

Bachelor of Business Administration (BBA) Syllabus & Scheme of Examination

Subject Code	Papers	External Marks	Internal Marks	Total Marks	Duration
SEMESTER-I					
BBA-101	Business Organisation	80	20	100	3 Hrs
BBA-102	Business Accounting	80	20	100	3 Hrs
BBA-103	Managerial Economics-I	80	20	100	3 Hrs
BBA-104	Business Mathematics-I	80	20	100	3 Hrs
BBA-105	Hindi	80	20	100	3 Hrs
BBA-106	Computer Fundamentals	80	20	100	3 Hrs
BBA-107	Seminar	-	50	50	
SEMESTER -II					
BBA-108	Principles of Management	80	20	100	3 Hrs
BBA-109	Analysis of Financial Statements	80	20	100	3 Hrs
BBA-110	Managerial Economics-II	80	20	100	3 Hrs
BBA-111	Understanding Social Behaviour	80	20	100	3 Hrs
BBA-112	Business Mathematics-II	80	20	100	3 Hrs
BBA-113	Business Communication-I	80	20	100	3 Hrs
BBA-114	Viva-Voce	50	-	50	
BBA-115*	Environmental Studies	75**	25***	100	3 Hrs
SEMESTER -III					
BBA-201	Understanding Human Behaviour	80	20	100	3 Hrs
BBA-202	Micro Business Environment	80	20	100	3 Hrs
BBA-203	Business Statistics-I	80	20	100	3 Hrs
BBA-204	Management Accounting	80	20	100	3 Hrs
BBA-205	Fundamentals of DBMS and ORACLE	80	20	100	3 Hrs
BBA-206	Business Communication-II	80	20	100	3 Hrs
BBA-207	Seminar	-	50	50	

Subject Code	Papers	External Marks	Internal Marks	Total Marks	Duration
SEMESTER -IV					
BBA-208	Human Behaviour at work	80	20	100	3 Hrs
BBA-209	Macro Business Environment	80	20	100	3 Hrs
BBA-210	Business Statistics-II	80	20	100	3 Hrs
BBA-211	Marketing Management	80	20	100	3 Hrs
BBA-212	Financial Management	80	20	100	3 Hrs
BBA-213	Principles of Material Management	80	20	100	3 Hrs
BBA-214	Viva-Voce	50	-	50	
SEMESTER-V					
BBA-301	Business Laws-I	80	20	100	3 Hrs
BBA-302	Principles of Retailing	80	20	100	3 Hrs
BBA-303	Principles of Banking	80	20	100	3 Hrs
BBA-304	Fundamentals of E-Commerce	80	20	100	3 Hrs
BBA-305	Export Procedure and Documentation	80	20	100	3 Hrs
BBA-306	Principles of Production Management	80	20	100	3 Hrs
BBA-307	Training Report	100	-	100	
SEMESTER-VI					
BBA-308	Entrepreneurship Development	80	20	100	3 Hrs
BBA-309	Business Laws-II	80	20	100	3 Hrs
BBA-310	Logistic Management	80	20	100	3 Hrs
BBA-311	Principles of Insurance	80	20	100	3 Hrs
BBA-312	Introduction to Financial Services	80	20	100	3 Hrs
BBA-313	Viva –Voce			50	

* The paper is as per the guidelines of Hon'able Supreme Court. This is Core module syllabus as approved by UGC. The examination of this paper will be conducted by the college concerned at its own level earlier than the semester examination and each student will be required to score minimum of 35% marks each in theory and practical. The marks obtained in this qualifying paper will not be included in determining the percentage of marks obtained for the award of degree. However, these will be shown in the detailed marks certificate of the student.)

** 25 marks short answer and 50 marks essay type with inbuilt choice

*** 25 marks Filed work

BBA-101:

Business Organization

Max. Marks: 100

External Assessment: 80

Internal Assessment: 20

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Business- concept, nature, scope and objectives of business, business ethics and values, corporate governance. Licensing partnership.

Distinctive features of different forms of business organization; sole proprietor, partnership- characteristics, registration, partnership deed, partner's rights, duties and liabilities, dissolution of partnership.

Joint stock company-Concept characteristics types, formation of company.

Multinational companies-concept and role of MNCs

Co-operative and state ownership: forms of organization, nonprofit organizations.

A brief introduction to working and functioning of trade associations- CII, FICCI, ASSOCHAM.

References

- | | |
|------------------------------|--|
| C.R. Basu | : Business Organization & Principles of Management |
| P.C. Tulsian & Vishal Pandey | : Business Organization & Management |
| Frank R. Mason | : Business Principles & Organization |

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Basic Accounting- Nature, scope and objectives of accounting; accounts as information system, users of accounting information, GAAP Vs FSAB, Accounting equation: Accounting concepts and conventions, capital and revenue expenditure.

Journal and Ledger: Double Entry System; Journal and recording of entries in journal with narration; Ledger – Posting from Journal to respective ledger accounts.

Trial Balance: Need and objectives; Application of Trial Balance; Different types of errors escaped trial balance preparation; Rectification of errors.

Final Accounts: Concept of adjustment; Preparation of Trading Account and Profit and Loss Account. Preparation of Balance Sheet.

A brief introduction to accounting software- Advance Tally version

References:

1. Jain and Narang : Financial Accounting
2. S.N. Maheshwari : An Introduction to Accountancy
3. Mukherjee & Hanif : Fundamentals of Accounting

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Managerial economics: meaning nature and scope. Objectives of firm, equilibrium, utility, opportunity cost, marginal and incremental principles.

Theory of demand: Nature of demand for a product, individual demand, market demand, determinants of demand. Law of demand, Elasticity of demand and its determinants.

Theory of Consumer Behavior: Cardinal Utility analysis, indifference curve analysis, applications of indifference curves.

Theory of production and costs: The concept of production function, production with one and two variable inputs, theory of cost in short run and long run, revenue function.

Theory of firm and market organization: pricing under perfect competition, pricing under monopoly, price discrimination, pricing under monopolistic competition, selling cost, pricing under oligopoly.

References

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|----|-----------------------|---|-----------------------|
| 1. | Koutsoyiannis | : | Modern Microeconomics |
| 2. | Varshney & Maheshwari | : | Managerial Economics |
| 3. | Mote, Paul & Gupta | : | Managerial Economics |
| 4. | Ferguson & Gould | : | Microeconomics |

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Set theory, logical statement and truth tables, linear and quadratic equations. Permutations and combinations. Binomial theorem,

Limit and continuity, differential calculus (including maxima and minima; excluding trigonometric functions).

Matrices: Meaning and elementary operations on matrices, inverse of a matrix, solution to linear equations (based on payroll, wages and commission) using Cramer's rule and matrix inversion method,

References:

1. Matrix Algebra : An Introduction (quantitative application) by Krishan Namboodiri
2. Schaun's outline of theory and problems of matrix operations by Richard Branson
3. Shanti Narayan : A text book of matrices.

उद्देश्य : प्रस्तुत प्रश्न-पत्र का उद्देश्य वाणिज्य एवं प्रबन्धन से-जुड़े विद्यार्थियों को राजभाषा / राष्ट्रभाषा हिन्दी का व्यावहारिक ज्ञान प्रदान करना है, ताकि वे जनसामान्य तक अपनी बात, उनकी अपनी भाषा में, समझा सकें ।

राजभाषा अधिनियम, राष्ट्रपति के अध्यादेश तथा केन्द्रीय सरकार की हिन्दी शिक्षण -योजना ।

पत्राचार के विविध रूप (मूल पत्र, पत्रोत्तर, पावती, अनुस्मारक, अर्द्धसरकारी, ज्ञापन, परिपत्र, आदेश, पृष्ठांकन, अन्तःविभागीय टिप्पण, निविदा सूचना, विज्ञापन, प्रेस विज्ञप्ति, प्रेस नोट, प्रतिवेदन)

अनुवाद : स्वरूप, प्रकृति, प्रक्रिया, वर्गीकरण, व्यावहारिक अनुवाद (प्रदत्त अंग्रेजी/हिन्दी अनुच्छेद का अनुवाद), अनुभाषण (आशु अनुवाद)
पल्लवन : परिभाषा, प्रक्रिया और गुण
संक्षेपण : परिभाषा, विधि और गुण

पारिभाषिक शब्दावली (मंत्रालयों, उपक्रमों, निगमों, बैंकों, रेलवे-क्षेत्रों, रांडेया तथा दूरदर्शन में प्रयुक्त पारिभाषिक शब्दों और वाक्यांशों का अध्ययन)

निबन्ध-लेखन (निम्नलिखित विषयों में से चार-पांच विषय दिए जायेंगे, जिनमें से लगभग 300 शब्दों पर आधारित एक निबन्ध लिखना होगा)

1. वाणिज्य अध्ययन में हिन्दी की उपयोगिता
2. उपमोक्ता, बाजार और वाणिज्य
3. बैंक और वाणिज्य
4. कुशल प्रबन्धन और वाणिज्य
5. विज्ञापन और वाणिज्य
6. वाणिज्य विकास में कम्प्यूटर की भूमिका
7. श्रमिक असंतोष का उद्योग जगत पर प्रभाव
8. जनसंख्या वृद्धि का राष्ट्र-समृद्धि पर प्रभाव
9. अन्तर्राष्ट्रीय व्यापार और अन्तर्राष्ट्रीय मुद्रा-कोष
10. निजीकरण का भारतीय अर्थव्यवस्था पर प्रभाव
11. वैश्वीकरण और भारतीय उद्योग
12. महंगाई
13. काला धन
14. ऊर्जा संकट
15. लघु उद्योगों का भविष्य

संदर्भ ग्रन्थ

1. प्रयोजनमूलक हिन्दी : राजनाथ भट्ट, हरियाणा साहित्य अकादमी, पंचकूला-2004.
2. अनुवाद विज्ञान : राजमणि शर्मा, हरियाणा साहित्य अकादमी, पंचकूला-2004.
3. प्रामाणिक आलेखन और टिप्पण : विशज, राजपाल एण्ड सन्ज़, दिल्ली-2005.
4. प्रयोजनमूलक हिन्दी के छः अध्याय, दर्शन कुमार जैन, लिपि प्रकाशन, अम्बाला छावनी-1996.

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Introduction to Computer: Introduction, Components, Types; Brief history of computers, generations of computer; Computer Memory, Software and Hardware; Operating Systems- An Overview, Types, function; Language: - Low level, Assembly Level, High Level Language; Language Processor: - Assembler, Compilers and Interpreters ; Network:-LAN, WAN, MAN. Number Systems ; CUI vs GUI. Window-features, types.

Introduction to Internet: Internet basic, benefit and limitation, application and scope, IP address, Browser, WWW , E-mail, video conferencing .

Introduction to MS-Office- MS-Word: Starting Word, new documents, entering text, changing text, aligning, underlining, and justifying text. Tables – creation, adding rows and columns, splitting, and combining cells, Borders. Saving, closing, and operating documents. Adding headers and footers. **Power Point** (Presentation software): Basic concept of presentation software, standard toolbar, formatting toolbar, and drawing toolbars in PowerPoint and their use. Creating and opening a presentation. Use of slide sorter, adding header/footer. Use of animation features. Inserting pictures, resizing pictures. Inserting organization chart. Use of auto content wizard. **Introduction to Ms-Excel:** working with spreadsheet, Basic commands and Functions.

References:

1. Saxena : A first Course in Computers.
2. P.K. Sinha : Computer Fundamental
3. R.K. Taxali : PC Software for Windows

BBA-107:

Seminar

Max. Marks: 50

Internal 50

SEMESTER-II

BBA-108: Principles of Management

Max. Marks: 100

External Assessment: 80

Internal Assessment: 20

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks

Introduction: concept, nature, process and significance of management; Development of management thought- classical, Neo-classical, Behavioural, Systems and contingencies approaches, Contemporary issue and challenges of management.

Planning- concept, types process and techniques, Decision making- concept, types process and techniques.

Organizing: nature, importance, process, formal & informal organizations, organization chart, organizing principles, span of management: factors determining effective span, Graicunas formula,

Departmentation: definition, departmentation by function, territory, product/service, customer group and matrix organization

Authority: definition, types, responsibility and accountability, delegation; definition, steps in delegation, obstacles to delegation and their elimination, decentralization vs centralization, determinants of effective decentralization

Staffing: definition, manpower management, factors affecting staffing, job design, selection process, techniques, performance appraisal: need and process

Communication; importance, process, barriers and breakdown of communication.

Controlling: control process, types, barriers to control making, control techniques: budget and non- budgetary control devices,

Social responsibility and business ethics

References:

1. **Koontz & Weirich:** Essentials of Management (Tata McGraw Hill)
2. **L.M. Prasad:** Principles & Practices of Management
3. **Stephen Robbins:** Management
4. Gene Burton & Manas Tahukar: Management Today-Principles & practices, (Tata McGraw Hill)

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks

Analysis and interpretation of financial statements ratio analysis and interpretation. Ratios in relation to short term liquidity, long term solvency and profitability.

Return on investment, return on capital employed, return on net-worth and the return on assets to evaluate overall performance of business.

Preparation and analyses of cash flow and the funds flow statements.

References:

Khan & Jain : Management Accounting
I.M. Pandey : Management Accounting
R.K. Mittal : Management Accounting

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks

Concept of Macro economics.

National income; Concepts and measurement. Classical theory of output and employment, Say's law of markets.

Keynesian & Friedmanian theory of income determination, determinants of Macro equilibrium with aggregate demand and aggregate supply functions under employment equilibrium. Concept of multiplier.

Consumption: Meaning determinants and importance. Theory of consumption: Absolute income hypothesis, relative income hypothesis, permanent income hypothesis, life cycle hypothesis.

Theory of investment: Types of investment determinants of investment, marginal efficiency of capital, interest rate determination, classical, neoclassical and Keynesian theories.

Inflation: Meaning, types, and theories. Stabilization policies: Monetary and fiscal policies.

References:

1. **Dornbusch & Fisher:** Macroeconomics.
2. **Branson:** Macroeconomic Theory.
3. **Shapiro:** Macroeconomics Analysis.
4. **Dwivedi:** Macroeconomics.
5. **Ackley:** Macroeconomic Theory and Policy.

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Introduction : Nature and Scope of Sociology. The Methods of Sociology; Fundamental Concepts of Sociology. The Relationship Between Man and Society.

Social Structure and Processes – Social Structure: Meaning, Elements and Types; Social Institutions and Their Functions, Social Process: Co-operation, Conflict, Competition and Assimilation.

Socialization and Social Action : Meaning of Socialization; Socialization as a Process of Learning; Stages and Agencies of Socialization. Social Action: Elements, Rationality of Means; Economic, Political and Religious Integration of Ends.

Social Change and Institution: Meaning, Types and Factors in Social Change; Social Problems: Meaning, Causes and Remedies. Social Institution: Family, Religion and Marriage; Social Stratification in India. Attitude Formation and Change. Morale Audit; Values and Norms; Power and Politics; Bureaucracy.

Suggested Readings :

1. Miller & Form : Industrial Sociology
2. Sheth (N.R.) : Industrial Sociology in India
3. Sachadeva, V.B. : Introduction to Sociology
4. Mike O' Donnell : Introduction to Sociology

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks

Plane Analytical Geometry: Cartesian Coordinate systems, Length of line segment, section formula (Ratio), equation of a straight line.

Arithmetic, Geometric and harmonic progressions.

Integral calculus: Integration as an inverse of derivative, integration by substitution method, and by parts, indefinite integral and definite integral and its application in business

Logarithm, Law of operations, log tables, compound interest, depreciation.

References:

1. Gorakh Prasad : Differential Calculus
2. Shanti Narayan : An Integral Calculus
3. Gorakk Prasad : Integral Calculus

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of three parts. All question shall carry equal marks.

Business Communication –meaning & importance. Barriers to effective communication, basic model & communication. Essentials of effective business communication.

Basic parts of speech – Noun, pronoun, verb, adjective, adverb, preposition, article and conjunction. Active & passive voice, paragraph writing, précis, translation (from vernacular to English & English to vernacular)

Correct word usage – Homonyms, Antonyms and Synonyms.

Writing applications –business applications (e.g. applying for a loan, salary advance, refund etc.);
job application, leave application.

Importance of non-verbal communication – positive gestures, symbols and signs, physical appearance & the art of self-presentation & conduct.

References:

Hewings, Martin: Advanced English Grammar
Cambridge University Press

BBA-114:

Viva-Voce

Max. Marks: 50

External: 50

(Note- This is Core module syllabus as approved by UGC. The examination of this paper will be conducted by the college concerned at its own level earlier than the semester examination and each student will be required to score minimum of 35% marks each in theory and practicals. The marks obtained in this qualifying paper will not be included in determining the percentage of marks obtained for the award of degree. However, these will be shown in the detailed marks certificate of the student.)

Unit-1: The multidisciplinary' nature of environmental studies Definition, Scope and Importance. Need for public awareness. **(2 lectures)**

Unit-2: Natural Resources: Renewable and non-renewable resources : Natural resources and associated problems.

(a) Forest resources : Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.

(b) Water resources : Use and over-utilization of surface and ground water, floods, arought, conflicts over water, dams-benefits and problems.

(c) Mineral resources: Use and exploitation, environ- mental effects of extracting and using mineral resources, case studies.

(d) Food resources : World food problems, changes caused by agriculture and overgrazing, effects of modern agricuture, fertilizer-pesticide problems, water logging, salinity, case studies.

(e) Energy resources : Growing energy needs, renew- able and non-renew'able energy sources, use of alternate energy sources. Case studies.

(f) Land resources : Land as a resource, land degrada-tion, man induced landslides, soil erosion and desertification.

- Role of an individual in conservation of natural resources.

- Equitable use of resources for sustainable lifestyle.

(8 lectures)

Unit-3: Ecosystems

- Concept of an ecosystem.
- Structure and function of an ecosystem.
- Producers, consumers and decomposers.
- Energy flow in the ecosystem.
- Ecological succession.
- Food chains, food webs and ecological pyramids.
- Introduction, types, characteristic features, structure and function of the following ecosystem: —
 - a. Forest ecosystem
 - b. Grassland ecosystem
 - c. Desert ecosystem.
 - d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries).

(6 lectures)

Unit-4: Biodiversity and its conservation

- Introduction -Definition : genetic, species and eco- system diversity.
 - Biogeographical classification of India.
 - Value of biodiversity : consumptive use, productive use, social, ethical, aesthetic and option values.
 - Biodiversity of global, National and local levels India as a mega-diversity nation.
 - Hot-spots of biodiversity.
 - Threats to biodiversity : Hebitat loss, poaching of wildlife, man-wildlife conflicts.
 - Endangered and endomic species of India.
- Conservation of biodiversity : In-situ and Ex-situ conservation of biodiversity.

(8 lectures)

Unit-5 : Environmental Pollution Definition

- Cause, effects and control measures of:-
 - a. Air Pollution
 - b. Water Pollution
 - c. Soil Pollution
 - d. Marine Pollution
 - e. Noise Pollution.
 - f. Thermal Pollution.
 - g. Nuclear hazards.
- Solid waste management: Causes, effects and
- control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution.
- Pollution case studies
- Diaster management : floods, earthquake, cyclone and landslides. **(8 lectures)**

Unit-6: Social Issues and the Environment

- From unsustainable to sustainable development.
- Urban problems related to energy.
- Water conservation, fain water harvesting, watershed management.
- Resettlement and rehabilitation of people : Its problems and concerns. Case studies.
- Environmental ethics: Issues and possible solutions.
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.
- Wasteland reclamation.
- Consumerism and waste products.
- Environment Protection Act.
- Air (Prevention and Control of Pollution) Act.
- Water (Prevention and Control of Pollution) Act.
- Wildlife Protection Act.
- Forest Conservation Act.
- Issues involved in enforcement of environmental legislation.
- Public awareness. **(7 lectures)**

Unit-7

- Human Population and the Environment
- Population growth, variation among nations.
- Population explosion- Family Welfare Programme.

- Environment and human health.
- Human Rights.
- Value Education.
- MV/AIDS.
- Women and Child Welfare.
- Role of Information Technology in Environment and human health.
- Care Studies.

(6 lectures)

Unit-8

- Field work
- Visit to a local area to document Environment, asst-river/forest/grassland/hill/mountain.
- Visit to Local polluted site-Urban/Rural Industrial/Agricultural.
- Study of common plant, insects, birds.
- Study of simple ecosystems-pond, river, hill slopes, etc. (Field work equal to 5 lectures hours)

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Understanding Human Behaviour: Nature, Meaning; Approaches for studying Human Behaviour: Behavioural Approach, Cognitive Approach, Psychoanalytic Approach
Personality-Nature and Meaning, Theories of personality- Trait Theory, Psychoanalytic Theory, Social learning Theory.

Emotions-Nature and Meaning, Physiological responses in emotions, Theories of emotions.
Motivation-Nature and Meaning, Theories of motivation-Maslow's hierarchy of needs, Theory X and Y, Two Factor Theory.

Perception-Nature and Meaning, Laws of Perceptual Organization, Attention and Perception;
Learning-Nature and Meaning, Theories of learning-Classical conditioning, Operant conditioning, Memory and Forgetting.

Suggested Readings:

1. Davis, K. : Human Behaviour at Work, Organizational Behaviour, Tata McGraw Hill Publishing Co., New Delhi.
2. Luthans, F. : Organizational Behaviour, McGraw-Hill Book Company.
3. Robbins, S.P. : Organizational Behaviour, Prentice Hall of India, New Delhi.
4. Dwivedi, R.S. : Human Relations and Organizational Behaviour, Oxford & IBH Publishing Co., New Delhi.
5. Dwivedi, R.S. : Corporate Excellence: An External Search, McMillan India Ltd., 1998, New Delhi.
6. Schermerhorn : Managing Organizational Behaviour, et al. John Wiley & Sons, New Delhi.
7. Kreitner and Kinicki : Organizational Behaviour, Tata McGraw Hill Publishing Co., New Delhi
8. Hilgard & Atkinson : Introduction to Psychology, Oxford & IBH Publishing Company Pvt.Ltd.

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Business environment: concept, nature and significance. Economic, social, political forces affecting business operations & growth. Types of business environment. Environmental scanning. Risk in business environment- country risk and political risk.

. Economic systems: capitalism, socialism & mixed economy. Economic planning in India: objectives, strategy and problems. Impact of economic planning in India.

Economic roles of government: regulatory role, promotional role, entrepreneurial role, planning role, economic role in Indian context. The constitutional environment and state intervention in business.

Social responsibility of business: concept, rationale, dimensions and its disclosure by Indian business. Professionalisation and business ethics.

Competitive environment of business with reference to MRTP Act and Competition Act.

Suggested Readings:

- | | |
|-------------------------|---|
| 1. Francis Cherunillam: | Business Environment, Himalaya Publications |
| 2. Suresh Bedi: | Business Environment, Excel Books |
| 3. Alok Goyal: | Environment for Managers, V.K. Publications |
| 4. Justin Paul | Business Environment, Tata Mc-Graw Hill |

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COURSE CONTENTS:-

Introduction, definition, scope, functions, importance, limitations and distrust of statistics; types of statistical methods; data collection and analysis; types of data: primary and secondary data; characteristics of a graph: types of graph and their merits and demerits.

Measures of central tendency: meaning and definition; Types of averages, median, mode, arithmetic mean, geometric mean, harmonic mean, quadratic mean, moving average, progressive average; relation between mean, median and mode.

Measures of dispersion and skewness : absolute and relative measures of dispersion range, quartile deviation, mean and standard deviation; difference between skewness and dispersion , empirical relation among various measures of dispersion, moments and kurtosis.

Sampling: introduction, census versus sample errors in sampling, types of sampling, judging reliability of sample. Business forecasting: meaning, steps in business forecasting and methods of forecasting

Index numbers: introduction, types of index numbers, methods of constructing index numbers, uses of index numbers.

Computation of above mentioned statistical techniques with Microsoft excel.

Suggested Readings:

- | | |
|--------------------|--|
| (1) D.N Elhance | Fundamental of statistics <u>Kitab mahal</u> |
| (2) R.S Bhardwaj | Business statistics <u>Excel Books</u> |
| (3) T.N Srivastava | Statistics for management <u>McGraw Hill</u> |
| (4) S.C Gupta | Fundamental of statistics <u>Himalaya publishing house</u> |
| (5) B.M Aggarwal | Business statistics <u>Sultan chand</u> |
| (6) Levine | Business statistics- A first course Pearson education |
| (7) S.P Gupta | Statistics <u>Sultan chand & sons</u> |

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Course contents:

Management Accounting: meaning, nature, usefulness, functions, scope, conventions, techniques and limitations. Management Accounting v/s Financial Accounting,

Cost Accounting: meaning, uses of cost accounting; various cost concepts; organization of cost accounting department; Classification of Cost, Cost-Sheet and Costing methods.

Budgets and Budgetary Control : meaning, nature, kinds, preparation of various types of budgets, advantages and limitations of budgetary control.

Marginal Costing: Break- even -analysis and Decision Involving alternate choices.

Standard Costing: Types of variances and their implementation. Management Accounting and Control Techniques: Activity based costing, Uniform Costing, Target Costing, Balanced Score Card.

Introduction to Responsibility Accounting.

Suggested Readings:

1. S.N. Maheshwari : Cost and Management Accounting, Sultan Chand & Sons, New Delhi.
2. M.Y. Khan : Management Accounting, Tata Mc-Graw Hill Publishing
3. I.M. Pandey : Management Accounting, Vikas Publishing Ltd.
4. R.K. Mittal : Management Accounting, V.K. Publishers, New Delhi

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of five short answer questions. All questions shall carry equal marks.

Basic Concepts – Traditional file oriented approach, Disadvantages of simple file system, Database approach, Advantages of Database approach, Database Management Systems(DBMS), Components of DBMS Environment, Advantages and Disadvantages of DBMS, DBMS Architecture, Data Independence, Data Models, Keys.

Computers: An introduction, use of computer in business, advantages and disadvantages, computerized system for inventory control, payroll order, banking and accounting.

SQL using ORACLE: Introduction to SQL, Components of SQL: DDL, DML & DCL, Data types in SQL, DDL Commands: Create, Alter, Drop, Truncate. Creating queries with DDL commands and implementing constraints. DML Commands: Insert, Delete, Update, Select, Select with Group by and Order by. Creating queries with DML commands. Operators: Set and Logical, SQL functions: Numeric functions, Scalar functions and Group functions

Report-Writing: Commands, advantages of Report writing..

Suggested Readings:

1. Fundamentals of Database Systems by Elmasri & Navathe (Pearson Education).
2. An Introduction to Database Systems by C. J. Date (Addison Wesley N. Delhi).
3. ORACLE 8I computer References by Tata Mc-Graw Hill.
4. SQL, PL/SQL- The programming language of Oracle by Ivan Bayross (BPB Publications).

PRACTICAL

Max. Marks: 30 Marks

SQL and PL/SQL using Oracle: Introduction to SQL PLUS environment, Executing and Editing SQL Commands, Creating and executing simple PL/SQL programs.

OR

Any RDBMS Package like MS-Access

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Course Contents:

Importance and Nature of Business Communication; Effective Communication Skills; Process of Communication; Oral and Non-Verbal Communication; Barriers and Gateways in Communication; Do's and Don't of business writing; commercial letters; Writing business and academic reports; presentations of reports; public speaking, listening and Negotiation; conducting and attending interview and meetings.

Mechanics of Writing: Punctuation, Abbreviation, Numbers, References; Effective Listening; Face to Face Conversation, Telephonic conversation, Interviews. Organization Communication: components of organization communication, Internal and external communication in organization, Importance of communication management, and communication structure in an organization.

Suggested Readings:

1. Petett & Lesikar : Business communication.
2. Petett & Lesikar : Essential of business Communication.
3. Bowman, Joel and Branchaw, Bemadine P : "Business Communication: From process to Product", 1987, Dryden press, Chicago.
4. Hatch, Richard: "Communication in Business", 1977, Science Research Associates, Chicago.
5. Murphy, Herta A and peck, Charrles E: "Effective Business communication", 2nd ed, 1976, Tata McGraw Hil, New Delhi.
6. Pearce, C Glenn etc.: "Business Communication: Principles and Application", 2nd ed., 1988, john Wiley, New York.
7. Treece, Maira," Successful business communication", 3rd Ed, 1987, Allyn and Bacon, Boston.

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Behaviour at Workplace: Nature, Meaning. Group as a medium of learning :Group Development Process; Group Dynamics in Workplaces: Group Cohesiveness; Group Think; Group Conformity; Group Obedience; Group Morale; Group Performance, Group decision-making; Group synergy; Team building.; Interpersonal Influence Processes: Social Loafing, Social Facilitation, Interpersonal Communication; Interpersonal awareness and feedback process; Interpersonal trust; Career roles and identity; Competition and cooperation.

Suggested Readings:

1. Bennis, W.G. : Essay in Interpersonal Dynamics, U.S.A., Dorsey Press, 1979.
2. Kolb, D. et al. : Organizational Behaviour: An Experiential Approach 5th ed., Englewood Cliffs, New Jersey, Hall Inc., 1991.
3. Kolb, D. et al. : Organizational Behaviour : Practical Readings for Management, 5th ed., Englewood Cliffs, New Jersey Prentice Hall Inc.,1991.
4. Mainiero, L.A. & Tromley C.L. : Developing Managerial Dskills in OB, New Delhi, Prentice Hall of India, 1985.
5. Moore, M.D. et al. : Inside Organizations : Understanding the Human dimensions, London, Sage, 1988.

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Economic Reforms- Liberalisation, privatization, and globalization. Industrial policy of India- Meaning, Current Industrial Policy.

Foreign capital and technology: foreign investment policy, multinational corporations, foreign investment in India. Regulation and promotion of foreign trade.

Nature & operations of multilateral economic institutions- World Bank, World Trade Organisation and International Monetary Fund.

Monetary & Fiscal Policy of India: Meaning and significance & latest policy.

Exim policy of India and its impact on Indian exports & imports in various sectors.

Suggested Readings:

- | | |
|-------------------------|---|
| 1. Francis Cherunillam: | Business Environment, Himalaya Publications |
| 2. Suresh Bedi: | Business Environment, Excel Books |
| 3. Alok Goyal: | Environment for Managers, V.K. Publications |
| 4. Justin Paul | Business Environment, Tata Mc-Graw Hill |

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

COURSE CONTENTS:-

Correlation: Introduction; Importance; Types of correlation; Methods of studying correlation.

Linear regression: Introduction; Importance; Comparison of correlation and regression analysis; Methods of studying regression; Properties of regression lines; Error of estimate; Total variance; Explained variance; Unexplained variance; Coefficient of determination.

Probability: Introduction and significance; Definition of probability; Joint, marginal and conditional probabilities; Independent, Dependent, Mutually exclusive; Exhaustive and Complementary events; Theories of probabilities: Bayes's theories.

Time series: Definition; Components; Analysis; Measurement of trend, seasonal, cyclical and random variation.

Hypothesis testing: Procedure for testing hypothesis tests in attributes; Tests in variables (small and large samples).

Computation of above mentioned statistical techniques with Microsoft excel.

Suggested Readings:

- | | |
|--------------------|--|
| (1) D.N Elhance | Fundamental of statistics <u>Kitab mahal</u> |
| (2) R.S Bhardwaj | Business statistics <u>Excel Books</u> |
| (3) T.N Srivastava | Statistics for management <u>McGraw Hill</u> |
| (4) S.C Gupta | Fundamental of statistics <u>Himalaya publishing house</u> |
| (5) B.M Aggarwal | Business statistics <u>Sultan chand</u> |
| (6) Levine | Business statistics- A first course Pearson Education |
| (7) S.P Gupta | Statistics <u>Sultan chand & sons</u> |

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Course Contents:-

Marketing Management- Meaning, Nature and Scope. Concepts of Marketing .Marketing Environment, Marketing Mix, STP (segmenting, targeting and positioning) approach to marketing.

Marketing Information System- Meaning and Components. Marketing Research. Consumer Behaviour-Meaning and Importance of study for Marketers.

Product –Meaning, levels and product Mix. New Product development, Product Life Cycle, Branding and Packaging decision.

Pricing-Meaning, procedure for setting a price. Price variation.

Distribution Channels- Levels and Roles. Management of Physical Distribution.

Promotion- promotion Mix- A study of advertising, sales promotion, personal selling, direct marketing and public relations.

Marketing organization and control.

Suggested Readings:

- | | |
|--------------------------------|---|
| 1. Mc Carthy; E.J. | : Basic marketing -A Managerial Approach |
| 2. Rama Swamy
& Nama Kumari | : Marketing Management |
| 3. Kotler, Philip | : Marketing Management Analysis Planning and Control. |
| 4. Still and Cundiff | : Basic Marketing. |
| 5. Stanton et. al. | : Marketing Management. |

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

COURSE CONTENTS:-

Financial Management: Meaning, Nature, Scope & Objectives, Finance functions. Financial Planning: Meaning, Nature, Features, Determinants & Process.

Investment Decisions: Capital Budgeting; Nature, Significance, Process, Methods of Evaluation,

Cost of Capital; Concept, Significance, Computation of Cost of Capital, weighted average Cost of Capital.

Financial Decisions: Capitalization, Capital Structure Decisions, Theories of Capital Structure.

Dividend Decisions: Nature, Concept, Significance, Dividend Models.

Working Capital Management: Concept, Nature, Significance, Components

Sources of Finance: Short term, Medium term & Long term.

Suggested Readings:

1. Prasanna Chandra : Financial Management. Tata McGraw-Hill Publishing Co.Ltd.,
New Delhi
2. Hampton, John J. : Financial Decision-making, Prentice hall of India Ltd., New Delhi.
3. Khan, M.Y., Jam, P.K. : Financial Management and Policy, Tata McGraw-Hill Company Ltd.,
New Delhi.
4. Van Horn, Jamme : Financial Management and Policy, Prentice Hallof India Ltd., New
Delhi.
5. Brigham, E.F. : Fundamentals of Financial Management, The Dryden Press, New
Delhi.

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Course Contents

Material Management: Meaning, Objectives. Nature and Scope. Organization of Material Management.

System Approach to Material Management: The process of Management and the Material Function. An Overview of the System Concept. Benefits of the Integrated Systems Approach.

Material Planning: Making the Material Plan Work. The Material Cycle and Flow Control System. Material Budget. Purchasing: Principles, Procedure, and Practices. Fundamental Objectives of Purchasing. Legal Aspects of Purchasing.

Value Analysis and Value Engineering. Quality Assurance. Incoming Quality Control. Statistical Quality Control. Purchasing Capital Equipment, Plant and Machinery. Government Purchasing Practices and Procedures.

Inventory Management and Control System. Stores Management and Operation. Material Handling. Physical Distribution Logistics. Transportation. Operation research. Material Management Information System.

Suggested Readings:

1. Dobler, Donald W and Lee, Lamar: Purchasing and Material Management, New York, McGraw Hill, 1984
2. Tony Arnold.J.R, Stephen, Chapman: Introduction to Material Management, Prentice Hall, 2003
3. Datta.A.K : Material Management, Prentice Hall of India

BBA-214:

Viva Voce

Max. Marks: 50

External: 50

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

BUSINESS LAWS - I

The Indian Contract Act, 1872: Major Provisions of the Act relating to Contracts, Indemnity and Guarantee, Pledge & Bailment and Agency.

Indian Sales of Goods Act, 1930: Legal Aspects relating to Formation of Contract of Sales and their classification; Prices; Conditions and Warranties; Transfer of property in goods. Performance of the contract of Sales, Unpaid seller and his rights.

Negotiable Instruments Act 1981: Important Legal provisions and Implications.

Suggested Readings:

- M.C. Kuchhal: Mercantile Law, Vikas Publishing House, New Delhi,
- N.D. Kapoor: Business Law. , Sultan Chand & Sons, New Delhi
- Gogna PPS: Business Law. New Age Publishing Company.
- P C Tulsian, Business Law. Taxmann Publications
- Ashok Goel, Business Law, V K Publications .
- Avtar Singh, Mercantile Law, Eastern Book Company.

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Principles of Retailing

Retailing : Definition, nature and importance of retailing in the Indian economy, functions of retailers, classification of retailers. The concept of organised retail, difference between organized retailing and unorganized retailing. Nonstore retailing and service retailing. Retailing as a career. Retail Customer; stages of the customer buying process , types of consumer buying behaviours , factors affecting buying decision process, consumer decision making procedure in retail perspective .Store Location; meaning, types of retail locations, factors for choosing a location. Store layout and Design; key considerations in store layout, factors of design decisions, importance of layout, steps for designing layout.The Retailing Organisations; organisation structures and HR functions in these organizations. Retail Merchandising; meaning, the process of merchandise planning, merchandise budget, methods of merchandise procurement, controlling the merchandise. Technology in retailing.

Suggested Readings:

1. Pradhan,Swapna. Retailing Management,Tata McGraw-Hill Publishing Company Ltd.
2. Sheikh,Arif.Fatima,Kaneez. Retail Management, Himalaya Publishing House Pvt. Ltd.
3. Cox, Roger. Brittan Paul. Retailing- An Introduction,Pearson Education
4. Bajaj, Chetan. Tuli,Rajnish. Srivastava Nidhi V. Retail Management, Oxford University Press.
5. Hasty, Ron. Reardon, James. Retail Management, The McGraw-Hill Companies, Inc.
6. Sidhpuria, Manish V. Retail Franchising, The McGraw-Hill companies.
7. Gilbert, David. Retail Marketing Management, Pearson Education.
8. Dhotre, Meenal. Channel Management and Retail Marketing, Himalaya Publishing House Pvt. Ltd

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Bank – Concept, Classification their objectives & functions.

Legal framework of regulation of banks: Banking Regulation Act 1949 and main amendments, RBI Act 1934 and main amendments. Functions of RBI.

Banking forms - Corporate Banking, Rural Banking, Retail Banking, International Banking, e- Banking reforms in banking after 1991.

Banker-customer relationship: Payment and collection of cheques; special services Rendered by Banks. . .

Banking technology: computerization, internet, mobile and ATMs, security issues, priority

Sector lending; performance analysis of banks

Suggested Readings:

1. Justin Paul and Padmalatha Suresh, ‘Management of Banking and financial services’. TMH 2009.
2. M. Ravathy Sriram and P.K. Bamanan, ‘Core banking solution’ PHI 2008
3. Jyotsna Sethi and Nishevan Bhatia, ‘ Elements of Banking and Insurance’ PHI 2008.
4. Vijayaragavan Iyengar, ‘Introduction to Banking’ Excel Books Pvt. Ltd. 2007.
5. Viganim, BML, ‘Banking, law and practice’ Konak Publication 2005
6. K.C. Shekhar, Lakshmy Shekhar, ‘Banking, theory and practice’ Pearson publications, 2009

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Overview of e-commerce:- Definition, benefits of e-commerce, role of internet in e-commerce, implications of e-commerce for accounting professionals.

Regulatory environment:- cryptography issues, privacy issues (children's issues, adults rights), domain name disputes, electronic agreements & digital signatures, internet service provider, firewalls, tcp/Ip, OSI, components of firewall, limitations of the security preventions provide by firewalls.

EDI e-commerce & internet:- traditional EDI systems(origin, non EDI systems), value added networks, partially & fully integrated EDI systems, benefits of EDI systems, financial EDI & EDI systems & internet.

Intelligent agents, web based marketing, risk management paradigm, role of internet, controls in risk management.

Suggested Readings

- E-Business Revolution by Daniel Ama.
- E-Commerce, A manager, Guide by Ravi kalakota & Andrew B.Whintron
- E- Commerce in Indian Banking by T.M Bhasin Authors press, New delhi.

BBA-305: EXPORT PROCEDURES AND DOCUMENTATION

Max. Marks: 100
External Assessment: 80
Internal Assessment: 20

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Entering Export Business- Procedures and Formalities.

Key Documents Required in Export Business- A Detailed Discussion.

Aligned Documentation System.

Processing of an Export Order- Stages and Roles Played by Various Parties.

Methods of Payment in International Business.

INCOTERMS.

Institutional Infrastructure for Indian Exporters.

Export Incentives and Schemes.

EXIM Policy.

Management of Risk in Export Business.

SUGGESTED READINGS

- Khurana, P.K., Export Management, Galgotia Publishing Company.
- Joshi, R.M. International Marketing, Oxford Publications
- Varshney, Bhattacharya, International Marketing, Sultan Chand & Sons.
- Pepsi Handbook of Indian Exports, Global Business Press.
- Rathore, B.S., Export Marketing, Himalaya Publishing House.

BBA-306: PRINCIPLES OF PRODUCTION MANAGEMENT

Max. Marks: 100
External Assessment: 80
Internal Assessment: 20

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Principles of Production Management

Product-nature and types. Production as a System- Nature, Types and Significance. Decision making in production function, importance and organisation of production function. Production Management- production planning and control; factors determining. Production Process- requisition, ordering, purchasing, warehousing, methods of production, storing and placing. Make or Buy decision, Inventory management techniques-EOQ, FIFO, LIFO, ABC and VED analysis. Inspection and Quality control in production. ISO certification and Statistical Quality Control in Production.

Suggested Readings:-

1. K. Aswathappa and K. Shridhara Bhat, Production and operations management, Himalaya publishing House.
2. S. N. Chary, Production and operations management, Tata McGraw Hill companies.
3. Richard B. Chase, Jacobs, Aquilano and Aggarwal, 'Operations Management', The McGraw Hill Companies.
4. Chunawalla, Production and Operation Management, Himalaya Publishing House.
5. Faizer, Operations Management, Cengage Publications.

BBA-307

Training Report

Max. Marks: 100

External: 100

SEMESTER-VI

BBA-308: ENTREPRENEURSHIP DEVELOPMENT

Max. Marks: 100
External Assessment: 80
Internal Assessment: 20

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks

Entrepreneurship- Meaning, Nature and Scope. Characteristics and Qualities of a Successful Entrepreneur. Relationship between Entrepreneurship Development and Economic Development. Entrepreneurship and Society. New Venture Development- Meaning and Stages. Sources of Financing Entrepreneurship. Evaluation of Role of Government and Non Government Agencies in Promoting Entrepreneurship in India. Entrepreneurial Strategies and Business Plan. State Govt. schemes related Entrepreneurship Development.

Suggested Readings

- Dollinger, MJ, Entrepreneurship- Strategies and Resources, Pearson Education.
- Slevenson, Roberts And Groasbeck, New Business Venture and Entrepreneurs.
- Desai, Vasant, Entrepreneurship Development, Himalaya Publishing House.
- Gupta, C.B. and Srinivasan, P., Entrepreneurship Development, Sultan Chand & Sons.
- Charanthimath, P.M., Entrepreneurship Development and Small Business Enterprise, Pearson Education.

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Indian Companies Act 2013- Legal Aspects relating to Promotion and Establishment of Companies in India; Memorandum of Association; Article of Association; Prospectus, Shares and Share Capital; Allotment of Shares; Legal Rules regarding Membership and Borrowing Powers; Debentures - their issue, floating and fixed charges; Powers, Functions and Duties of Directors and Managing Directors; Prevention of Mismanagement and Oppression. Winding Up of company. provisions relating to Company Meetings.

Securities Exchange Board of India Act 1992: Important Legal Provisions and implications.

SUGGESTED READINGS

- Singh Avtar: Company Law, Eastern Book Co., Lucknow.
- Kuchhal M.C.: Modern India Company Law: Shri Mahavir Books,
- Bagrial A.K: Company Law; Vikas Publishing House, New Delhi
- PPS Gogna, Business Law. New Age Publishing Company. New Delhi.
- Ashok Goel, Company Law, V K Publications.
- Avtar Singh, Mercantile Law, Eastern Book Company.

BBA-310: LOGISTICS MANAGEMENT

Max. Marks: 100
External Assessment: 80
Internal Assessment: 20

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Logistics: Definition, Concept , Scope, Role & Importance , Coordination function of logistics, Total cost concept System approach to logistics, objectives of logistics management.

Customer Service: concept & practices

Supply chain management: Definition, Components, Role of logistics in SCM, Difference between Physical Distribution, logistics & SCM,

Order processing

Warehousing: Meaning , types & functions

Inventory Management: Definition, functions, cost and cost control

Transportation: types & transportation networks

Logistics packaging: packaging material & packaging cost

Role of technology in logistics, logistics performance measurement & control

Reference Books:

- Bower Sox D.J & Closs D.J , Logistical Management, TMG
- Kapoor Satish & Kansal P. Basics of Distribution Management , PHI
- Lambert D, Stock JR & Ellram LM, Strategic logistics management, TMG
- Panda TP, Sahadev, Sales & Distribution Management, Oxford University Press
- Sahay B.S, Supply Chain Management: For Global Competitiveness, 1st Edition, Mc Millan
- Bhattacharyya S.K. , Logistics Management , S. Chand & Co. ltd
- Sople Vinod V, Logistics Management, Pearsons Education

BBA-311: PRINCIPLES OF INSURANCE

Max. Marks: 100
External Assessment: 80
Internal Assessment: 20

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Insurance-Concept, Nature, Classification-Life & Non-life, Functions, Importance and evolution of Insurance. Principles of Insurance.

Life Insurance –Concept; Public & Pvt. Sector companies in India – their products, schemes & plans; LIC Act 1956-An overview.

General Insurance – Concept, Types; Public & Pvt. Sector companies in India – their products, schemes & plans. IRDA Act 1999 – Organization, guidelines for life & Non-life insurance

Distribution channel in Insurance-Introduction, Individual Agents-Appointment, functions, code of conduct and remuneration; Eligibility, functions, code of conduct and remuneration of corporate agents and brokers,

Life Insurance, Documentation in Life insurance contract, Claims settlement in Life Insurance, Documentation in General insurance contract, Claims settlement in General Insurance.

Suggested Readings:

1. Karampal, B.S.Bodla,and Mahesh Garg, ‘Insurance Management-Principles and Practice’, Deep & Deep Publication,2006.
2. M.N.Mishra, ‘Insurance-Principles and practice,’ S. Chand and co. Ltd., 2003
3. Nalini Prave Tripathy, Prabir Pal, ‘Insurance theory and practice’ TMH 2007.
4. Neelam C. Gulati, ‘Principles of Insurance Management’, Excel Books, 2007

BBA-312: INTRODUCTION TO FINANCIAL SERVICES

Max. Marks: 100
External Assessment: 80
Internal Assessment: 20

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Financial services

Meaning, importance of financial services, types of financial services, financial services and economic environment, players in financial services

Merchant banking, functions & activities, Issues management: managing new issues, Equity issues – Rights issues ,underwriting :functions, bankers to an issue, book building and reverse book building, debenture trustees, portfolio managers. An overview of role of SEBI .

Leasing and hire purchase, concepts and features, types of lease accounts
Factoring & Forfaiting, Mutual funds - Structure of Mutual Funds- Types Mutual Funds – Advantages of mutual funds - Exchange Traded Funds, Credit rating. Stock broking, Consumer finance, Credit Cards.

Reference Books:

1. Financial Services—M.Y.Khan – Tata Mc Graw Hill
2. Merchant Banking Principles and Practice : H.R,Machiraju – New Age International
3. Financial Services – Gorden & Nataraju – HPH
4. Merchant banking and financial services – N. Mohan – Excel books
5. Indian Financial System – Pathak - Pearson Education
6. Corporate Finance- Principles and Problems- P V Kulkarni.

BBA-313:

Viva-Voce

Max. Marks: 50

External Marks: 50