs and make decisions related to different business situations using marginal costing and differential costing techniques.
4. Understand budgetary control system as a tool of managerial planning and control; ability to prepare various types of budget.
5. Understand Job costing system as a tool of managerial control; calculation of Process Costing.

Unit-I: Nature, scope, objectives and functions of Cost Accounting and Management Accounting, Comparison among Cost Accounting, Management Accounting and Financial Accounting, Cost unit and Cost Centre; Methods and techniques; Need for costing and Installation of a Cost Accounting System.

Unit-II: Material Control, Planned Purchasing System, Bin Card and Store Ledger, Stock Level System, Pricing of material issue, Perpetual inventory System, Selective Stock Control Systems, Concept and classification of material losses. Time keeping and Time booking, Idle and overtime-concept and treatments; various methods of Remuneration; Various Incentive Schemes. Definition, Classification, Accounting and Control of overheads; Allocation, Apportionment and Re-apportionment and Absorption of overheads; Determination of overhead rates; under and over absorption of overhead.

Unit-III: Job costing – Concept and Job Cost Accounts; Contract Costing – Concept, Contract Account and Determination of Profit or Loss on incomplete contract, Presentation of Contract particulars in the Balance Sheet, Retention money, Cost Plus Contract Escalation clauses, Process costing – concept and Process Accounts with Process Losses and Gains, Process Losses (Normal and Abnormal) and Gains-concepts and accounting

treatment. Note: Equivalent Production, Inter Process Profit, Joint Product, By-Product are excluded.

Unit-IV: Concepts of Budget, Budgeting, Budgetary Control; Objectives, advantages and limitations of budget and Budgetary Control, Planning, Budget Factors; Cast Budget and Flexible Budget. Meaning of Standard Cost and Standard Costing; Advantages and limitations of Standard Costing; Standard Costing vs. Budgetary Control; Types of standard; Analysis of Variances – material and labour (excluding mix variance and yield variance).

Unit-V: Definition of Marginal Cost and Marginal Costing; Assumptions and uses of Marginal Costing; Differences between Marginal Costing and Absorption Costing; Marginal Cost equation; Computation of Contribution, Profit-Volume Ratio, Break Even Point, Margin of Safety, Angle of Incidence; Decision making with the help of Marginal Costing (elementary level).

Suggested Readings:

1. Cost Accounting – Saxena, V. K. and Vashist, C.D.; Sultan Chand & Sons.
2. Student's Guide to Cost and Management Accounting – Kishore, R.M.; Taxmann.
3. Cost Accounting: Johar Lal; Tata McGraw Hill.
4. Principles and Practice of Cost Accounting – Bhattacharyya; PHI.
5. Cost & Management Accounting – Arora, M.N.; Vikas Publishing House.

Teaching Learning Process

Teaching learning process may be interactive classroom sessions with the help of Power Point presentations, reflective assessment and case study discussions to ensure active participation and continuous learning.

Assessment Methods

Internal Examination (20 Marks): Internal Assessment may be conducted by using any one or in combinations of Class participation, Presentation, Project Writing and Presentation, Assignment and Presentation, Surprise Test as suitable.

External Examination (80 Marks): End Semester Written Examination, Duration 4 Hours

Course Name: Marketing of Services**Course Code: BBADSE603; Course Type: Discipline Specific Electives;****Course Details: DSEC-3 & DSEC-4 (Group - B)****L-T-P: 5 -1 -0; Course Credit: 6****Marks: Theory [100]: Continuous Assessment-20 & End Semester Examination-80****Course Objectives**

The course brings out the emerging service environment in India and the world. It emphasizes the distinctive aspects of Services Marketing. It aims at equipping students with concepts and techniques that help in taking decisions relating to various services marketing situations.

Learning Outcomes

At the end of this course, students would be able to:

1. Understand the Concept of Services and intangible products.
2. Discuss the relevance of the services Industry to Industry.
3. Examine the characteristics of the services industry and the modus operandi.
4. Understand the Place, Promotion and Pricing issues in Services Marketing
5. Analyze the role and relevance of Quality in Services. Visualize future changes in the Services Industry

UNIT–I: Introducing Service Marketing: The nature of Services Marketing Introduction, Definition and Characteristics of Services, Classification of Services, The services environment; evolution of services. Service Marketing Mix, Service Quality Concept.

UNIT–II: Segmentation, Targeting and Positioning; Strategic Aspects of Services Marketing, Segment Selection or targeting a few Segments, Positioning a Service in the Marketplace, Targeting Customers and Building Relationships, Importance of Services Marking in Indian Economy, Growth of service sector in Indian Economy..

UNIT–III: Place, Promotion and Pricing issues in Services Marketing Understanding Costs and Developing Pricing Strategies, Communicating and Promoting Services.

UNIT–IV: People – The Key to a Service Business, Services and the Importance of the People Component, Using People to Differentiate Services, Internal Marketing, Employee Motivation and Implication for Service Delivery.

UNIT-V: Physical Evidence, Services Capes Designed for Employees and for Customers. Process – The Customer’s Point of View Blueprinting, Managing the Waiting Process, Use of Information Technology (IT), Offering Greater Choice - A Major Service Process: Complaints Management and Service Recovery.

Suggested Readings:

1. Services Marketing–Christopher H. Lovelock and Chatterjee; Pearson Books.
2. Services Marketing–Valarie A. Zeithami, Mary Jo Bitner.
3. Principles of Services Marketing, 4th edition–Palmer, A.; McGraw-Hill.
4. Services Marketing–Govind Apte; Oxford Univ. Press.
5. Services Marketing– Rajendra Nargundkar; Tata McGraw Hill.

Teaching Learning Process

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Assessment Methods

Internal Examination (20 Marks): Internal Assessment may be conducted by using any one or in combinations of Class participation, Presentation, Project Writing and Presentation, Assignment and Presentation, Surprise Test as suitable.

External Examination (80 Marks): End Semester Written Examination, Duration 4 Hours

Course Name: Human Resource Development

Course Code: BBADSE604; Course Type: Discipline Specific Electives;

Course Details: DSEC-3 & DSEC-4 (Group - B)

L-T-P: 5 -1 -0; Course Credit: 6

Marks: Theory [100]: Continuous Assessment-20 & End Semester Examination-80

Course Objective

The course gives an overview of the need for HRD and HRD practices which can develop and improve an Organization’s systems and strategies leading to an effective HRD climate.

Learning Outcomes

After completing the course, the student shall be able to:

1. Equip with the integration of HRD with other areas of HRM and overall business strategy.
2. Identify and uses of competencies in the process of determining development and potential.
3. Identify the main components and variations in management development systems within organizations.
4. Understand the role of Performance Management.

UNIT-I: Concept, Scope and Significance of Human Resource Development – Definition – Need for Human Resource Development – Functions, Objectives and Characteristics of Human Resource Development – Various Approaches to Human Resource Development – HRD Philosophy – HRD sub-system – Elements of Good HRD – Functions of HRD Managers – Attributes of HRD Manager – HRD in Indian Industry.

UNIT-II: Management of Change and Developments – Meaning and objectives of quality circles – benefits of QC. Managing Change – types of change – resistance to change – approaches to organizational Development Steps in organizational development – organizational analysis and methods of organizational development.

UNIT-III: Organizational strategies, styles, culture: Concept of strategy – need for HRD strategy – Characteristics of HRD Culture – Types of Organizational Culture – OCTAPACE culture – importance of management styles in building culture.

UNIT-IV: Performance Management – Principal Goals of Performance Management – Strategic issues in moving from Performance Appraisal to Performance Management – Principles of Performance Management – Background to Performance Management – Performance Management Cycle Performance appraisal: traditional and contemporary methods.

UNIT-V: Training, importance and needs for training – Training vs. Development – Issues in identifying training needs – Training methods: on the job and off the job. Management Development – Concept and importance, nature and strategies of management development –

objectives and need for management development. Management development programmes – types, importance and methods.

Suggested Readings:

1. Human Resource Development – P. C. Tripathi, Sultan Chand.
2. Human Resource Management – Biswajeet Pattanayak, Prentice Hall of India.
3. Human Resource Development: Strategic Approaches and Experiences – B. L. Mathur, Arihant Publisher
4. Human Resource Development: A Value-based Approach – B. R. Madan.

Teaching Learning Process

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Assessment Methods

Internal Examination (20 Marks): Internal Assessment may be conducted by using any one or in combinations of Class participation, Presentation, Project Writing and Presentation, Assignment and Presentation, Surprise Test as suitable.

External Examination (80 Marks): End Semester Written Examination, Duration 4 Hours

Course Name: Database Management System

Course Code: BBADSE605; Course Type: Discipline Specific Electives;

Course Details: DSEC-3 & DSEC-4 (Group - B)

L-T-P: 5 -1 -0; Course Credit: 6

Marks: Theory [100]: Continuous Assessment-20 & End Semester Examination-80

Course Objective

Provide a strong foundation in database concepts, technology, and practice. Practice SQL programming through a variety of database problems. Demonstrate the use of concurrency and transactions in database. Design and build database applications for real world problems.

Learning Outcomes

After completing the course, the student shall be able to:

1. To identify, analyze and define database objects, enforce integrity constraints on a database using RDBMS.
2. Use Structured Query Language (SQL) for database manipulation.
3. Design and build simple database systems.
4. Develop application to interact with databases.

Unit – I: Introduction – Definition of Database; Advantages of Database Management Approach; Data Models and its categories, Schema, Instances and Database State; Three-schema Architecture of DBBA- Physical, Logical and Viewer Level; Data Independence.

Unit–II: Relational model: Concept and constraints – Relational Model Concept, Domain, Attributes, Tuples and Relations; Characteristics of Relation; Relational Model notations; Relational Model Constraints and its categories; Schema based constraints – Domain constraints, key constraints; Constraints on Null Value, Integrity constraints and Referential Integrity constraints.

Unit–III: Structured Query Language (SQL) – Schema Definition, Basic constraints and Queries; DATA DEFINITION – Schema and catalog Concept; CREATE TABLE command; Data types and Domains in SQL; Specifying Basic Constraints – Attributes constraints and Attribute Default, Key and Referential Integrity constraints, Constraints on tuple using CHECK; Schema change; Command DROP and ALTER command.

Unit–IV: Basic queries in SQL using SELECT – FROM-WHERE Structure; Data Manipulation Command - INSERT, UPDATE, DELETE command; Data Control Command – COMMIT, SAVEPOINT, ROLLBACK Command.

Unit- V: Operators and Functions – Arithmetic Operators; Comparison Operators LIKE, NOT LIKE, BETWEEN, NOT BETWEEN, Logical Operators; Set Operators – UNION, UNION ALL, INTERSECTION, MINUS, Functions - DATE Functions, Numeric Functions, Character Functions, Conversion Functions; GROUP BY and HAVING Clauses in SQL.

Suggested Readings:

1. Fundamentals of DATABASE SYSTEMS - Elmasri, Navathe, Somayajulu, Gupta.
2. Introductions to DATABASE SYSTEMS – C. J. Date.
3. DATABASE MANAGEMENT SYSTEMS – A. K. Majumder & P. Bhattacharya.
4. DATABASE MANAGEMENT SYSTEMS – Korch & Sudarshan.
5. Fundamentals of SQL – Evan Bayross.

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Assessment Methods

Internal Examination (20 Marks): Internal Assessment may be conducted by using any one or in combinations of Class participation, Presentation, Project Writing and Presentation, Assignment and Presentation, Surprise Test as suitable.

External Examination (80 Marks): End Semester Written Examination, Duration 4 Hours