

**L. N. MISHRA INSTITUTE OF ECONOMIC
DEVELOPMENT AND SOCIAL CHANGE,
PATNA**



**SYLLABUS
for
BACHELOR OF BUSINESS ADMINISTRATION
(BBA) PROGRAMME**

Based on

**Choice Based Credit System (CBCS)
(2020-2023 onwards)**

www.lnmipat.ac.in

Introduction to Choice Based Credit System (CBCS):

The CBCS provides an opportunity to the students for choosing the courses from the prescribed list of courses comprising the core, elective/minor or skill-based courses. The courses can be evaluated on the basis of grading system, which is considered to be better than the conventional marking or evaluation system. Grading system provides uniformity in the evaluation and computation of the **Cumulative Grade Point Average (CGPA)** based on student's performance in examinations which enables the student to move across institutions of higher learning. The uniformity in the evaluation system also enables the potential employers to assess the performance of the candidates.

Basic connotation of various terms commonly used in Choice Based Credit System CBCS:

Academic Program - means an entire course of study comprising its program structure, course details, evaluation schemes etc. designed to be taught and evaluated in a teaching Department/Centre or jointly under more than one such Department/Centre.

Course - means a segment of a subject that is part of an Academic Program.

Program Structure - means a list of courses (Core, Elective, Practical, Project, etc.) that makes up an Academic Program, specifying the syllabus, Credits, hours of teaching, evaluation and examination schemes.

Core Course - means a course that a student admitted to a particular program must successfully complete to receive the degree and which cannot be substituted by any other course.

Elective Course - means an optional course to be chosen or selected by a student out of such courses offered in the same or any other Department/Centre.

Credit - means the value assigned to a course which indicates the level of instruction; One-hour lecture per week equals 1 Credit, 2 hours practical class per week equals 1 credit. Credit for a practical class could be proposed as part of a course or as a separate practical course.

SGPA - means **Semester Grade Points Average** calculated for the courses of a particular semester.

CGPA - is **Cumulative Grade Points Average** calculated for all courses completed by the students at any point of time. CGPA is calculated each year for both the semesters clubbed together.

Grand CGPA - is calculated in the last year of the course by clubbing together of CGPA of three years, i.e., six semesters.

Conversion of Marks into Grades

In each course, numeric scores will be awarded to both the evaluation components: Internal Assessment and End-semester Examination. Internal assessment score will be based on the average of the numeric scores of the various components such as quizzes, assignments, class participation, discipline, etc. The total score in a paper is obtained by adding the internal assessment marks and the End-semester Examination marks. The total score obtained in a paper is converted to a letter grade on the basis of the grading scale given below:

Marks	Grade	Grade Points
90+	A+	10
80+	A	9
70+	B	8
60+	C	7
50+	D	6
40+	P	5
	F	0

Grade Points: To be considered on the basis of the grading scale table given above.

CWP (Credit Weightage Point) = Grade Point x Credit Point

SGP (Semester Grade Point) = \sum CWP

SGPA (Semester Grade Point Average) = $\frac{\sum \text{CWP}}{\sum \text{Credit Points}}$

CGPA (Cumulative Grade Point Average) = $\frac{\sum \text{SGP}}{\sum \text{Credit Points}}$

BBA (Three-Year Full-Time) Program Details:

Program Structure:

The Bachelor of Business Administration is a full time Program of three years and each year consists of two semesters which are given in the table below.

Years	Semester - Odd	Semester- Even
First Year	Semester - I	Semester - II
Second Year	Semester - III	Semester - IV
Third Year	Semester - V	Semester - VI

Semester-wise Course Credit Scheme:

Semester	No. of courses offered	Total marks (Semester-wise)	Total credits (Semester-wise)
I	7	650	29
II	6	600	25
III	7	650	31
IV	7	650	30
V	6	650	28
VI	6	650	25
TOTAL	39	3850	168

SEMESTER - I								
Course Code	Course Name	ESE (Marks)	IA (Marks)	Full (Marks)	L	T	P	Credit
THEORY COURSES								
BBA - 101	Business Mathematics	70	30	100	4	1	-	5
BBA – 102	Communicative English	70	30	100	4	-	-	4
BBA – 103	Business Accounting	70	30	100	4	-	-	4
BBA – 104	Business Economics	70	30	100	4	-	-	4
BBA – 105	Fundamentals of Computer	70	30	100	4	-	-	4
BBA - 106	Principles of Management	70	30	100	4	1	-	5
PRACTICAL COURSES								
BBA – 107	Fundamentals of Computer (Lab)	30	20	50	-	-	3	3
Total				650	24	2	3	29

***** All the courses (Theory and Practical) are compulsory.**

L–Lecture

T–Tutorial

P–Practical

ESE–End Semester

Examination IA–Internal Assessment

SEMESTER - II									
Course Code	Course Name	ESE (Marks)	IA (Marks)	Full (Marks)	L	T	P	Credit	
THEORY COURSES									
BBA - 201	Business Organization	70	30	100	3	1	-	4	
BBA – 202	Indian Economy	70	30	100	3	1	-	4	
BBA – 203	Organizational Behavior	70	30	100	4	1	-	5	
BBA – 204	Business Communication	70	30	100	4	-	-	4	
BBA – 205	Business Statistics	70	30	100	4	-	-	4	
BBA - 206	Business Environment	70	30	100	3	1	-	4	
				Total	600	21	4	-	25

***** All the theory courses are compulsory.**

SEMESTER - III									
Course Code	Course Name	ESE (Marks)	IA (Marks)	Full (Marks)	L	T	P	Credit	
THEORY COURSES									
BBA – 301	Research Methodology	70	30	100	4	-	-	4	
BBA – 302	Business Laws	70	30	100	4	-	-	4	
BBA – 303	Materials and Production Management	70	30	100	4	1	-	5	
BBA – 304	Human Resource Management	70	30	100	4	1	-	5	
BBA – 305	Marketing Management	70	30	100	4	1	-	5	
BBA – 306	Financial Management	70	30	100	4	1	-	5	
PRACTICAL COURSES									
BBA – 307	Research Methodology (Lab)	30	20	50	-	-	3	3	
				Total	650	24	4	3	31

***** All the courses (Theory and Practical) are compulsory.**

SEMESTER - IV								
Course Code	Course Name	ESE (Marks)	IA (Marks)	Full (Marks)	L	T	P	Credit
THEORY COURSES								
BBA - 401	Fundamentals of Operations and Research	70	30	100	4	-	-	4
BBA – 402	Computer Applications in Management	70	30	100	4	-	-	4
BBA – 403	Business Values and Ethics	70	30	100	3	1	-	4
PRACTICAL COURSES								
BBA – 404	Computer Applications in Management (Lab)	30	20	50	-	-	3	3
ELECTIVE COURSES								
BBA – 405	Cost Accounting	70	30	100	4	1	-	5
BBA – 406	Services Marketing	70	30	100	4	1	-	5
BBA – 407	Advertising and Salesmanship	70	30	100	4	1	-	5
BBA – 408	Industrial Relations	70	30	100	4	1	-	5
BBA – 409	Securities and Securities Market	70	30	100	4	1	-	5
Total				650	23	4	3	30

***** All the Theory and Practical courses are compulsory and three elective courses will be offered if minimum 1/3rd. of BBA-IV Semester students will opt for the same or it will be decided by the concerned department or authority.**

**** Totaling is on the basis of four compulsory (three theory and one practical) courses and three elective courses opted by the students of BBA-IV semester.**

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SEMESTER - V									
Course Code	Course Name	ESE (Marks)	IA (Marks)	Full (Marks)	L	T	P	Credit	
THEORY COURSES									
BBA - 501	Entrepreneurship	70	30	100	4	-	-	4	
BBA – 502	Tax Laws in India	70	30	100	4	-	-	4	
BBA – 503	Management Information Systems	70	30	100	3	1	-	4	
BBA – 504	Business policy and Corporate Strategy	70	30	100	4	1	-	5	
PRACTICAL COURSES									
BBA – 505	Management Information Systems (Lab)	30	20	50	-	-	3	3	
		Viva-Voce (Marks)	Project Report (Marks)						
BBA – 506	Summer Internship Program (SIP)	100	100	200	-	-	-	8	
				Total	650	15	2	3	28

*** All the courses (Theory, Practical and SIP) are compulsory.

SEMESTER - VI								
Course Code	Course Name	ESE (Marks)	IA (Marks)	Full (Marks)	L	T	P	Credit
THEORY COURSES								
BBA - 601	Goods and Services Tax	70	30	100	4	-	-	4
BBA – 602	Digital Marketing	70	30	100	3	1	-	4
BBA – 603	Human Resource Development	70	30	100	4	-	-	4
PRACTICAL COURSES								
BBA – 604	Digital Marketing (Lab)	30	20	50	-	-	3	3
ELECTIVE COURSES								
BBA – 605	International Finance	70	30	100	4	1	-	5
BBA – 606	International Business	70	30	100	4	1	-	5
BBA – 607	Export Procedures and Documentation	70	30	100	4	1	-	5
BBA – 608	Marketing Research and Consumer Behavior	70	30	100	4	1	-	5
Total				650	19	3	3	25

***** All the Theory and Practical courses are compulsory and two elective courses will be offered if minimum 1/3rd. of BBA-VI Semester students will opt for the same or it will be decided by the concerned department or authority.**

**** Totaling is on the basis of four compulsory (three theory and one practical) courses and two elective courses opted by the students of BBA-VI semester.**

SEMESTER – I

BBA – 101: BUSINESS MATHEMATICS

Course Contents:

Unit – I: Algebra

Theory of Indices, Quadratic Equations and Expressions. Progressions – Arithmetic and Geometric, Surds, Simple Permutations and combinations. Partial Fractions, Application to economic and business problems.

Unit – II: Differential Calculus

Definition of limit & Continuity, Differentiation and Partial Differentiation with application to economic and business problems (only algebraic functions).

Unit – III: Integral Calculus

Integration of Standard forms, integration by Parts, integration by Substitution. Integration of Rational Numbers, Application to economic and business problems (only algebraic functions).

Unit – IV: Elements of Matrix Algebra - Elementary Operations, Inverse of a Matrix.

Unit – V: Set Theory

Types of Sets, Venn Diagrams, Application of Set Theory to business problems. Stress should be given on development of ideas, concepts and their applications to the Management area rather than solving difficult problems. Proofs of theorems and derivation of formula is not required.

Books Recommended:

1. Saha,S. : Business Mathematics
2. Kapur & Sancheti : Business mathematics
3. Zameeruddin & Others : Business mathematics
4. Basu,K.P. : Algebra Part I & Part II
5. Sundaresan, V.& Jayaselan,S.K. : An introduction to Business mathematics
6. Jena,R.K. & Others : Fundamentals of Business mathematics
7. Rao,V.Venkateswara & Others : Intermediate Mathematics
8. Sancheti,D.C. & Kapoor,V.K. : Business mathematics
9. Bose,D. : Introduction to mathematical Economics
10. Nag,N.K. : Business mathematics.

BBA – 102: COMMUNICATIVE ENGLISH

Course Contents:

Unit – I: Fundamental of Grammar and their Usage

How to improve command over spoken and written English with Stress on Noun, Verb, Tense and Adjective. Sentence Errors, Punctuation, Vocabulary Building to Encourage the individual to communicate effectively, Common Errors in Business Writing.

Unit – II: Introduction to Business Communication

Basic Forms of communication, process of communication, principles of effective Business Communication, 7Cs; Media of Communication: Types of Communication.

Unit – III: Business letter writing

Need, Functions and Kinds, Layout of Letter Writing, Types of Letter Writing: Persuasive Letters, Request Letters, Sales Letters, Complaints and Adjustments; Departmental Communication: Meaning, Need and Types: Interview Letters, Promotion Letters, Resignation Letters, News Letters, Circulars, Agenda, Notice, Office Memorandums, Office Orders, Press Release.

Unit – IV: Business Etiquettes and Public Speaking

Business Manners, Body Language Gestures, Email and Net Etiquettes, Etiquette of the Written Word, Etiquettes on the Telephone, Handling Business Meeting; Introducing Characteristics, Model Speeches, Role Play on Selected Topics with Case Analysis and Real-Life Experiences.

Books Recommended:

1. Boove, C.L. Thill, J.V. and Chaturvedi, M, (2009) Business Communication Today, Pearson Education.
2. Murphy and Hildebrandt, (2008) Effective Business Communication, McGraw Education.
3. Krizan, A.C. Buddy, and Merrier, Patricia (2008) Effective Business Communication 7th Edition, Cengage Learning.
4. Lesikar, (2009) Business Communication: Making Connections in a Digital Work, McGraw Hill Education.
5. MCGraw, S.J. (2008) Basic Managerial Skills for All, 8th Edition, Prentice Hall of India.
6. Wern & Martin, (2008) English Grammar and Composition, Sultan Chand & Sons.

BBA – 103: BUSINESS ACCOUNTING

Course Contents:

Unit – I: Accounting

Basics of Accounting, Accounting Machines - Double Entry System, Classification, Rules for Debit & Credit, Concepts & Conventions, Indian Accounting Standards

Unit – II: Journal, Ledger and Trial Balance

Journal: Meaning of Journal, Advantages, Subdivision of journal Ledger: Meaning, Subdivision, Mechanics of posting, balancing Ledger Accounts.

Unit – III: Trial Balance

Objectives, Defects of trial balance, errors disclosed by trial balance, preparation & locating errors. Cash Book and Subsidiary books of Accounting: Kinds of cashbook, Purchase day book, Sales day book, bills receivable book, Bills payable book.

Unit – IV: Finance Accounts

Trading account, Profit & Loss Account, Adjustments, Balance sheet, Form of balance sheet, Assets & their classification, liabilities and their classification, uses & limitations. Capital & Revenue Expenditure & receipts: Rules for determining capital expenditure & revenue expenditure, deferred revenue expenditure, capital & revenue receipts, Capital & Revenue Profits, Capital & Revenue Loss. Accounting for Non-Profit Organization: Accounting Procedures, Receipts and Payment Accounts, Distinction between receipts and payment Accounts, Income and expenditure Account problems.

Unit – V: Bill of Exchange

Parties to a Bill of Exchange, Types, Promissory Notes, Distinction between promissory notes & bill of exchange, Dishonor of bills, Effects of insolvency of drawee, renewal of bills.

Unit – VI: Consignment Accounts

Economics of consignment, Distinction between Joint venture Sale & Consignment, Accounts Sales, Cost Price method, Invoice Price Method, Invoice Price Memorandum Column Method. Joint venture Accounts. Different methods of preparing Joint venture Account.

Books Recommended:

1. Advance accountancy - J.R.Batliboi
2. Advance Accounting - Dr. S.M.Shukla
3. Modern Accountancy - A. Mukherjee & M. Hanif
4. New Perspectives in Management Accounting - S.K.Chakraborty
5. Financial Accounting Principles - Robert N. Anthony.

BBA – 104: BUSINESS ECONOMICS

Course Contents:

Unit – I: Concept, Meaning, nature, scope & significance of Business Economics. Utility Approach: Law of diminishing marginal utility, Law of utility

Unit – II: Demand Analysis and Forecasting: Demand Schedule & Demand curve, Significance of Demand Forecasting and techniques.

Unit – III: Production Function: Concept, Fundamental of Production Function.

Unit – IV: Cost & Revenue: Concept, Short run & long run cost curves, concept of total, marginal and average revenues, relationships between average revenue, marginal revenues and Elasticity of Demand.

Unit – V: Pricing

Objectives of the firm - profit maximization / sales revenue maximization / survival, pricing under different market structures - perfect competition, Monopoly, discriminating, Product - Line pricing, joint product pricing.

Unit – VI: Profit Management:

Concept of profit management, profit planning & control.

Books Recommended:

1. Managerial Economics - Varshney & Maheshwari
2. Managerial Economics - J.G.Verma
3. Economic Analysis for Management Decisions - T.W.Elliot
4. Business Economics - V.G.Mankar
5. Managerial Economics - N.F.Dufty

BBA – 105: FUNDAMENTALS OF COMPUTER

Course Contents

UNIT - I: Introduction to Computers

Introduction, Characteristics of Computers, Block diagram of computer. Types of computers and features, Mini Computers, Micro Computers, Mainframe Computers, Super Computers. Types of Programming Languages (Machine Languages, Assembly Languages, High Level Languages).

Data Organization, Drives, Files, Directories. Types of Memory (Primary and Secondary) RAM, ROM, PROM, EPROM. Secondary Storage Devices (FD, CD, HD, Pen drive) I/O Devices (Scanners, Plotters, LCD, Plasma Display) Number Systems Introduction to Binary, Octal, Hexadecimal system Conversion, Simple Addition, Subtraction, Multiplication.

UNIT - II: Algorithm and Flowcharts

Algorithm: Definition, Characteristics, Advantages and disadvantages, Examples Flowchart: Definition, Define symbols of flowchart, Advantages and disadvantages, Examples.

UNIT – III: Operating System and Services in O.S.

Dos – History, Files and Directories, Internal and External Commands, Batch Files, Types of O.S.

Windows Operating Environment Features of MS – Windows, Control Panel, Taskbar, Desktop, Windows Application, Icons, Windows Accessories, Notepad, Paintbrush.

UNIT – IV: Introduction to Network and Internet

Concept of Network and their types, Need and Advantages of Networking, Sending E-mail, Receiving E-mail, Web Surfing.

Books Recommended:

1. Fundamentals of Computer – V. Raja Raman
2. Computer Fundamentals – P.K. Sinha

BBA – 106: PRINCIPLES OF MANAGEMENT

Course Contents:

Unit – I: Concept

Nature, Functions of Managers, Management: Arts Vs Science, Evolution of Management Thoughts.

Unit – II: Planning

Nature, Purpose, Importance of Planning, Types of Planning, Steps in Planning, Planning Barriers and Planning Hierarchy.

Unit – III: Organizing

Nature and Purpose, Basic Departmentation, Classification of Organization Structure, Organization Process and Importance.

Unit – IV: Staffing

Definition, Steps involved in staffing Process, Human Resource Planning, Recruitment & Selection, Placement, Training & Development, Performance Appraisal.

Unit – I: Directing

Concept of Motivation, Need for Motivation and Motivation Chain - Maslow, Herzberg, and the Sources of Motivation.

Unit – I: Controlling

Nature & Purpose of Control, Types of control, Steps involved in Control Process.

Books Recommended:

1. Principles & Practices of Management by L.M. Prasad.
2. Essentials of Management by Harold Kooutz & Odonell.
3. Organization and Management - R.D.Agrawal.

BBA – 107: FUNDAMENTALS OF COMPUTER (LAB)

Lab would be based on the Course BBA – 105: Fundamentals of Computer. The objective of this lab is to help the students to understand the various types of computers, programming language, memory, etc. The students should develop flowcharts and they must understand the various types of O.S. especially MS – Windows.

SEMESTER – II

BBA – 201: BUSINESS ORGANIZATION

Course Contents:

Unit – I: Nature and Scope of Business

Business, Trade and Commerce. Objectives of a Business. Problems before establishing a New business. Social Responsibility of Business.

Unit – II: Forms of Business Organization

Sole Trader, Partner-ship and joint company their characteristic features. Cooperatives. Suitability of a form of Organization.

Unit – III: Public Enterprises and their Rationale

Public Enterprises in India and their main contributions. Causes of low productivity and efficiency in Public Enterprises.

Unit – IV: Home Trade Transactions

Different Forms and Documents used in Home Trade. Functions and Organization of Wholesale and retail Trade. Departmental Stores and Multiple Shops. Super market. Mercantile Agents and their functions.

Unit – V:

Banking and Insurance Sectors and their functions.

Unit – VI:

Introduction to Business Combinations and their different forms.

Books Recommended:

1. Arunahalam, P.: Business Organization and management
2. Tanna & Tanna: A Text-book of Business Organization
3. Sharma & Gupta: Business Organization and management
4. Sherlekar & Janardanan: Essentials of Business Organization and Management.
5. Shukla, Madhukar: Understanding Organizations.

BBA – 202: INDIAN ECONOMY

Course Contents:

Unit – I: Structure of Indian Economy

Concept of Economic Growth and Economic Development, Growth and Development. Basic Characteristics of Indian Economy Changes in structure of Indian Economy (Primary Sector, Secondary Sector & Tertiary Sector).

Unit – II:

Trends in National Income in India; Work Force Participation and Changes in Occupational Structure in India.

Unit – III: Planning and Economic Development and Problems in Indian Economy

Objective of Economic Planning in India, Current Five-Year Plan. Industrial Policy-1991, Disinvestments of Public Enterprises; Economic Problems: Poverty Inequality, Parallel Economy, Unemployment, Concentration of Economic Power, Balanced Regional Development, Low Capital Formation and Industrial Sickness.

Unit – IV: Indian Economy & Foreign Trade

Concept, Significance, Foreign Exchange Reserve, Balance of Payment, Balance of Trade, Current Foreign Policy, foreign Exchange Management Act (FEEMA) Export Promotion.

Unit – V: Indian Economy

Emerging Issues: WTO and various agreement & Indian Economy (Emerging Areas), GATT, TRIMS, TRIPS, Foreign Direct Investment, Foreign Institutional Investment.

Books Recommended:

1. Datt, and Sundharm, R (2009) Indian Economy, 61st edition, Sultan Chand & Sons.
2. Prakash B. A. (2009) The Indian Economy Since 1991 – Economic Reforms & Performances, 1st edition, Pearson Education
3. Dhingra, I.C. (2009) Indian Economy, Sultan Chand & Sons
4. Jaiganta, Sarkar, (2007), Indian Economy: Policies and Practices, 1st Edition, Pearson Education.
5. Mishra, S.K. and Puri, V.K. (2007) Problems of Indian Economy, Himalaya Publishing House.

BBA – 203: ORGANIZATIONAL BEHAVIOUR

Course Contents:

Unit – I: Meaning and importance of the study of Organizational Behavior

Unit – II: Behaviors and its causation: Introduction to personality, perception, learning and attitude.

Unit – III: Motivation - definition and importance of psychological process of motivation
Morale, job satisfaction

Unit – IV: Leadership and group dynamics: formal and informal groups, role concept

Unit – V: Improving interpersonal effectiveness, Interpersonal communication Conflict Management and team building

Unit – VI: Concepts of Organizational culture and Organizational development

Books Recommended:

1. Organizational Behaviour - Fred Luthens
2. Management of Organization Behaviour - Hershey & Blanchard
3. Human Behaviour at work - Keith Davis

BBA – 204: BUSINESS COMMUNICATION

Course Contents:

Unit – I: Meaning and process of Communication and barriers to communication.

Unit – II: Verbal Communication and non-verbal communication.

Unit – III: Business Communication and its importance in Business Organization.

Unit – IV: Principles of Letter Writing

Business Letters: Quotations, Orders, tenders, Sales Letters, Claim and Adjustment Letters, Credit and Collection Letters. Social Correspondence: Letters of Congratulation, Invitations, Introduction, Recommendation, Condolence, Conveying Acceptance and regrets etc.

Unit – V: Drafting of notices, Agenda and minutes of Company Meeting.

Unit – VI: Office procedure: Receipt and Dispatch of mail, Filing and Indexing Systems, Classification of mail.

Books Recommended:

1. Information System for Modern Management –Mudic,R.G.& Ross J.E.
2. Management Information System – Bluementhal
3. Business Communication – U.S.rai and S.M.rai
4. Communication – C.S.Rayudu
5. Communication Today – Reuben Ray
6. Essentials of Business Communication _ Reddy,Apparnaiah,Rao
7. Essentials of Business communication – R.Pal & J.S.Korlahalli
8. Business Communication – Theory and Application.
9. Business communication: Mallika Nawal (Cemage)

BBA – 205: BUSINESS STATISTICS

Course Contents:

Unit – I: Introduction

Definition of statistics, function & scope of statistics, Collection and Presentation of Data classification, frequency distribution, diagrammatic and Graphic presentation of data.

Unit – II: Measures of Central Tendency - Range, inter quartile range, Quartile deviation, Mean deviation, Standard Deviation

Unit – III: Correlation Analysis - Correlation, Coefficient, Measurement Karl Pearson's Method, Spearman's rank correlation, Significance and limitation.

Unit – IV: Regression Analysis - Equation of regression lines and Regression coefficients.

Unit – V: Index Numbers - Types of index number and methods of their construction, Base Shifting, Splicing and deflating.

Unit – VI: Business Forecasting Through Time Series Analysis - Time series and its components, Measurement of trend.

Unit – VII: Basic Concepts of Probability - Dependent and independent events, Addition and Multiplication rule of probability.

Books Recommended:

1. Business Statistics - Gupta & Gupta (Sultan Chand & Sons)
2. Statistics for Management (PHI) - R.I.Levin & D.S.Rubin
3. Statistical Analysis of managerial decisions (McGraw Hill)- E.B.Cox and J.C.Boot
4. Business Mathematics: Zamearuddin et. al. (Vani Educational Books Vikash

BBA – 206: BUSINESS ENVIRONMENT

Course Contents:

Unit – I: Nature and Significance of Business Environment. Salient features of Capitalism, Socialism and Mixed Economy. Private Sector and Public Sector.

Unit – II: Socio-cultural Environment of Business in India-Social Forces, Demographic Profile, concept of Reference Groups, Social Institutions, Culture-Meaning, Diversity and role in Business Strategy Formulation.

Unit – III: Political Environment of business in India – political System, Ideologies and Impact of Political Environment of Business Strategies.

Unit – IV: Economic and Industrial Environment in India – Economic Planning and Development, Recent Trends in Indian Economy.

Unit – V: Industrial Profile, Policy and Development in India.

Books Recommended:

1. Business Environment-Francis Cherunialm.
2. Business Environment for strategic Management-K.Aswathapa.
3. Business Environment- M B Shukla, Taxman.
4. Economic Environment of Business-M.Adhikary.
Economic Environment of Business-V.R.Garg.

SEMESTER - III

BBA – 301: RESEARCH METHODOLOGY

Course Contents:

Unit – I: Meaning Importance of research in Management

Unit – II: Defining the research problem and research objectives.

Unit – III: The basic research process – an overview. Exploratory & conclusive research.

Unit – IV: Sources of Data: Primary & Secondary.

Unit – V: Sampling Techniques- use of probability & non-probabilistic samples. Methods of data collection-survey Vs observation method.

Unit – VI: Process of editing and tabulation of data. Significance of cross tabulation. Report writing- report format, characteristics of a good report.

Books Recommended:

1. Research Methodology Methods & Techniques - C.R. Kothari.
2. Research Methodology: Mishra R P
3. Research Methodology: Taylor Bill
4. Research Methodology in Management: Gay I. R

BBA – 302: BUSINESS LAWS

Course Contents:

Unit – I: Indian Contract Act, 1872. Formation of a Contract Essentials of a valid contract. Void and Voidable Contracts. Position of the Minor to Contract.

Unit – II: Free Consent. Lawful object and consideration. Breach of a Contract.

Unit – III: Indian Partnership Act, 1932. Nature of Partnership, Rights, Duties and Liabilities of Partners,

Unit – IV: Sale of Goods Act, 1930. Sale and Agreement to sell.

Unit – V: Conditions and warranties. Rights of an Unpaid Seller. Great emptor.

Unit – VI: Companies Act, 1956. Provision relating to formation of Companies. Memorandum and Articles of Association. Equity and preference shares, Debentures, Private Companies and Public Limited Companies, Appointment, Power, Duties and Liabilities of Directors, Company Auditor, his rights, duties and liabilities.

Unit – VII: Negotiable Instruments Act, 1949. Salient Features and Legal Presumptions of Negotiable Instruments, Bills, Notes and Cheques, Negotiation and Presentation, Parties to Negotiable Instrument and their discharge from Obligations, Bankers and Customers.

Books Recommended:

1. Concerned Bare Act
2. Mercantile Law: M.C. Shukla
3. Business Law: M. S. Pandit & V. K. Kalra
4. Mercantile Law: M.C. Kuchhal.

BBA – 303: MATERIALS AND PRODUCTION MANAGEMENT

Course Contents:

Unit – I: Nature, scope and Importance of Materials management in the Business World. Concept of integrated approach of materials management and its advantages and limitations.

Unit – II: Basic ideas of purchasing and purchasing functions.

Unit – III: Basic principles of inventory control. Concepts of EOQ and ROP. ABC analysis. Its importance.

Unit – IV: Design of Production Systems. Production process Design.

Unit – V: Plant Location and Plant Layout of production facilities for plants. Types of layout.

Unit – VI: Forecasting, production planning, scheduling and control. Maintenance of plants and production facilities. Types of maintenance. Material handling equipments. Its uses and importance.

Books Recommended:

1. Modern Production/ operations management: E.S. buffa & R.K. Sarin.
2. Purchasing & Materials Management: DW. Dobler, L.Lee Jr& D.N.Burt.
3. Production & Operations Management: B.S.Goel.
4. Production & Operations Management: S.N.Chary.

BBA – 304: HUMAN RESOURCE MANAGEMENT

Course Contents:

Unit – I: Introduction to Human Resource Management - Meaning and need of Human Resource Planning, The process of recruitment, selection and transfers

Unit – II: The need and importance of Human Resource Development, Introduction to training and development program, The meaning of performance appraisal.

Unit – III: Compensation of Human Resource - The nature and purpose of wage and salary administration, Introduction to time rate and piece rate systems, Their merits and demerits, The meaning of fringe benefits.

Unit – IV: Human Relations - The importance of human relations in Human Resource Management. The philosophy and objective of human relations, Understanding human behavior.

Unit – V: Labor-Management Relations - The important of good labor management relations. Types and causes of disputes. Prevention of disputes. The role and objective of trade union. The concept and objectives of participative management and collective bargaining.

Books Recommended:

1. Personnel Management: C.B. Mamoria
2. Personnel Management and Industrial Relations: Bhogoliwal
3. Personnel Management & Industrial Relations: Yoder Dale
4. Human Resource Management: Jan Beardwell and Len Holden.

BBA – 305: MARKETING MANAGEMENT

Course Contents:

Unit – I: Nature & Scope of Marketing - The core concepts of marketing, marketing concept and selling concept

Unit – II: The Marketing Environment - Introduction to the elements of the Macro and Micro Environment

Unit – III: Market Segmentation & Targeting - Concept of market segments, Need for segmentation, concept of target market.

Unit – IV: Consumer Buying Behavior - The buying decision process and buying roles

Unit – V: Product Management - Product Forms, Concept of Product Line & Product Mix and Concept of Brand Pricing Decisions: an overview of the pricing process.

Unit – VI: Channel Management - Need for intermediaries, types of intermediaries, channel design decisions. Marketing communication: Concept of promotion mix, Introduction to the elements of the promotion mix

Books Recommended:

1. Principles of Marketing - Philip Kotler
2. Principles of Management - Ramaswamy and Namakumari
3. Marketing Management - Rajan Saxena.

BBA – 306: FINANCIAL MANAGEMENT

Course Contents:

Unit – I: Nature of Financial Management - Scope of finance functions, finance functions and job of finance manager, Organization of finance functions.

Unit – II: Understanding of financial statements - Concept of profit & loss account and balance sheet - significance of their preparation.

Unit – III: Statement of changes of financial position - definition of funds, fund flow statement, cash flow statement.

Unit – IV: Financial Analysis - Users of financial analysis, nature of ratio analysis, classification of ratios.

Unit – V: Basic concept of financial decision - Capital, capitalization, and capital structure, Introduction to dividend policy. Basic concept of investment decisions.

Unit – VI: Concept of working capital management.

Books Recommended:

1. Financial Management & Policy - Van Horne
2. Theory of Financial Management - Solomon Ezra
3. Financial Management - Pandey I.M.
4. Financial Management - Chandra Prasanna.

BBA – 307: RESEARCH METHODOLOGY (LAB)

The Lab would be based on the course 301: Research Methodology. The objective of this lab is to understand the various aspects of research, identification and use of various statistical tests using Software tools available to a researcher. Researcher tools can help the business manager in decision making (By using any popular Software such as, Advanced Excel, SPSS or any other analytical software). The student be made capable to use any popular software on which training is given to use it in his / her summer internship program.

SEMESTER – IV

BBA – 401: FUNDAMENTALS OF OPERATIONS RESEARCH

Course Contents:

Unit – I: Theory of Optimization

Unit – I: Linear Programming

- i. Formulation of Problems
- ii. Graphical method
- iii. Basic of Simplex Method - Maximization and Minimization

Unit – I: Transportation Models

- i. Balanced and unbalanced models of transportation
- ii. North-West corner method
- iii. Row Minima method
- iv. Column minima method
- v. Matrix minima method
- vi. Vogel approximation method
- vii. MODI method

Unit – I: Assignment Models

- i. Balanced and unbalanced assignment models
- ii. Hungarian method

Books Recommended:

1. Operations Research by Kanti Swarup, P.K. Gupta and Man Mohan
2. Operations Research and Statistical Analysis-P.K. Gupta & Man Mohan

BBA – 402: COMPUTER APPLICATIONS IN MANAGEMENT

Course Contents:

Unit – I: MS Word

Opening, Creating, Saving a Document. Editing, Finding and Replacing Text. Using the Interface (Toolbars and Menus). Spell check feature, Auto-correct feature and Grammar facility, Formatting Text, Formatting a Document and Autoformat feature, Adding Borders, Headers and Footers.

Unit – II: MS Excel:

Concept of a Workbook, Creating Opening and saving a Workbook and organization of Worksheets in Workbook, Data entry in Cell, Selecting Copying/Moving Data in a Worksheet or to different Worksheet, Using the interface (Toolbars and menus). Formatting & Calculations, creating embedded charts using chart wizard.

Unit – III: Power Point:

Business presentations and their advantages, Creating a presentation. Enhancing a presentation: Adding graphics and other objects; setting transition.

Unit – I: Introduction to Database with MS-Access – Concept of data and information, Tables, Constraints, Keys and Queries. Creating a table, populating with data. Modifying the existing structure. Queries, Relationship among tables, Report Generation.

Books Recommended:

1. Computer Fundamental: V. Rajaraman
2. Fundamental of Information Technology: A Leon & M. Leon
3. Information Technology: Principles & Applications Ray & Acharya (PHI)
4. Fundamentals of Information Technology: Deepak Bharihoke.

BBA – 403: BUSINESS VALUES & ETHICS

Course Contents:

Unit – I: The need of discussion on ethics and morality in organizational context.

Unit – II: Organizational consciousness and social consciousness.

Unit – III: Ingraining ethical process in life and work.

Unit – IV: The philosophy of decision making and profit in business. Profit as a vehicle of organic growth.

Unit – V: Leadership character

Ethical dimensions. Meaning and purpose of leadership. Leadership character with leadership behavior. Attributes and character flows of a leader. Profile of a charismatic leader - overview. Character and centered leadership style: Indian insights.

Unit – VI: Ethical response to market reality; Passion for service to customers vs organizational excellence.

Books Recommended:

1. Business Ethics – David Stewart.
2. Ethics in Management – S. K. Chakraborty.

BBA – 404: COMPUTER APPLICATIONS IN MANAGEMENT (LAB)

This Lab would be based on the course BBA-402: Computer Applications in Management

Knowledge of all commands of using Windows to be taught.

Introduction to MS-Word:

Introduction to Word Processing, it's Features, Formatting Documents, Paragraph Formatting, Indents, Page Formatting, Header and Footer, Bullets and Numbering, Tabs, Tables, Formatting the Tables, Finding and Replacing Text, Mail Merging etc.

Introduction to MS-Excel:

Introduction to Electronic Spreadsheets, Entering Data, Entering Series, Editing Data, Cell Referencing, Ranges, Formulae, Functions, Auto Sum, Copying Formula, formatting Data, Creating Tables, Graphs and Charts, Creating Database, Sorting Data, Filtering etc. Mathematical functions, Statistical functions, date and time functions, Text functions, financial functions, Analysis of data with Pivot tables, create and manage scenarios and summaries.

Introduction to MS PowerPoint:

PowerPoint, Features of MS PowerPoint Clipping, Slide Animation, Slide Shows, Formatting etc.

BBA – 405: COST ACCOUNTING

Course Contents:

Unit – I: Meaning and Scope of Cost Accounting

Basic cost objectives and scope of cost accounting, Cost centers and cost units, Difference between financial, cost and management accounting. Basic cost concepts – Cost classification and elements of cost.

Unit – II: Materials Control

Meaning, Steps Involved, Materials and Inventory, Techniques of Material/Inventory Control (EOQ, FSND, ABC, Stock Levels, JIT, VED), Valuation of Inventory (FIFO, LIFO, Weighted Average).

Unit – III: Labor Cost

Attendance and Payroll procedures, Overtime, Idle time and Incentives, Direct and Indirect labor, Remuneration systems and Incentive Schemes (Halsey, Rowan, Taylor, Merrick, Bedaux, Emerson Plans).

Unit – IV: Overheads

Functional Analysis – Factory, Administration, Selling, Distribution, Research and Development, Fixed, Variable, Semi-variable, Step-cost; Factory overheads, Administration overheads and Selling and Distribution overheads. (Overhead Rate, Machine Rate, Under and Over Absorption must be discussed with relevant examples).

Unit – V: Cost Sheet and Process Costing

Cost Sheet – Preparation of Cost sheet; Process Costing – Meaning and Computation of normal profits, abnormal effectives and abnormal loss.

Unit – VI: Contract Costing

Contract meaning, types, Job and Batch Costing, Preparation of contract accounts, escalation clause, Calculation of work in progress, accounting for material, accounting for plant used in contract, contract profit and loss account, balance sheet. Basics of operating cost.

Text Books:

1. Arora, M.N., Cost Accounting, Vikash Publishing House, Delhi.
2. Lal, Jawahar and Srivastava, Seema, Cost Accounting, McGraw Hill Education.
3. Pandey, I.M., Management Accounting, Vikash Publishing House, Delhi.
4. Khan, M.Y., Management Accounting, McGraw Hill Education.
5. Tulsian, P.C., Introduction to Cost Accounting, S. Chand, Delhi.

BBA – 406: SERVICES MARKETING

Course Contents:

Unit – I: Introduction to Services Marketing

Defining Services, Distinguishing characteristics services and their marketing implications, Growing importance of Services sector in India; Services Marketing Management Process – An overview.

Unit – II: Consumer Behavior in Services and Measuring Service Quality

Consumer Behavior in Services; Measuring Service Quality and Customer Satisfaction, SERVQUAL Scale and its application; GAPs Model; Modes of service Recovery.

Unit – III: Services Product, Price and People

The **7Ps** framework of services marketing mix; Service Product, Service Process and Service Blueprint; Pricing of services – Objectives, Challenges, Approaches; Managing Service Personnel; Customer role in Service Delivery.

Unit – IV: Service Distribution, Communication and Physical Evidence

Challenges of Service Distribution, Service Franchising Benefits and Risks; Integrated Service communication Mix; Services Marketing Triangle; Managing Physical Evidence and Service Scape.

Text Books:

1. Zeithaml, V.A, Bitner, M.J. and Pandit, A., Services Marketing, Tata McGraw Hill Publishing Co. Ltd., New Delhi.
2. Lovelock, C.H., Wirtz, J. and Chatterjee, Services Marketing: People, Technology, strategy, Pearson education, New Delhi.
3. Hoffman, K.D. and Bateson, J.E.G., Services Marketing, Cengage Publishing.
4. Nangundkar, Rajendra, Services Marketing: Text and Cases, Tata McGraw Hill Publishing Co. Ltd., New Delhi.
5. Fitzsimmons, J.A. and Fitzsimmons, M.J., Service Management: Operation, Strategy and Information Technology, Irwin/McGraw Hill.
6. Kurtz, D.L. and Clow, K.E., Services Marketing, Biztantra, New Delhi.

BBA – 407: ADVERTISING AND SALESMANSHIP:

Course Contents:

Unit – I: Selling – meaning and significance. Qualities of a successful salesman.

Unit – II: Psychology in selling. Selling process. Presentation and Demonstration.

Unit – III: Overcoming Objectives of the Customers.

Unit – IV: Organization of the Sales Department. Sales manager and its functions.

Unit – V: Recruitment, Selection and Training of Salesmen.

Unit – VI: Sales Promotion – Objectives and Need.

Unit – VII: Advertising – meaning, Purpose and Functions of Advertising Media and their relative merits and demerits.

Books Recommended:

1. Sales and Distribution Management: T.K. Panda & Sunil Sahadev; Oxford University Press.
2. Sales Management : Dr. S.L. Gupta; Excel Books.
3. Advertising and Promotion : An IMC Perspective-G.E. Belch & M.A. Belch
4. Advertising Management : D.A. Aaker, R. Batra and J.G. Myers.

BBA - 408: INDUSTRIAL RELATIONS

Course Contents:

Unit – I: Concept and Scope of Industrial Relations, Major indicators of Industrial Relations-Absenteeism, Grievance, Lockouts, Strikes, Turnover and Discipline.

Unit – II: Industrial Disputes in India-Meaning, Forms, Causes and Consequences of Disputes.

Unit – III: Grievances – Meaning Causes, Grievance Handling procedures.

Unit – IV: Trade Unionism – Objectives, Problems of Trade Union, Concept of Collective Bargaining and its importance in Industrial Disputes.

Unit – V: Worker’s participation in Management – Different Forms of Worker’s participation and its significance.

Books Recommended:

1. Industrial Relations & Labor Legislations : P.R.N.Sinha
2. Industrial Relations : A. Monappa
3. Industrial Relations in India : Ratna Sen
4. Industrial Relations : T. N. Chhabra
5. Industrial Relations : C. B. Memoria

BBA - 409: SECURITIES & SECURITIES MARKET

Course Contents:

Unit – I: Financial Market – Concept of Capital Market & Money Market and their functions.

Unit – II: Instruments of Financial Markets

Unit – III: Bonds, Stocks convertible securities, organized security markets over the counter, Market Trading arrangements, efficient markets, regulations of securities markets.

Unit – IV: Risk and Return - Risk classification, systematic and unsystematic risk measurement, standard deviation, variance, regression equation, correlation coefficients, probability distributions, statistical methods.

Unit – V: Bond analysis, bond selection, common stock analysis, earnings analysis. Technical analysis, fundamental analysis, efficient market theory. Portfolio Management.

Books Recommended:

1. Investment Management – Singh Preti
2. Investment management – Bhalla, V.K.
3. Security Analysis – Graham Dodd, Cottle.

SEMESTER - V

BBA – 501: ENTREPRENEURSHIP

Course Contents:

Unit – I: Concept of Entrepreneur and Entrepreneurship, Functions of an Entrepreneur, Characteristics and Qualities of an Entrepreneur, Entrepreneurial Skills, Classification of Entrepreneurs.

Unit – II: Entrepreneurial Environment - Infrastructural facilities for the growth of Entrepreneurial Climate in India. Role of Entrepreneurship in Economic Development, Factors influencing Entrepreneurship. Supporting agencies for entrepreneurship development.

Unit – III: Entrepreneurship and Project Management - Project Identification, Selection, Formulation and Project Appraisal.

Unit – IV: Entrepreneurial Development Program in India - Need for EDPs, Objectives of EDPs, Curriculum of EDPs, Phase of EDPs.

Unit – V: Institution involved in EDPs, Evaluation of EDPs.

Books Recommended:

1. Corporate Entrepreneurship: Sathe, Vijay
2. Entrepreneurship and Agriculture Development: Narayan, D.I.
3. Entrepreneurship Development Under System: Prasad, Anuradha
4. Entrepreneurship Development: Paul, Jose
5. Industrial Families in India: Verma, H.S.
6. Project Planning and Entrepreneurship development: Banga, T.R.

BBA – 502: TAX LAWS IN INDIA

Course Contents:

Unit – I: Taxation and its implication for the growth of business activities.

Unit – II: Types of taxes and their main features. Direct and Indirect Taxes: Income Tax, Corporate Tax, Excise Duty, Custom Duty, Wealth Tax and Sales Tax.

Unit – III: Taxation and choice of the form of Business Organization.

Unit – IV: Objectives of Tax Planning in Business.

Unit – V: Taxation and financial investment and dividend decisions of a firm.

Unit – VI: Tax Incentive Schemes of the government of India for growth of business.

Books Recommended:

- 1 Direct Taxes: Taxman
- 2 Indirect Taxes: Taxman
- 3 Business Laws: Cherunilam

BBA – 503: MANAGEMENT INFORMATION SYSTEMS

Course Contents:

Unit – I: Introduction of Information System

Introduction of Information System in Business, Role of Information System. Components and Resources of Information Systems, Information System Activation.

Unit – II: Solving Business Problems with Information System

Defining Problems and Opportunities, Developing, Evaluating Alternative Solutions, Selecting, Designing and Implementing Solution.

Unit – III: Information Technology

A Manager Overview: Managerial Overview of Computer Hardware & Software. Telecommunication, Database Management.

Unit – IV: Used Information Technology for Sector

Business use of the Internet, Introduction & Application to Electronic Commerce. Business to Consumer Commerce, Business to Business Commerce. Electronic Payment and Security.

Unit – V: Information System for Managerial Decision Support

Introduction to Managerial Information System, Decision Support System, Examples of Decision Support System.

Books Recommended:

1. James A. O'Brien : Management Information System
2. Bansal : Information System Analysis & Design
3. Jawadeger : Management Information System
4. Alter : Information System: A Management Perspective

BBA – 504: BUSINESS POLICY & CORPORATE STRATEGY

Course Contents:

Unit – I: Corporate Objectives

Identification & Formulation, The Process of strategic Management, Elements of Business Policy and Strategy, Corporate strategy, Business level Strategy and Functional level strategy.

Unit – II: The General Management Function

General management and Strategic Management, Role of the Chief Executive, Role of Top Managers.

Unit – III: Corporate Planning - SWOT Analysis, Assessing corporate capabilities.

Unit – IV: Corporate Policy in Relation to Different Functional Areas - Sales Policy, Personnel Policy.

Unit – V: Production Policy and Financial Policy.

Books Recommended:

1. Business Policy & Central Management – Newman & Logan.
2. Concept of Corporate Strategy – Kenneth R. Andrews.
3. Business Policy & Strategic Management – William F Glueck Jouch.
4. Business Policy & Corporate Strategy – Azhar Kazmi; Tata McGraw Hill

BBA – 505: MANAGEMENT INFORMATION SYSTEMS (LAB)

Lab would be based on the Course 503: Management Information Systems. The objective of this Lab is to help the students to understand the various aspects and components of Information System specially data bases. Students are required to design the Data bases using E-R Model and run SQL queries on DDL commands and aggregate functions.

BBA – 506: SUMMER INTERNSHIP PROGRAM

Each student shall undergo practical training of eight weeks during the vacations after fourth semester in an approved business / industrial / service organization and submit at least two copies of the Summer Internship Report along with CD to the concerned Department or Faculty of the Institution before the commencement of the End-term Examination. The Summer Internship Report Shall Carry 200 marks. The Internship Report shall be evaluated and the Viva-Voce will be taken for 100 marks by an External Examiner and rest of the 100 marks shall be given by an Internal Examiner to be appointed by the Director / Examination Controller of the Institution.

SEMESTER - VI

BBA - 601: Goods & Services Tax (GST)

Unit I

Indirect Taxes – Meaning and Types of Indirect Taxes, Central Excise Duty – features, nature, scope, salient features of central excise Duty Act; Procedure for excise registration and documents needed; CENVAT MODVAT provisions; Exemptions to small scale industries; Introduction to custom duties; its types, calculation and related issues.

Unit II

VAT – Introduction, meaning, features, merits and demerits, tax calculation, difference from sales tax, value addition with example; different forms for VAT; VAT refund; Importance of CST Act 1956 Various Provisions; Different categories; CST calculations; Introduction to Services Tax Act 2007; Types of services covered; relevant provisions; Rates of Service Tax and its calculation.

Unit III

Goods and Services (GST) – Constitutional Amendment, Features of GST, Importance and benefits; Difference between GST and other Taxes; Migration to GST; Registration of dealers under GST, Exempted List; Rate structure under GST; Procedure for obtaining registration certificate, concept of IGST; CGST; SGST and its calculation with working examples.

Unit IV

Implementation of GST – GST Council, its members; composition; its role; GST infrastructure; Impact of GST on Business; Salient features of GST Model. How to file refund under GST, Transfer of Input Tax credit and its related issues; Penalties and appeals under GST; Future of GST in India.

Suggested Readings:

1. Mehrotra H.C., Agrawal V.P. (2016), Indirect Taxes, Sahitya Bhawan Publication.
2. B. Viswanathan, (1st Ed. 2016), Goods and Services Tax in India, New Century Publications.
3. Singhania Vinod K. & Singhania Monica, (2016), Students Guide to Indirect Tax Laws, Taxman Publications.
4. Datey V S. (5th Ed,2017), All about GST- A Complete guide to model GST Law, Taxman Publications.
5. Gupta K Atul, (1st Ed,2016), GST-Concept and roadmap, LexisNexis Publisher.
6. Ahuja Girish & Gupta Ravi, (34th Ed.2016), Practical Approach to Direct & Indirect Taxes, (Income Tax, Excise, Customs, CST, VAT, Service Tax, & Wealth Tax, CCH India.

BBA - 602: Digital Marketing

Course Contents:

Unit - I

Introduction to Digital Marketing: Digital Marketing meaning scope and importance, Internet versus traditional marketing communication, internet microenvironment; Use of Business to Consumer and Business to Business Internet Marketing strategy.

Unit -II

Online buyer behavior and Models: The marketing Mix (7-Ps) in online context. Managing the Online customer Experience: Planning website design, understanding site user agreement, site design and structure, developing and testing content, Integrated Internet Marketing Communications (IIMC); Objectives and Measurement of Interactive marketing communication.

Unit - III

Digital Promotion Techniques I: Email Marketing, Opt-in-e-mail-Permission Marketing, Online PR, interactive Advertising, Online partnerships, Viral Marketing, Blogs, Search Engines- Search Engine Marketing (SEM), Search Engine Optimization; Website Optimization, Content Marketing.

Unit - IV

Digital Promotion Techniques II: Social Media Marketing- Designing content for social media marketing, Campaign management, tracking SMM performance; Mobile Marketing- advertising on mobile devices, mobile apps, tracking mobile marketing performance. Introduction to Web Analytics- Meaning, types, Key Metrics and Tools

Suggested Readings:

1. Chaffy, D., Ellis-Chadwick, F., Johnston, K., and Mayer, R. (4th Ed.2009) Internet Marketing: Strategy, Implementation and practice, Third Edition, Pearson Education, New Delhi.
2. Strauss, Judy and Frost, Raymond (6th Ed.2011), E-Marketing, 5th Edition, PHI Learning Pvt. Ltd., New Delhi.
3. Roberts, M.L. (3rd Ed.2013) Internet Marketing, 1st Indian Edition, Cengage Learning, New Delhi.
4. Hanson, W. and Kalyanam, (1st Ed. 10th International Conference,2010), e-Commerce and Web Marketing, Cengage Learning, New Delhi.
5. Shainesh G. and Jagdish N Sheth (1st Ed. 2008). Customer Relationship Management- A strategic perspective, Macmillan India Ltd.
6. Mohammad, Rafi, (2nd Ed. 2004) Internet Marketing: Building Advantage in a Networked Economy, Tata McGraw Hill.

BBA – 603: Human Resource Development

Course Contents:

Unit - I

Human Resource development: Concept of development, Meaning and concept of HRD, Understanding of the role of the HRD in organizations.

Unit -II

Training & Development – Planning, Techniques, Evaluation of Training effectiveness, Development methods.

Unit - III

Appraising and rewarding People: Difference between Merit rating, performance Appraisal Potential Appraisal, latest techniques of appraisal, self-appraisal, its nature, purpose and methods.

Unit - IV

Designing Organizations: Structuring the organization, restructuring, Downsizing, Multiskilling, Business Process Reengineering, Bench marking, introducing change, change agents and their role. Designing jobs: Job Rotation, Job Enlargement, Job Enrichment, Job Analysis, Job Description.

Unit - V

Problems faced by the HR Managers: Methods for motivating people, retaining people and increasing the return and investment on employees.

Books Recommended:

1. Personnel Management -- C.B. Mamoria
2. Personnel Management and Industrial Relations -- Bhogoliwal
3. Personnel Management & Industrial Relations -- Yoder Dale
4. Human Resource Management -- Jan Beard well and Len Holden.

BBA – 604: DIGITAL MARKETING (LAB)

This lab would be based on the course 602 – Digital Marketing. The objective of this lab is to help the students to understand the various aspects and components of Digital Marketing specially Planning website design, understanding site user agreement, site design and structure, developing and testing content, Integrated Internet Marketing Communications (IIMC). They should have the capability to deal with Email Marketing, Opt-in-e-mail-Permission Marketing, Online PR, Interactive Advertising, Online partnerships, Viral Marketing, Blogs, Search Engine Marketing (SEM), Search Engine Optimization (SEO); Website Optimization, Content Marketing.

BBA – 605: INTERNATIONAL FINANCE

Course Contents:

Unit – I: Introduction - Nature and scope of International Finance, Importance of the study of International Finance, International Finance and Domestic Finance, An overview of International Trade and Finance.

Unit – II: International Trade and Finance - Modes of International Trade and Balance of payments, Current Account Transactions, capital Account Transactions, Official reserve account, sectoral independence, International independence, domestic and foreign trade.

Unit – III: Components of international Financial System, foreign exchange market, International currency market.

Unit – IV: Exchange Rate Mechanism - Exchange Rate Quotation, Factors influencing exchange rate, exchange rate theories – purchasing power parity (PPP), interest rate parity, method of forecasting foreign exchange rate.

Unit – V: International Financing Decision - Overview of International Financial Market, instruments, cost of capital and financial structure.

Books Recommended:

1. International Finance – Theory and Practice – V. A. Avadhani
2. International Financial Management – V. Sharan.

BBA – 606: INTERNATIONAL BUSINESS

Course Contents:

Unit – I: The concept of International Trade, significance and benefits of international trade and business. Domestic marketing versus international marketing, role of multinational corporations in international marketing.

Unit – II: International Business environment – economic, demographic, cultural, political, legal, technological environment.

Unit – III: An overview of international trade barriers – tariff and non-tariff.

Unit – IV: Role of WTO, GATT, IMF and World Bank in regulating and promoting international business.

Unit – V: Introduction to Foreign Exchange Markets.

Books Recommended:

1. International Business: Environment and Operations: D.J. Daniels
2. International Management: Managing Across Borders & Cultures: Deresky
3. International Business: Competing in the Global Market Place: W.I. Hill, Charl

BBA – 607: EXPORT PROCEDURES AND DOCUMENTATION

Course Contents:

Unit – I: General Survey of Indian Imports and Exports. Past Performance. Current Trends and Exim Policy. Certificate of Origin. Documents prescribed by Importing Countries.

Unit – II: Steps in processing and Export Order.

Unit – III: Foreign Exchange Regulation in Indian and International Trade.

Unit – IV: Procedures regarding Quality Control, Pre-Shipment inspection, Central Excise and Custom clearance.

Unit – V: Cargo Insurance and Role of E.C.G.C. Export Credit Guarantees and Forward Exchange Cover.

Unit – VI: Finance for Export Trade: Institutional Framework and Policies.

Unit – VII: Export Assistance and Incentives: Duty Drawback, Export Houser and Trading Houses, Export promotion Controls and their Countries.

Books Recommended:

1. Customs & Excise Law: Various issues
2. Excise Law Times
3. IMPEX Times
4. Exports: What Where & How – Ram Prasad Anupam Publication.

BBA – 608: MARKETING RESEARCH & CONSUMER BEHAVIOR:

Course Contents:

Unit – I: The nature and scope of Marketing Research: Meaning, Importance, Objectives, Nature and scope of Marketing Research. Limitations of Marketing Research, Influence of Environmental Variables on Consumer Behavior.

Unit – II: Sources of Information: Internal Sources. External Sources of Information- Different published materials and their sources.

Unit – III: Collection of Data: Basic methods of collecting data – Mail survey, Telephone enquiry, Personal interview, Probability and Non-probability sampling in marketing research. Errors in sampling.

Unit – IV: Analysis and Preparation of Research Report: Analysis and classification of Data, Tabulation and interpretation of data, Formulating final conclusions Recommendations.

Unit – V: Meaning and significance of Consumer Behavior. Consumer Behavior as an interdisciplinary science.

Unit – VI: Consumer Decision-making. Three views of Consumer Decision-making. Major components of a Decision-making Model.

Unit – VII: Influence of individual variables on personality. Perception, learning, attitude and their applications.

Books Recommended:

1. Luck & Wales	:	Marketing Research
2. Tull & Hawkins	:	Marketing Research
3. Luck & Rubin	:	Marketing Research
4. Chisnall	:	Marketing Research
5. Engel, Blackwell & Miniard	:	Consumer Behavior
6. Wilkie, W.L.	:	Consumer Behavior
7. Haward Sketh	:	Theory of Buyer Behavior