

SYLLABI OF BBA

BBA-102	INDIAN ECONOMY	3 Credits (3-0-0)
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Unit I **9**
Structure of Indian Economy, Concept of Economic Growth, Economic Development, Basic Characteristics of Indian Economy, Structure of Indian Economy: Primary Sector, Secondary Sector & Tertiary Sector, Trends in National Income, Occupational Distribution, Work Force Participation and Changes in Occupational Structure, GDP & GNP

Unit II **9**
Planning and Economic Development, Problems in Indian Economy, Objective of Economic Planning in India, Five Year Plans, Industrial Policy, Disinvestments of Public Enterprises, Economic Problems: Poverty, Inequality, Parallel Economy, Unemployment, Concentration of Economic Power, Balanced Regional Development, BIFR & Sick Unit. Theories of Population.

Unit III **9**
Indian Economy and Foreign Trade Concept, Foreign Exchange Reserve, Balance of Payment, Balance of Trade, Export Import Policy, Foreign Exchange Regulation Act (FERA) Foreign Exchange Management Act (FEMA), Export Promotion and Qualitative Restrictions.

Unit IV **9**
Indian Economy, Emerging Issues, World Trade Organization and Indian Economy Emerging issues in international trade, Trade Related Investment Measures, Trade-Related Aspects of Intellectual Property Rights, Foreign Direct Investment, Portfolio Investment & Foreign Institutional Investors

Text Books:

1. Dhingra, I.C.; Indian Economy, Sultan Chand, 2003
2. Aggarwal, A.N., Indian Economy, Vishwa Prakashan, 2003.
3. Mishra, S.K. & V.K. Puri; Problems of Indian Economy, Himalaya Publishing House,
4. Datt, Ruddar; Sundhram, Indian Economy, Sultan Chand, 2003.

BBA-103	FUNDAMENTAL OF ACCOUNTING	4 Credits (3-1-0)
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Unit I **9**
Introduction: Financial Accounting: Nature, Objectives, Importance & limitations of Financial Accounting, Accounting v/s Book Keeping, Accounting and other Disciplines, Role of Accountant, Branches of Accounting, Difference between Management Accounting and Financial Accounting, Accounting Equation, Conceptual Frame work: Accounting Concepts, Principles and Conventions, Accounting Standards-concept, benefits

Unit II **9**
Basic Accounting Procedure – Journal, rules of debit & credit, method of journalizing, advantage, double entry system, ledger, posting entries, Practical system of book keeping: Cashbook, types of cash book, Single column, double column, triple column entries, Trial Balance, Errors & Rectification, Suspense Accounting – meaning, utility & preparation.

Unit III **9**
Statements Final Accounts, Trading Account, Meaning, need and preparation, Profit & loss Account Meaning, Preparation of Profit and Loss Account, Balance Sheet: Meaning, Preparation of Balance Sheet, Final Accounts with adjustment entry.

Unit IV **9**

Bank Reconciliation Statement: Bank transactions, Preparation of simple bank reconciliation statement. Entries in the books of purchaser and seller, Depreciation, methods of charging depreciation, straight line, written down methods

Reference Books:

1. S.P.JAIN & K.L.NARANG, Advanced Accountancy, Kalyani Publishers.
2. Tulsian P.C., Advanced Accountancy – Tata McGrawHill.
3. Amitabha Mukerjee Mohammed Anif – Modern Accounting – Tata McGrawHill.
4. T.S. Grewal, Double Entry Book – Keeping, Sulthan Chand & Sons, New Delhi.
5. T.S. Reddy, A. Moorthy, Cost Accounting, Margam Publication, Chennai.

BBA-104 BUSINESS COMMUNICATION 4 Credits (3-0-2)

Unit I	9
Introduction - Meaning, process, types: Formal & Informal Communication, modes, channels and importance, Barriers of Communication and its consequences, Body Language, Effective Communication: Important factors in Communication, Overcoming the tentative Barriers, Purpose of Communication: Breaking the ice, Face-to-face conversation, Telephonic Conversation, role plays (situational), Communication Network	
Unit II	9
Technology in communication - video conferences, telephonic conversations, Skype, etc Public Speaking C's of Communication - Clear, concise and correct Interpersonal Communication, Presentation Skills and use of audio-visual tools,	
Unit III	9
Meetings & Discussions, Effective Listening Skills, Efficient Email and Letter writing, Body Language, Understanding Kinesics, Proxemics, Body Gestures & Postures, Eye contact in a presentation.	
Unit IV	9
Report Writing, Essay Writing, Proposal Writing, Getting Feedback and asking questions, Cross Cultural Sensitivity and Diversity Communication	

Books Recommended

1. Business Communication by Shirley Taylor
2. Basic Business Communication by Lesikar Flatley
3. Body Language by Julius Fast
4. Basic Business Communication by Scott Ober
5. How to Speak Without Fear by Natalie Rogers

BBA-105 PRINCIPLE OF MANAGEMENT 4 Credits (3-1-0)

Unit I	9
Introduction, Nature of Management – Definition of Management, Nature of Management- Administration and Management, Contemporary Issues and Challenges in Management, Evolution of Management Thought-F.W.Taylor, Contributions of Henri Fayol, Hawthorne Experiments, MBO.	
Unit II	9
Planning and Decision Making: Planning- Definition, Nature, Importance, Process, Elements. Decision making- Nature, Importance and Process.	
Unit III	9

Organizing: Definition, Delegation, Principles of organizing, Span of Management, Types of Organization: Formal and Informal Organizations, Common Organizational Structures, Departmentalization, Centralization and Decentralization. Staffing: Meaning, Importance, Recruitment and Selection, Training- Meaning, Types: On the Job and Off the Job Training.

Unit IV **9**

Directing: Supervision- Meaning, Importance. Communication- Meaning, Types, Barriers. Leadership- Meaning, Importance, Traits of Leader. Motivation- Definition, Types, Theories of Motivation- Maslow, Herzberg X & Y Theory.

Controlling: Definition, Types of Control, Control Process, Management by Exception (MBE).

Reference Books:

1. James F. Stoner, et al : Management, Pearsons Education Delhi
2. Harold Koontz Heinz Wehrich: Management, Tata McGraw Hill Pub. Co., Delhi
3. R.N. Singh : Management Thought & Thinkers, S.C.& Co., Delhi
4. S.K. Chakraborty : Management By Values, Oxford Univ. Press, Delhi
5. C.B. Gupta, Business Organization & Management, Sultan Chand & Sons.
6. L.M. Prasad, Principles of Management, Sultan Chand & Sons

BBA-107 BUSINESS ECONOMICS **4 Credits (3-1-0)**

Unit I **9**

Economics: Nature, Scope, and Definition, Consumer Surplus Law of Diminishing Marginal Utility, Indifference Curve, Demand, Demand function, Factor affecting Demand, Law of Demand, Exceptions of Law of Demand, Change in Demand, Elasticity of Demand: Price Elasticity, Income Elasticity, Cross Elasticity, Demand Forecasting, Demand Forecasting Techniques: Qualitative & Quantitative Techniques, Supply, Factor affecting Supply, Law of Supply, Exceptions, Elasticity of Supply

Unit II **9**

Factors of Production, Production function: Law of Variable Proportions, Economy of Scale, Cost concepts, Analysis, Break Even Analysis, Total cost, Average cost, Marginal Cost Short run cost output, Long run cost output, Concepts of Revenue, Total Revenue, Average Revenue, Marginal Revenue

Unit III **9**

Theory of Firm and Market Organization: Perfect Competition-basic features, short run equilibrium, long run equilibrium of firm/industry, effect of changes in demand, cost and imposition of taxes, Monopoly, Imperfect Market Competition, Oligopoly, Duopoly, Monopolistic Market, Pricing under Perfect Market Competition, Monopoly Market, Oligopoly, Duopoly, Monopolistic Market

Unit IV **9**

Profit, Types of Profit, Theory of Profit- Dynamic Theory of Profit, Wage Theory of Profit, Innovation Theory of Profit, Risk & Uncertainty bearing of Profit, Ricardian Theory of Rent, Quasi-Rent Wage determination under Perfect Market.

Books & References:

1. Koutsoyiannis, A. (1979), Modern Microeconomics, 2nd edition Macmillan Press, London.
2. Layard, P.R.G. and A.W. Walters (1978) Microeconomic Theory, McGraw Hill, New York.
3. Ahuja H.L. (2003) Advanced Economic theory: Microeconomic Analysis, 13th Edition, S.Chand and Co. Ltd. New Delhi.

4. Sen, A (1999) Microeconomics: theory and Applications, Oxford University Press, New Delhi.
5. Chaturvedi, Gupta and Pal (2002) Business Economics: Text and Cases Galgotia Publishing Company, New Delhi.
6. Samuelson, P.A. and W.O. Nordhaus (1998), Economics, 16th Edition, Tata McGraw Hill

BBA-108 BUSINESS ENVIRONMENT 3 Credits (3-0-0)

Unit I	9
Concept, Significance, Components of Business environment, Types of business environment environmental scanning, interaction between internal and external environment. Social Responsibilities of Business, Micro and Macro environment	
Unit II	9
Social environment: Social responsibility of business, social audit, Consumerism and Consumer Protection Act, Other Government Acts, Culture and Globalization, Economic Systems: Capitalism, Socialism, Communism, Mixed Economy-Public Sector & Private Sector	
Unit III	9
Industrial Policy: Factor affecting industrial environment Historical Perspective, Socio Economic implications of Liberalization, Privatization, and Globalization. Political and Technological Environment: Political systems, Government and Business, Technological policy, Technology Transfer, Impact of EXIM policy on Technology transfer, UNCTAD: roles and functions, IRDA: roles and functions	
Unit IV	9
Role of Government in Regulation and Development of Business; Monetary and Fiscal Policy; FERA, FEMA, Overview of International Business Environment, Trends in World Trade: WTO-Objectives and role in international trade	

Suggested Readings:

1. David P. Baron, Business and its Environment, 6th Edn.
2. Francis Cherunalum: Business Environment, 13th Edn. Himalaya Publishing Pvt. Ltd
3. K.Aswathapa :Essentials of Business Environment, Himalaya Publishing House
4. Justin Paul: Business Environment Text and Cases, McGrawHill

BBA-109 DEVELOPING SOFT SKILLS AND PERSONALITY 4 Credits (3-0-2)

Unit-I	9
Concepts of Soft Skills, Hard Skills, Comparative Studies, Importance of Soft Skills: Leadership, Team Spirit, Group Organization, Motivation, Attitude, Self Development, Self-Esteem, Interpersonal & Behavioral Skills., Critical Thinking, Analytical Abilities, Positive work ethics, Cooperation & Coordination, Awareness. Describing common people, objects, daily incidents, interpreting pictures, documentaries & cartoons, News Discussion, British & American Vocabulary.	
Unit-II	9
Time Management: Importance of Time, Challenges, Identifying Priorities, Prioritizing Priorities, Multitasking, Time Management and Pressure Handling, Team Building: Significance and Factors.	
Unit-III	9
Presentation: Meaning and importance of presentation, Analyzing Different types of Presentation, Effective Presentation Skills, Extemporaneous Presentation, Analyzing the Importance of Presentation Strategies.	

Concepts of a Group Discussion- Confidence, Structured & Unstructured G.D, Preparing for GD, Effective G.D Participation, How to give a Good Impact in a G.D and Interview.

Unit-IV

9

Concept of Personality; Categories of Personality; Importance of Self Image; Identification of Personality; Factors Affecting Personality Development; Body language from psychologist point of view & quizzing etc.

Reference Books:

1. Poyatos, F. Non Verbal Communication across Disciplines, University of New Brunswick.
2. Rao, M.S. & Ramana, P.S.V., Soft Skills for Better Employability.
3. ICFAI University Press. Cook, S. The Effective Manager (e-book). IT Governance Publishing.
4. Bhatnagar, Nitin & Mamta Bhatnagar, Effective Communication and Soft Skills: Strategies for Success. New Delhi, Pearson (Dorling Kindersley, India Ltd.)
5. Mohan, Krishan & NP Singh, Speaking English Effectively, New Delhi: Macmillan Publishers India Ltd.

BBA-110 INDUSTRIAL PSYCHOLOGY 3 Credits (3-0-0)

UNIT-I **9**

Introduction to Industrial Psychology and its basic concepts Nature, Importance and scope of Industrial Psychology, Scientific management theory, work study, Time and motion study and human relations school

UNIT-II **9**

Individual in workplace, Motivation and job satisfaction, Stress management, Organizational culture, Organizational Development, Attitude, Values and Belief, Leadership and group dynamic.

UNIT-III **9**

Work environment, work culture, work life balance Engineering Psychology, Fatigue and boredom, Work environment, Accident and safety, Job analysis, Job enrichment, Job description, Quality of work life

UNIT-IV **9**

Performance management and training Performance appraisal, Importance and Methods of Performance appraisal, Training and development- Concepts and Benefits to the organization, Training method and tools, Manpower Planning

Books & References

1. Miner, J. B. (1992). Industrial/Organizational Psychology, N Y: McGraw Hill
2. Blum & Naylor (1962). Industrial Psychology, Its Theoretical & Social Foundations CBS Publication
3. Aamodt, M. G. (2007). Industrial/Organization Psychology: An Applied Approach (5e) Wadsworth /Thompson: Belmont, C. A.
4. Aswathappa K. (2008). Human Resource Management (Fifth edition) New Delhi: Tata McGraw Hill
5. Archana Deshpande, (2010). Industrial Psychology, Sun India Publications, New Delhi.

BBA-111 HUMAN RESOURCE MANAGEMENT 3 Credits (3-0-0)

Unit – I **9**

Human Resource Management Concept And Functions, Characteristics And Significance Of HRM, Role And Competencies Of HR Manager, Changing Environment Of Human Resource Management- Globalization, Workforce Diversity, Corporate Downsizing, Technological Advances, Cultural Environment.

Unit – II **9**

Acquisition of Human Resource Human Resource Planning- Manpower Planning And Significance, Job Design- Job Rotation, Job Enrichment And Job Enlargement; Recruitment – Concept And Sources, e-Recruitment, Selection – Concept And Process, Types of interview in selection process, Placement And Induction.

Unit – III

9

Training and Development Concept and Importance, Identifying Training and Development Needs, Designing Training Programmes, Methods Of Training, Evaluating Training Effectiveness; Introduction To Management Development and Career Development, HRIS & HRPS.

Unit – IV

9

Performance Appraisal Concept, Nature And Objectives; Traditional And Modern Techniques Of Performance, Compensation: Concept- Wage And Salary, Minimum, Fair And Living Wage, Factors Influencing Compensation Levels, Job Evaluation; Methods Of Wage Payments With Their Merits And Demerits, Employee Maintenance Employee Welfare, Health And Safety, Social Security, Employee Empowerment.

References

1. K. Ashwathappa : Human Resource & Personal Management, Text And Cases: Tata Mc Graw-Hill
2. Seema Sanghi: Human Resource Management: Text And Cases: Himalaya Publishing House
3. Rao, V.S.P.: Human Resource Management- Text and Cases, Excel Books.
4. Rudrabasavaraj M.N. Dynamism Personnel Administration- Management of Human Resources, Himalaya Publication House.

BBA-201 BUSINESS LAW

3 Credits (3-0-0)

Unit I

9

Business Law: Meaning and Scope and Sources of Indian Business Law.

The Indian Contract Act: Definition, Types of contracts, Offer, Acceptance, Agreement, Free consent, Capacity of parties, Legality of object and consideration, various modes of discharge of a contract, remedies for breach of contract.

Unit II

9

Indian Partnership Act: Definition, Nature of Partnership, Registration of firms, kinds of partners, Relationship between partners, relation of partner's third parties, Partnership deed, Rights & Duties of partners.

Unit III

9

Sales of Goods Act: Definition of Sales, essentials for contract of sale, Performance of contract of Sale, meaning of conditions and warranties. Implied warranties – Caveat Emptor, Transfer of Ownership, Rights of Unpaid seller and other remedial measures

Bailment – Rights & Duties of Bailor and Bailee, Law of Agency – Creation and termination of agency.

Unit IV

9

Negotiable Instruments Act: Definition of negotiable instrument. Promissory note, bill of exchange and Cheques, Parties to negotiable instrument, Discharge of parties from liability. Dishonor of a negotiable Instrument – Liabilities of Banker and drawer for dishonor of a cheque.

BOOKS FOR REFERENCE:

1. Kapoor N.D, Business Law, Sultan Chand & Sons
2. RSN Pillai, Bagavathi, Business Law, S. Chand.
3. Shukla M.C., Mercantile Law, S. Chand.

4. P.C. Tulsian, Business Law, TMH.
5. Kapoor GK and Gulsan, Business Law, New age International
6. Singh, Avtar, The Principles of Mercantile Law, Eastern Book Company, Lucknow.
7. Gulshan, S.S; Business & Corporate Law, Excel Books, New Delhi
8. Sen and Mitra, Commercial Law including Company Law, world Press.
9. Bulchandani, K.R., Business Law for Management. Mumbai: Himalaya Publishing House.
10. K. Aswathappa, Business Laws, Himalaya Publishing House,

BBA-202	ORGANISATIONAL BEHAVIOUR	3 Credits (3-0-0)
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Unit I		9
	Meaning and development of Organizational Behavior, Concept and significance of OB, Need for Organizational Behavior, Contributing discipline, Challenge and opportunities for Organizational Behavior, Organizational Behavior Model.	
Unit II		9
	Motivation: Meaning, Types and Theories- Herzberg Theory and Expectancy Theory. Learning: Concept and Characteristics, Principles, models of learning, Brief Idea of Components of Learning Process; Attitudes: Concept and Characteristics, Factors, and Measures of Changing Attitudes.	
Unit III		9
	Perception: Components, factors influencing perception process; Personality: Determinants, theories, measurement; Leadership: meaning, style, models of leadership, Organizational Culture; Organizational Change and development	
Unit IV		9
	Group formation, Group Cohesiveness and development, inter-group conflict, Nature, process and resolution techniques; the nature and types of team, creating effective team, dysfunctions of group and team, Communication process, meaning, barriers and methods to overcome barriers.	

SUGGESTED READINGS

1. Robins, Stephen P. - Organizational Behaviour, Pearson, New Delhi, India.
2. Prasad, L.M. - Organizational Behaviour
3. Davis, K & Newstrom - Human Behaviour at Work Schen - Organizational Psychology
4. Ramesh B. Rudani, *Management and Organizational Behaviour*, Tata McGraw-Hill Education Private Limited, New Delhi, India.

BBA-203	INTRODUCTION TO BUSINESS RESEARCH	4 Credits (3-0-2)
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UNIT-I		9
	Introduction to research: Meaning – Objectives – Types of Research – Scope of Research – Research Approaches – Research Process – Research Design –Exploratory – Descriptive – Causal-longitudinal and cross sectional analysis.	
UNIT-II		9
	Methods of data collection: Introduction, Sources of Data, Primary Data Collection Techniques, Secondary Data Collection Techniques, Secondary Data – Advantages and Disadvantages, Qualitative vs. Quantitative Data Sampling methods -Sampling and sampling distribution: Importance of Sampling, Methods of Sampling, Sampling errors,	
UNIT-III		9
	Statistical methods: Tabulation of data -Editing, Coding the Data, Analysis of data –Testing of Hypothesis, Statistical Analysis, Parametric and Non- parametric tests, Analysis of variance: T-test, ANOVA, & Interpretation of data	

UNIT-IV**9**

Writing a research proposal- Contents of a research proposal and types of research proposals, Ethics in Research-Report writing Types of Reports, Business, Technical and Academic Report writing – Methodology Procedure – Contents – Bibliography-Reference.

Books & References:

1. Research Methodology – C.R. Kothari
2. Methodology and Techniques of Social Research – Wilkinson, Bhandarkar
3. Research Methodology – Dr. V.P. Micahel
4. Research Design and Methods – Kenneth S. Bordens
5. Business Research Methods – Donald R. Koope

BBA-204 FINANCIAL MANAGEMENT**4 Credits (3-1-0)**

Unit I**9**

Introduction: Financial Management- Definition, Scope, Functions, Significance, Objectives: Profit vs Wealth Maximization. Role of Chief Financial Officer, Time Value of Money – Concept & Significance; Compounding & Discounting Techniques.

Unit II**9**

Investment Decision: Meaning & Significance, Capital Budgeting: Concept, Process & Significance; Techniques of Capital Budgeting – Traditional techniques - (Pay-back Period, Net Present Value, Internal rate of Return, Profitability Index; Capital Rationing – Concept, Leverage: Concept, Significance, Types- Operating, Financial, Combined leverage.

Unit III**9**

Financing Decision: Cost of Capital: Concept, Significance, Computation of cost of Capital; Capital Structure: Concept, Components & Factors affecting capital structure of a firm; Capital Structure Theories – Net Income, Net Operating Income, Capital Structure Planning Tools: EBIT-EPS Analysis, Financial Break-even Point. Dividend Decision: Issues in Dividend Decisions.

Unit IV**9**

Working Capital: Concept & Importance, Classification, Working Capital Cycle – Concept, Estimation of working capital; Working Capital Policy Working Capital Management: Concepts & Classification. Elementary Knowledge of Inventory Management, Receivable Management, Cash Management.

BOOKS & REFERENCES:

1. S.N. Maheshwari - Financial Management (4th edi), Sultan Chand & Sons.
2. P.V. Kulkarni - Financial Management - Himalaya Publishing House, Mumbai.
3. S.C. Kucchal - Corporation Finance - Chaitanya Publishing House, Allahabad.
4. I.M. Pandey - Financial Management - Vikas Publishing House.
5. R.M. Shrivastava - Pragati Prakashan, Meerut.
6. M.Y. Khan and P.K. Jain - Financial Management - Tata - McGraw Hill Publishing co. Ltd., New Delhi.
7. Prasanna Chandra - Financial Management - Tata - McGraw Hill Publishing co. Ltd., New Delhi

BBA-205 FUNDAMENTAL OF MARKETING**4 Credits (3-1-0)**

Unit I**9**

Meaning, Nature and Scope of Marketing Management, Elements of Marketing Management- Needs, Wants, Desire, Demands, Customer v/s Consumer, Markets and Marketers, Marketing Vs Selling, Concept, Marketing concept, Holistic Marketing Concept, Marketing Philosophies Marketing Mix, Marketing Environment.

Unit II **9**
Marketing Strategies: Definition, Need and Benefits of Market Segmentation, Bases for Segmentation, Selection of Target Market, Positioning and differentiation strategies, Product mix, Product Hierarchy, Product Life Cycle, New Product Development, and Concept of Branding.

Unit III **9**
Concept and Meaning of Price and Pricing, Pricing Policies and Strategies, Pricing - Factors affecting pricing, Pricing strategies-Value based, Cost based, Market based, Competitor based, New product pricing Methods of pricing, Distribution Channels, Types of Intermediaries, Channel Management Decisions, Factors affecting channel choice, Channel conflict

Unit IV **9**
Communication Process, Promotion Mix- advertising, Direct Marketing, Personal Selling, Publicity and Public relations; Sales Promotion-Tools and Techniques, Advantages of Personal Selling, Steps involved in Personal Selling, Buying motives & Buying habits, Factors influencing buying behaviour, Buying decision process, Consumerism. New terms of Marketing: Niche Marketing, Green Marketing, Gorilla Marketing

Reference Books-

1. Marketing Management - Philip Kotler, Armstrong, Pearson Education
2. Marketing Management - Rajan Saxena, Tata McGraw Hill,
3. Marketing Management -Ramaswamy & Namakumari, Macmillan
4. A Text on Marketing Management,Datta,Debraj and Datta,Mahua, Vrinda Publications (P) Ltd. Edition

BBA-206 **COMPANY LAW** **3 Credits (3-0-0)**

Unit I **9**
Definition & nature of Company, characteristics, Kinds of companies: Private Company, Public Company, One man Company, Small Company, Producer Company. Conversion of a Private Company into a Public company and vice versa, privileges of Public & private company, difference between private & public companies. Role of Promoters, Position of Promoters.

Unit II **9**
Formation of Company: Memorandum of Association, Article of Association, Prospects, Doctrine of Constructive Notice, Doctrine of Indoor Management: Exceptions, Certificate of Incorporation and Commencement of Business, Types of Meeting: Board of Directors, Statutory meeting, Annual General Meeting, Proxy, Minutes, notice, voting. Types of Resolution: General and Special Resolution.

Unit III **9**
Company Management: Appointment managerial personnel, Directors, Powers & duties of directors, Audit Committees, Nomination and Remuneration Committee and Stakeholders Relationship Committee, CSR Committee, Rights and duties of managerial personnel, Disclosure, Role of Auditor, Fraud Risk Mitigation, Penalties

Unit IV **9**
Company Winding Up: Types of winding up, Company Liquidator, Winding up subject to the supervision of the Court, Liquidator: Appointment, Duties, Powers and Liabilities, Preferential payments, Settlement, Removal and Replacement of Liquidator, Effect of winding up order. Final meeting, dissolution of company

Books & References:

1. Bhagava & Bhargava2013-Circulars & Clarifications on Company Law, Taxman Publications, New Delhi.
2. Datey. Students Guide to Corporate Laws. Taxman Publications, New Delhi.
3. Gulshan.S.S. Company Law, EXCEL BOOKS, New Delhi.
4. Ramaiah. Company Law: Text & cases. Law House Publication, Allahabad.

5. Singh, A. Company Law. New Delhi: Eastern Book Company
6. Bagrial, A. K. Company Law. Noida: Vikas Publishing House Pvt. Ltd.
7. Gogna, P. P. A Textbook Of Company Law. New Delhi: S. Chand Publisher.

BBA-207	STRATEGIC MANAGEMENT	3 Credits (3-0-0)
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UNIT I		9
	Nature and importance of Business Policy & Strategy, Introduction, and Strategic Management Basic Concept of Strategic Management: Mission, Vision, and Objectives. Impact of globalization, Basic Model of Strategic management, Strategic Decision Making, Role of Strategic Management in Global Competitiveness	
UNIT II		9
	Environmental Scanning, PESTLE, Industry Analysis, Value-Chain Approach, Scanning Functional Resources, Strategic Budget and Audit, SWOT Analysis, TOWS Matrix, and ETOP Study, Various Corporate Strategies: Growth/ Expansion, Diversification, Stability, Retrenchment & Combination Strategy.	
UNIT III		9
	Process of Strategic Planning, Stages of corporate development, Corporate Restructuring, Mergers & Acquisitions, Strategic Alliances, Boston Consultancy Group (BCG) Model, GE-McKinsey Nine-box matrix, Porters Model: Five Force and Porters Diamond Model, Strategic Choice.	
UNIT IV		9
	Strategy Implementation through structure, through Human Resource Management: through values and ethics. McKinsey's 7S Model, Organization Life Cycle, Management and Control, Activity based Costing, Strategic Information System. Choice of Strategy, Generic Business Strategies	

BOOKS & REFERENCES:

1. Carpenter-Strategic Management (Pearson)
2. Kazmi A. - Business Policy and Strategic Management (Tata Mc Graw Hill, 2nd Ed.)
3. Kachru - Strategic Management: (Excel Books)
4. Cliff Bowman - Business Policy and Strategy (Prentice Hall of India)
5. Trehan- Strategic Management (Wiley)
6. Mc Carthy D.J., Minichiello Robert J., and Curran J.R. - Business Policy and Strategy (AITBS)
7. Lawrence R.Jauch., Glueck William F. - Business Policy and Strategic Management

BBA-208	ENTERPRISE RESOURCE PLANNING	4 Credits (3-0-2)
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Unit I		9
	Database System: Introduction- definition of Data uses & need of data in organizations, Defining ERP, Origin and Need of ERP, Merits and Demerits of an ERP System, Conceptual Model of ERP, Emerging Trends in ERP and Enterprise Applications, Cost of ERP Implementation, Customer Relationship Management	
Unit-II		9
	Understanding Business Processes-Concept of Business Process; Rethinking of the Processes; Emergence of Reengineering Concept; Identification of Re-engineering Needs; Reengineering Phases, Pros and Cons of BPR, Role of IT in BPR, Introduction to Benchmarking, ERP Implementation- Life Cycle, Methodologies and Strategy	
Unit-III		9
	Selecting Consulting Partner- Things to be considered for Partner Selection, Request for Proposal Method for Selection of Consulting Partner, In-house Implementation Team vs. External Consultants, Introduction to Change Management, Resource Based View of ERP, and Introduction to ERP Applications	

Unit-IV**9**

Modules of ERP-Introduction to Basic Modules of ERP System: HRD - Sales and Distribution; Finance; Resource Management in global scenario

Reference Books-

1. Rahul V Altekar, P.- Enterprise Resource Planning, Theory and Practice, Prentice Hall of India
2. Applegate, L.M., Austin, R.D. & McFarlan, F.W.-Creating Business Advantage in the Information Age, McGraw-Hill
3. Monk, E. & Wagner, B. - Concepts in Enterprise Resource Planning, Thomson Course Technology
4. Olson, D.L. - Managerial Issues of Enterprise Resource Planning Systems, McGraw-Hill
5. Sandoe, K., Corbitt, G. & Boykin, R. - Enterprise Integration, John Wiley & Sons, Inc.
6. John Antonio - The SAP/3 Handbook, Tata McGraw Hill, New Delhi
7. Elmasri and Navathe; Fundamentals of Database Systems, Pearson, Sixth Edition, New Delhi.
8. Sanjay Saxena; A first course in Computers, Vikas Publishing House Pvt. Ltd. Jungpura New Delhi, 1999

BBA-209	BUSINESS AUDITING	4 Credits (3-1-0)
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UNIT-I**9**

Introduction: Meaning and Objectives of Auditing. Types of Audit, Audit Process: Audit Programme, Audit and book, working papers and evidence, Preparation before commencing of Audit, Responsibility of Auditors, and Internal Check System: Routine Checking.

UNIT-II**9**

Vouching: Meaning, Importance, types of vouchers, vouching of Cash book and Sales book, Verification and valuation of Assets and Liabilities, Special Audit: Audit of Banking Companies, Audit of Insurance Companies, Audits of Educational Institutions, Audit of Cooperative Societies, Efficiency Audit, Social Audit etc.

UNIT-III**9**

Company audit: Appointment and Removal of auditor, Rights, Duties and Liabilities of Auditor, Divisible Profits and Dividend, Auditor's report: Cleaned and Qualified report, Auditor's Report and Audit Certificate.

UNIT-IV**9**

Investigation: Meaning, Objectives, Difference between audit and investigations, Investigation of ongoing business concern and Frauds, Investigation on behalf of Central Government and Financial Institutions, Process of Investigation. Recent trends in Auditing: Nature and Significance of Cost Audit, Tax Audit, Management Audit

Suggested Books:

1. BK Basu, An insight with Auditing, Book Syndicate Private Limited, 1981
2. Kamal Gupta, Contemporary Auditing, Tata McGraw-Hill Education, 2004
3. Tondon, B. N., Principles of Auditing, S. Chand Publishing
4. Dinkar & Pagare, Principles and practices of Auditing, Sultan Chand & Sons
5. Mautz, R. K., Fundamentals of Auditing, John Wiley And Sons, Inc

Unit I	9
Supply Chain: Concept, Definition and its objectives, Supply chain management-nature, Scope and importance, key issues of Supply Chain Management, Competitive and Supply Chain Strategies, Achieving Strategic Fit.	
Unit II	9
Logistics- Concepts, types, Development of logistics, Evolution of Logistics towards Supply Chain, Logistics Management, Objective of Logistics Management, Components of Logistics Management, Marketing Channel and its Composition, Distribution- Basics Concept, Transportations, Inventory, Warehousing, Managing Logistics.	
Unit III	9
Dynamics of supply chain: Supply Chain Integration, Push-Based and Pull-Based supply chain, Demand Forecasting in a Supply Chain, Managing inventory in Supply Chain environment: Transportation in Supply Chain environment.	
Unit IV	9
Strategic Alliances, Third party and fourth party logistics, Retailer-Supplier partnerships(SRP), Supplier evaluation and selection, Use of best practices and Information Technology(IT) in Supply Chain Management.	

Reference Books:

1. Ayers, J.B (2006). Handbook of Supply chain management(2nd Ed.). Florida: Auerbach Publication
2. Ballou, R.H, & Srivastava, S.K(2008). Business Logistics/supply chain management(5th ed). New Delhi: Pearson Education
3. Chopra, s. & Meindl, P.(2007). Supply chin management:Strategy, Planning and operation(3rd ed.) New Delhi: Pearson Education
4. Coyle, J.J., Bardi, L.J & Langley, C. J(2008). The management of business logistics (7th ed). USA : South-western
5. Dornier, P.P, Ernst, R., Fender, M., & Kouvelis, P.(1998). Global Operations Management and Logistics: Text and cases. New York: John Wiley & Sons.
6. Mentzer, J.T.(2001). Supply chain management. New Delhi: Sage Publication.

SUBJECT OFFERED BY OTHERS DEPARTMENT

Unit I	9
Introduction to Environmental studies, Sustainable development, Realm of Ecology, Environmental Management System (EMS), Biodiversity, Business and Environment, Environmental Ethics	
Unit II	9
Efforts for Environmental protection, Public Policy, Role of NGOs, Environmental clearance for establishing and operating Industries in India, Waste Management, Forest and Wild life Management	
Unit III	9
Global Environmental Problems, Global Warming, Ozone depletion, Air and Noise Pollution, Water Resources, Land Management and Soil Pollution,	
Unit IV	9

Indian Environmental Laws, Wild Life (Protection) Act, Water (Prevention & Control of Pollution) Act, Environment (Protection) Act, Air (Prevention & Control of Pollution) Act, Functions of Central Pollution Control Board and State Pollution Control Board

Books Recommended

1. Perspectives in Environmental Studies by Kaushik and Kaushik (2011) New Age International, Publications, New Delhi
2. A Text Book of Environmental Science by Arwin Kumar (2010) APH Publishing Corporation, New Delhi
3. Environmental Studies Basic Concepts by V K Ahuwalla (2013) Published by TERI

BBA-106 BUSINESS STATISTICS 4 Credits (3-1-0)

Unit I **9**
 Statistics: Nature, Characteristics and scope; Application of Statistics in business. Data; Data collection; Organisation of data- classification, frequency distribution; Presentation of data- table, bar diagram, pie diagram, histogram, frequency polygon, frequency curve, Ogive Curve, Lorenz Curve. Use of Excel in graphical representation of data

Unit II **9**
 Descriptive Statistics (Central tendency, Dispersion, Correlation) Measures of central tendency - Mean, Median, Mode, Harmonic Mean, Geometric Mean Partition values - Quartiles, Deciles, Percentiles, Use of Excel in drawing scatter diagram and calculating coefficient of correlation Use of Excel in calculating the above statistical measures

Unit III **9**
 Measures of dispersion - Range, Mean Deviation, Standard Deviation, Quartile Deviation, Coefficient of Variation, Skewness and Kurtosis Scatter diagram, Karl Pearson's coefficient of correlation, Spearman's Rank coefficient of correlation,.

Unit IV **9**
 Concept of probability, probability theory, probability distribution Probability Regression: Regression coefficients, Linear Regression equations of X on Y and Y on X, Use of Excel in calculating slope and intercept of linear regression equation, Index number: Meaning types of Index, Uses of Index

Books & References:

1. J. K. Sharma: Business statistics, Pearson Education.
2. Levin, Rubin: Statistics for Management, Person Education.
3. S.P. Gupta: Statistical Methods. Sultan Chand

BIT-81 FUNDAMENTAL OF COMPUTER APPLICATIONS 2 Credits (2-0-0)

Unit I **6**
 Defining computer; Input Devices: Keyboard, Mouse, Data Scanning Devices; Output Devices: Monitors, Printers; Processor; Primary Memory: RAM ROM, PROM, EPROM, EEPROM; Internal Memory; Secondary Memory.

Unit II **6**
 Number Systems: Decimal Number System, Binary Number System, Octal Number System and Hexa Decimal Number, Conversions from one Number System to another, Binary Arithmetic, 1's compliment, 2's compliment.

Unit III **6**
 Operating System Concepts: Definition & Types of Operating System, Functions of Operating System, Introduction to Windows, Operating System.

Unit IV **6**

Data Communication and Networks: Networking Models, Communication Channels, Types of Networks: LAN, MAN, WAN, Network Topologies, Introduction to Internet, latest trends in Web applications

Reference Books:-

1. Govindraj, S. - Introduction to Computer Science
2. Jain, V.K. - Computer and Beginners
3. Sinha, P.K. - Fundamentals of Computers
4. Ram, B. - Computer Fundamentals
5. Rajaraman - Fundamental of Computers
6. Saxena, Vikas Publishing House: A first Course in Computers

BIT-82	IT TOOLS FOR BUSINESS	3 Credits (2-0-2)
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UNIT 1	6
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MS Word: Formatting texts, inserting tables and pictures, working with headers and footers
MS Excel: Formatting excel worksheets, using functions in excel, making various charts and graphs

MS PowerPoint: Creating presentation, working with texts, inserting tables, pictures and charts

UNIT 2	6
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Electronic Data Interchange Basics: EDI model, Applications of EDI, Advantages and Drawbacks of EDI, Electronic Payment System, Types of Electronic Payment System (E-Cash, E-Cheque, Smart Card, Credit Card, Debit Card), Electronic Fund Transfer

UNIT 3	6
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Information Technology in Business: Application of Information Technology in Railways, Airlines, Financial Systems, Banking, Insurance, Inventory Control, Hotel Management, Education, Mobile Phones, Video Games, Special Effects in Movies

UNIT 4	6
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Fundamentals of Electronic Commerce: Definition, Components of E-Commerce, Activities of E-Commerce, Goals of E-Commerce, Functions of E-Commerce, Applications of E-Commerce, Advantages and Drawbacks of E-Commerce, Different types of business models (B2B, B2C, C2C, C2B and B2G)

Text Books & References

1. Mansfield Ron, "Working in Microsoft Office", Tata McGraw-Hill, 2008
2. Miller M, "Absolute Beginners Guide to Computer Basics", Pearson Education, 2009
3. ITL Educational Society, "Introduction to IT", Pearson Education, 2009
4. Agarwala Kamlesh, N and Agarwala Deeksha, "Business on the Net : Introduction to the whats and hows of E-Com", Macmillan India
5. Ravi Kalakota & A.B. Winston, "Frontiers of Electronic Commerce", Pearson Education.
6. Bharat Bhaskar, "Electronic Commerce - Framework Technologies and Applications", Tata McGraw Hill.

EXPERIMENTS

1. Formatting texts in a created word document
2. Inserting tables and pictures in any word document
3. Inserting headers and footers in the word document
4. Creating excel documents and its formatting
5. Using functions in any excel worksheet
6. Making various charts and graphs in the excel worksheet
7. Creating presentation using power point
8. Working with texts in any power point slide

9. Inserting tables, pictures and charts in the power point slides
10. Exploring the use of MS Office and other IT tools in business
11. Exploring various e commerce web applications which are available online

AUDIT COURSES

BBA-01	HUMAN VALUES & ETHICS	3 Credits (3-0-0)
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Unit – I	9
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Introduction –Need, Basic Guidelines and Content: Understanding the need, basic guidelines, content and process for value Education, Self Exploration – What is it? – Its content and process: ‘Natural Acceptance’ And Experiential Validation – as the mechanism for self explanation, Continuous Happiness and Prosperity – A look at basic Human Aspirations, Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario.

Unit – II	9
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Process for Value Education: Right understanding, Relationship and Physical Facilities – basic requirements for fulfillment of aspirations of every human being with their correct priority, Understanding Happiness and prosperity correctly – A critical appraisal of the current scenario, Method to fulfill the above human aspirations; understanding and living in Harmony at various levels. **Understanding Harmony in the Human Being:** Understanding the needs of Self (‘I’) and ‘Body’ – Sukh and Suvidha.

Unit –III	9
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Harmony in Myself, Family and society: Understanding the characteristics and activities of ‘I’ and harmony in ‘I’, Understanding the harmony of I with the Body: Sanyam and Swasthya, Understanding harmony in the family – The basic unit of human interaction, Understanding values in human relationship; meaning of Nyaya and Program for its fulfillment to ensure Ubhay-tripti, Trust (Vishwas) and Respect (Samman) as the foundational values of relationship.

Unit – IV	9
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Professional ethics and conduct: Implications of the above Holistic Understanding of Harmony on Professional Ethics Natural acceptance of human values, Definitiveness of Ethical Human Conduct Competence in professional ethics: o Ability to utilize the professional competence for augmenting universal human order o Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems .

Reference Books

1. R.R Gaur, R, Sangal, G.P Bagaria, 2009, A Foundation Course in value Education(English)
2. Ivan Illich, 1974, Energy& Equity, The Trinity Press, Worcester, and harper Collins, USA
3. Pradeep Kumar Ramancharla, 2013, A foundation course in value education (Telugu)
4. E.F. Schumacher, 1973, small is Beautiful; a study of economics as if people mattered, Blond & Briggs, Bratrain
5. A Nagraj, 1998, Jeevan vidya to Na Prayanam, Hyderabad
6. R. Pradeep Kumar, 2013, Jeevan Vidya to Na Prayanam, Hyderabad
7. Sussan George, 1076, How the other half Dies, Penguin Press, Peprinted 1986, 1991
8. PL Dhar, RR Gaur, 1990, Science and Humanism, common wealth publishers

BBA-02	INDUSTRIAL SAFETY ENGINEERING	3 Credits (3-0-0)
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UNIT I	9
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Concepts and Techniques: History of Safety movement- Evolution of modern safety concept-general concepts of management- planning for safety for optimization of productivity-productivity, quality and staff functions for safety-budgeting for safety-safety policy Safety Inspection, disaster control, job safety analysis, safety survey and safety sampling.

UNIT II **9**

Safety Audit, Accident Investigation And Reporting: Components of Safety Audit, types of Audit, Audit methodology, Audit checklist and report, review of inspection, Concept of an Accident, reportable and Non reportable accidents, reporting to statutory authorities, principles of accident prevention, Accident investigation and analysis, departmental accident reports, documentation of accidents-unsafe act and condition Domino Sequence.

UNIT III **9**

Safety Performance Monitoring: Recommended Practices for compiling and measuring work injury experience- permanent total disabilities, permanent partial disabilities, temporary total disabilities- calculation of accident indices, frequency rate, severity rate, frequency severity incidence, incident rate, accident rate, safety 't' score, safety activity rate.

UNIT IV **9**

Safety Education And Training: Importance of training, identification of training needs-training methods- program, seminars, Conferences, competitions, method of promoting safe practices-motivation-communication-role of government agencies and private consulting agencies in safety training-creating awareness, awards, celebrations, safety posters, safety displays, safety pledge, safety incentive schemes, safety campaign-Domestic safety, industrial safety and training.

References

1. "Accident Prevention Manual for industrial operations", N.S.C. Chicago, 1982
2. Heinrich. H.W. "Industrial Accident Prevention", McGraw-Hill Company, New York, 1980
3. Dan Petersen , "Techniques of Safety Management", McGraw-Hill Company, Tokyo, 1981

BBA-03 BUSINESS SIMULATION APPROCHES 3 Credits (3-0-0)

UNIT I **9**

Introduction to Simulation: Introduction of Simulation ,Purpose of Simulation ,Simulation Techniques ,Type of Simulation Need of Simulation ,Simulation Exercises ,Simulation Modeling ,Simulation Assessment ,Five steps of Simulation ,Advantages of Simulation.

UNIT II **9**

Concept of Simulation in Business: Business Simulation, Benefits Of Business Simulation, Simulation and Decision Process, Single Server Simulation, Monte-Carlo Simulation, Validation and Verification of Simulation Model, Movement Based Leadership Simulation, Board Simulation s, and Virtual Simulation.

UNIT III **9**

Simulation in Different Sectors: Simulation of Production shop System, Sensitivity Analysis using Simulation, Alternative Analysis Service Industry Simulation, Call Centre Simulation, Network Simulation, and Logistic Simulation Optimization of System using Simulation.

UNIT IV **9**

Practical approach in simulation: Tower Building Management Game, Maximum Gain Management Game, Scattered Animal Management Game, Broken Square Management Game, Other Management Games, Role Play Case Study Analysis.

Reference Books

1. Banks, J., J. S. Carson, II, and B. L. Nelson. 1996. Discrete-Event System Simulation, Second Edition, Prentice Hall.

2. Fitzsimmons, James A., and Mona J. Fitzsimmons, Service Management: Operations, Strategy, and Information Technology, 3rd Ed., Irwin/McGraw-Hill, 2001.
3. Introduction to Business Simulation by Frazer J.

BBA-04 FOREIGN LANGUAGE: (GERMAN LAUNGAGE) 3 Credits (3-0-0)

Course Description

Under the foreign Language segment German Language course is designed for students who is novice to the German Language Classroom. This course focuses on enabling learners to understand German Language used in basic communication structures and acquire basic communication competence (Listening, speaking, reading and writing) through exposure to elementary texts, vocabulary items and German culture.

The course in German will give an opportunity for students of other disciplines to acquire primary linguistic skills and a preliminary exposure to a widely used foreign language. The course is based on a minimum vocabulary necessary and sufficient to develop basic language skills in German.

Course objectives:

- To enable the learners to listen to and understand the spoken German language which uses the elementary spoken structures
- To enable the learners to speak and engage in simple dialogues in German
- To enable the learners to read and under and the elementary texts in German
- To be the learners to write the simple sentences and short paragraphs in German

Course Outcomes:

The course will enable the learners to handle the basic grammatical structures of German Language along with the most essential vocabulary items.

Course Content:

Unit I	9
Alphabets and numbers (1 - 100), Introduction to simple Vocabulary of German Language, Hallo Wie geht's? (Hello, how are you?'-General Greetings)	
Unit II	9
Begegnungen (Encounters), Functional grammar based on the Textbook (Tangram Aktuell, 1-4), Verb conjugation in present tense, verb position in sentences, verbs and accusative and dative objects, Gender of nouns, singular and plural, cases, definite and indefinite articles, personal pronouns etc.	
Unit III	9
Guten Tag, ich suche (I wish you a good day!), Vebs and accusative and dative objects, Gender of nouns, singular and plural, cases, definite and indefinite articles, personal pronouns etc. Translation of simple sentences from German into English and simple sentences from English into German.	
Unit IV	9
In Supermarket (In Supermarket), Verbs and accusative and dative objects, Gender of nouns, singular and plural, cases definite and indefinite articles, personal pronouns etc. related to life situations, Translation of simple passages from German into English and simple sentences from English to German.	

Recommended Study Material

- Tangram Aktuell Niveau (NIVEAU AV), 14, Max Heuber Verlag, Ismaning Deutschland, 2004, (Published and distributed in India by Goyal Publishers and Distributors Pvt. Ltd. Delhi,2005) Audio-
- Video study material
- Supplementary handouts

Recommended Extra Readings:

1. Netzwerk A1, Klett Verlag, Muenchen, 2013 (Published and distributed in India by German Book Centre, Delhi, 2015).
2. Themen Aktuell 1, Kursbuch, Max Heuber Verlag, Ismaning, Deutschland 2003(Published and distributed in India by German Book Centre, Delhi,2010)
3. Sprachkurs Deutsch I &2, Moritz Diesterweg Verlag, Frankfurt am Main, 1989 (Published and distributed in India by Goyal Publishers&Distributors, New Delhi)
4. Deutsche Sprachlehre fuer Auslaender, Max Heuber Verlag, Muenchen, 1967(Published and distributed in India by Goyal Saab Publishers&Distributors, New Delhi 1997)
5. Sctoucler Duden Grammatik, Bibliographisches Institut&F.A Brockhus AG, Mannheim 1990.
6. "Komm Mit" – Level I – Holt, Rinehart & Winston
7. "Moment Mal!" - Level I
8. "Themen" - Level I

BIBLIOGRAPHY:

- "Facts about Germany"
- "Deutsch FÜR Ausländer" – Schulz-Griesbach