Course Structure and Scheme of Examination

FOR

BACHELOR OF BUSINESS ADMINISTRATION
(BBA)

(W.e.f. Session: 2017-18)

CHAUDHARY DEVI LAL UNIVERSITY
SIRSA (HARYANA)
### CHAUDHARY DEVI LAL UNIVERSITY, SIRSA

COURSE CURRICULUM AND SCHEME OF EXAMINATION FOR
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
(w.e.f. Academic Session 2017-18)

#### BBA 1st Semester

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
<th>Internal</th>
<th>Practical</th>
<th>External</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBA-11</td>
<td>Proficiency in English</td>
<td>20</td>
<td>-</td>
<td>80</td>
<td>100</td>
</tr>
<tr>
<td>BBA-12</td>
<td>व्यावहारिक हिन्दी</td>
<td>20</td>
<td>-</td>
<td>80</td>
<td>100</td>
</tr>
<tr>
<td>BBA-13</td>
<td>Principles and Practices of Management</td>
<td>20</td>
<td>-</td>
<td>80</td>
<td>100</td>
</tr>
<tr>
<td>BBA-14</td>
<td>Fundamentals of Accounting</td>
<td>20</td>
<td>-</td>
<td>80</td>
<td>100</td>
</tr>
<tr>
<td>BBA-15</td>
<td>Fundamentals of Sociology</td>
<td>20</td>
<td>-</td>
<td>80</td>
<td>100</td>
</tr>
<tr>
<td>BBA-16</td>
<td>Computer Fundamentals</td>
<td>-</td>
<td>50</td>
<td>50</td>
<td>100</td>
</tr>
</tbody>
</table>

#### BBA 2nd Semester

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
<th>Internal</th>
<th>Practical</th>
<th>External</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBA-21</td>
<td>Understanding Human Behaviour</td>
<td>20</td>
<td>-</td>
<td>80</td>
<td>100</td>
</tr>
<tr>
<td>BBA-22</td>
<td>Business Economics</td>
<td>20</td>
<td>-</td>
<td>80</td>
<td>100</td>
</tr>
<tr>
<td>BBA-23</td>
<td>Financial Accounting</td>
<td>20</td>
<td>-</td>
<td>80</td>
<td>100</td>
</tr>
<tr>
<td>BBA-24</td>
<td>Business Legislation</td>
<td>20</td>
<td>-</td>
<td>80</td>
<td>100</td>
</tr>
<tr>
<td>BBA-25</td>
<td>Business Mathematics</td>
<td>20</td>
<td>-</td>
<td>80</td>
<td>100</td>
</tr>
<tr>
<td>BBA-26</td>
<td>Business Communication</td>
<td>20</td>
<td>-</td>
<td>80</td>
<td>100</td>
</tr>
<tr>
<td>BBA-27</td>
<td>Comprehensive Viva-Voce</td>
<td>-</td>
<td>-</td>
<td>50</td>
<td>50</td>
</tr>
</tbody>
</table>

#### BBA 3rd Semester

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
<th>Internal</th>
<th>Practical</th>
<th>External</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBA-31</td>
<td>Company Law</td>
<td>20</td>
<td>-</td>
<td>80</td>
<td>100</td>
</tr>
<tr>
<td>BBA-32</td>
<td>Corporate Accounting</td>
<td>20</td>
<td>-</td>
<td>80</td>
<td>100</td>
</tr>
<tr>
<td>BBA-33</td>
<td>Auditing</td>
<td>20</td>
<td>-</td>
<td>80</td>
<td>100</td>
</tr>
<tr>
<td>BBA-34</td>
<td>Insurance Management</td>
<td>20</td>
<td>-</td>
<td>80</td>
<td>100</td>
</tr>
<tr>
<td>BBA-35</td>
<td>Disaster Management</td>
<td>20</td>
<td>-</td>
<td>80</td>
<td>100</td>
</tr>
<tr>
<td>BBA-36</td>
<td>Database Management System</td>
<td>-</td>
<td>50</td>
<td>50</td>
<td>100</td>
</tr>
</tbody>
</table>
### BBA 4th Semester

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
<th>Internal</th>
<th>Practical</th>
<th>External</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBA-41</td>
<td>Cost Accounting</td>
<td>20</td>
<td>-</td>
<td>80</td>
<td>100</td>
</tr>
<tr>
<td>BBA-42</td>
<td>Business Statistics</td>
<td>20</td>
<td>-</td>
<td>80</td>
<td>100</td>
</tr>
<tr>
<td>BBA-43</td>
<td>Financial Management</td>
<td>20</td>
<td>-</td>
<td>80</td>
<td>100</td>
</tr>
<tr>
<td>BBA-44</td>
<td>Human Resource Management</td>
<td>20</td>
<td>-</td>
<td>80</td>
<td>100</td>
</tr>
<tr>
<td>BBA-45</td>
<td>Marketing Management</td>
<td>20</td>
<td>-</td>
<td>80</td>
<td>100</td>
</tr>
<tr>
<td>BBA-46</td>
<td>Management Information System</td>
<td>20</td>
<td>-</td>
<td>80</td>
<td>100</td>
</tr>
<tr>
<td>BBA-47</td>
<td>Comprehensive Viva-Voce</td>
<td>-</td>
<td>-</td>
<td>50</td>
<td>50</td>
</tr>
</tbody>
</table>

**Summer Training**: At the end of 4th semester, all the students will have to undergo summer training of 6-8 weeks with an industrial, business or service organization by taking up a project study. The condition of successfully completing the programme shall not be deemed unless a student undergoes summer training. Each student will be required to submit a Summer Training Report for the work undertaken during this period within one month of the commencement of the 5th semester for the purpose of evaluation in the 5th semester. Internal evaluation of 50 marks will be based on seminar presentation and remaining 50 marks will be awarded by external examiner after evaluation of summer training report.

### BBA 5th Semester

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
<th>Internal</th>
<th>Practical</th>
<th>External</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBA-51</td>
<td>Income Tax Law - I</td>
<td>20</td>
<td>-</td>
<td>80</td>
<td>100</td>
</tr>
<tr>
<td>BBA-52</td>
<td>Indian Economy</td>
<td>20</td>
<td>-</td>
<td>80</td>
<td>100</td>
</tr>
<tr>
<td>BBA-53</td>
<td>Export-Import Procedures and Documentation</td>
<td>20</td>
<td>-</td>
<td>80</td>
<td>100</td>
</tr>
<tr>
<td>BBA-54</td>
<td>Management Accounting</td>
<td>20</td>
<td>-</td>
<td>80</td>
<td>100</td>
</tr>
<tr>
<td>BBA-55</td>
<td>Bank Management</td>
<td>20</td>
<td>-</td>
<td>80</td>
<td>100</td>
</tr>
<tr>
<td>BBA-56</td>
<td>Business Environment</td>
<td>20</td>
<td>-</td>
<td>80</td>
<td>100</td>
</tr>
<tr>
<td>BBA-57</td>
<td>Summer Training Report</td>
<td>-</td>
<td>-</td>
<td>50</td>
<td>50</td>
</tr>
</tbody>
</table>

### BBA 6th Semester

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
<th>Internal</th>
<th>Practical</th>
<th>External</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBA-61</td>
<td>Business Research Methods</td>
<td>20</td>
<td>-</td>
<td>80</td>
<td>100</td>
</tr>
<tr>
<td>BBA-62</td>
<td>Income Tax Law - II</td>
<td>20</td>
<td>-</td>
<td>80</td>
<td>100</td>
</tr>
<tr>
<td>BBA-63</td>
<td>International Business</td>
<td>20</td>
<td>-</td>
<td>80</td>
<td>100</td>
</tr>
<tr>
<td>BBA-64</td>
<td>Sales Management</td>
<td>20</td>
<td>-</td>
<td>80</td>
<td>100</td>
</tr>
<tr>
<td>BBA-65</td>
<td>E-Commerce</td>
<td>20</td>
<td>-</td>
<td>80</td>
<td>100</td>
</tr>
<tr>
<td>BBA-66</td>
<td>Financial Institutions and Markets</td>
<td>20</td>
<td>-</td>
<td>80</td>
<td>100</td>
</tr>
<tr>
<td>BBA-67</td>
<td>Comprehensive Viva-Voce</td>
<td>-</td>
<td>-</td>
<td>50</td>
<td>50</td>
</tr>
</tbody>
</table>

**Note**: In addition to above, students are also required to pass the course of Environment Studies as per syllabus and scheme of examination prescribed by Department of Energy and Environment Sciences of the University to complete their graduate degree. They can opt this course either in 1st semester or 2nd semester but marks obtained will be included in Detailed Marks Card (DMC) of 2nd semester examination.

-2-
PROFICIENCY IN ENGLISH
(BBA-11)

Total Marks: 100
External: 80
Internal: 20
Time Allowed: 3 Hours

Course Objective: The objective of the course is to make the students aware about the basics of English language and make them proficient in reading, writing, comprehension and speaking skills.

Course Contents:
Unit 1 Basic Grammar: Spotting the errors pertaining to Articles, Nouns, Pronouns, Adjectives, Adverbs, Subject Verb Concord, Active & Passive voice, Reporting Speech; Reading and writing skills - Paragraph Writing, Outline Development, Slogan Writing, Dialogue Writing and Comprehension Passage.
Unit 2 Vocabulary, Antonyms, Synonyms, Idioms and Phrases, Words often Confused, One Word Substitution, Homonyms and Formation of words (Suffixes, Prefixes and Derivatives).
Unit 3 Introduction to Principal Components of Spoken English - Transcription, Word Accent and Intonations; Techniques of developing proficiency in English language: Newspaper, Magazine reading, reviewing and rewriting.
Unit 4 Audio Visual Aids for language skill enhancement, Book Review Writing; Writing for Media and Advertising, Group Discussion, Problem Solving Exercise and Visual Interpretation.

Suggested Readings:

Note:
1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes class test (05 marks) covering two units of the syllabus, two assignments (05 marks each) and class attendance (05 marks). The external evaluation includes end-term examination of 80 marks covering the whole syllabus.
2. For end-term examination, the examiner is required to set nine questions in all. The first question will be compulsory consisting of short-answer questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.
व्यावहारिक हिंदी
(BBA-12)

Total Marks: 100
External: 80
Internal: 20
Time Allowed: 3 Hours

उद्देश्यः प्रस्तुत पाठ्यक्रम का उद्देश्य व्यवसाय एवं प्रबंधन से जुड़े विचारधियों को राजभाषा हिंदी का व्यावहारिक ज्ञान प्रदान करना है।

पाठ्यक्रम विषय वस्तुः

Unit 1 राज भाषा अधिनियम, राज्यपति के अध्यादेश तथा केंद्रीय सरकार की हिंदी शिक्षण योजना।

Unit 2 प्रजा स्वतंत्रता के विविध रूप (मूल पत्र, पत्रों, पत्र, अनुस्मारक, अर्थ-सरकारी जानकारी, परिपत्र, आदेश, पृष्ठभंडार, अंतः: विभागीय टिप्पणी, निविदा सूचना, विज्ञापन, प्रेस विज्ञति, प्रेस नोट, प्रतिवेदन)।

Unit 3 अनुवादः स्वयं, प्रकृति, प्रक्रिया, वर्णकरण, व्यावहारिक अनुवाद (प्रदत्त अङ्ग्रेजी/हिंदी अनुवेद का अनुवाद); पत्रों: परिभाषा, प्रक्रिया और गुण।

Unit 4 संस्करणः परिभाषा, विचार और गुण; परिभाषिक पद्धतियों (अंग्रेजी, उपक्रमों, निर्देश, बैक, रेलवे-क्षेत्रों, रेडियो तथा दूरदर्शन में प्रयुक्त परिभाषिक शब्दों एवं व्यक्तियों का अध्ययन; विचार संक्रमण लेखन: महागांव, कालाधन, बैंक और वाणिज्य, नया उद्योग, आर्थिक असंतोष, विज्ञापन और व्यवसाय।

संधभौतिकः

• प्रयोजन मूलक हिंदी, राजनैतिक भूमिका, हरियाणा साहित्य अकादमी, पंचकुट्टा।
• अनुवाद विश्वास, राजनैतिक शर्मा, हरियाणा साहित्य अकादमी, पंचकुट्टा।
• प्रयोजन मूलक हिंदी के छः अध्याय, दर्शन कुमार जैन, लिपि प्रकाशन, अंबाला छवियाँ।

Note:
1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes class test (05 marks) covering two units of the syllabus, two assignments (05 marks each) and class attendance (05 marks). The external evaluation includes end-term examination of 80 marks covering the whole syllabus.
2. For end-term examination, the examiner is required to set nine questions in all. The first question will be compulsory consisting of short-answer questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.
PRINCIPLES AND PRACTICES OF MANAGEMENT
(BBA-13)

Total Marks: 100
External: 80
Internal: 20
Time Allowed: 3 Hours

Course Objective: To facilitate an understanding of concepts, principles and functions of management.

Course Contents:

Unit 1 Management: Nature, Scope, Process and Significance; Management as an Art, Science and Profession; Management and Administration; Role and Skills of Managers; Principles of Management; Levels of Management; Contribution of F. W. Taylor and Henry Fayol.


Unit 3 Staffing: Concept, Nature and Scope; Directing: Concept, Nature and Importance, Principles and elements of direct; Leadership: Meaning, Importance, Styles and Characteristics of a Good Leader.

Unit 4 Communication: Meaning, Types and Significance; Motivation: Meaning, Types, Significance and Theories; Control: Nature, Process and Significance, Control Techniques.

Suggested Readings:

Note:
1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes class test (05 marks) covering two units of the syllabus, two assignments (05 marks each) and class attendance (05 marks). The external evaluation includes end-term examination of 80 marks covering the whole syllabus.

2. For end-term examination, the examiner is required to set nine questions in all. The first question will be compulsory consisting of short-answer questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.
FUNDAMENTALS OF ACCOUNTING
(BBA-14)

Total Marks: 100
External: 80
Internal: 20
Time Allowed: 3 Hours

Course Objective: To develop conceptual understanding of the fundamentals of financial accounting system.

Course Contents:
Unit 1 Accounting: Nature, Scope, Functions and Limitations, Types of Accounting and Accounting System, Accounting Concepts and Conventions, Accounting Equation.
Unit 2 Accounting Process: Journal and Ledger, Trial Balance, Rectification of Errors, Subsidiary Books; Capital and Revenue: Classification of Income, Receipts and Expenditure.
Unit 3 Depreciation: Concept, Features, Causes, Objectives and Methods; Bank Reconciliation Statement; Role of Computer in Accounting.
Unit 4 Preparation of Final Accounts: Trading Account, Profit and Loss Account, Balance Sheet (with adjustments).

Suggested Readings:
- Ifingerani, N. L. and Ramanathan, A. R., Management Accounting, Sultan Chand & Sons, New Delhi.

Note:
1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes class test (05 marks) covering two units of the syllabus, two assignments (05 marks each) and class attendance (05 marks). The external evaluation includes end-term examination of 80 marks covering the whole syllabus.
2. For end-term examination, the examiner is required to set nine questions in all. The first question will be compulsory consisting of short-answer questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.
FUNDAMENTALS OF SOCIOLOGY
(BBA-15)

Total Marks: 100
External: 80
Internal: 20
Time Allowed: 3 Hours

Course Objective: To familiarize the students with basic concepts and theories of sociology.

Course Contents:

Unit 1 Nature Scope and Fundamental Concepts of Sociology; Relationship between Man and Society; Social Structure: Meaning, Elements and Types; Social Institutions and their Functions; Social Process: Co-operation, Conflict, Competition and Assimilation.

Unit 2 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.

Unit 3 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.

Unit 4 Overview of Different Branches of Sociology: Basic Concepts of Industrial Sociology: Attitude Formation and Change; Morale Audit; Values and Norms; Power and Politics; Bureaucracy.

Suggested Readings:
- Bhusan, Vidya: Sociology, Kitab Mahal, New Delhi.
- Sankar Rao, C.N.: Sociology, Sultan Chand and Sons, New Delhi

Note:
1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes class test (05 marks) covering two units of the syllabus, two assignments (05 marks each) and class attendance (05 marks). The external evaluation includes end-term examination of 80 marks covering the whole syllabus.
2. For end-term examination, the examiner is required to set nine questions in all. The first question will be compulsory consisting of short-answer questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.
COMPUTER FUNDAMENTALS
(BBA-16)

Total Marks: 100
External: 50
Practical: 50
Time Allowed: 3 Hours

Course Objective: The objective of the course is to make the students understand the basics of computer and its applications.

Course Contents:
Part-1: Theory
Unit 1 Fundamentals of Computers: Introduction, Types: Analog, Digital and Hybrid; Characteristics of Computers; Evolution of Computers: History and Generations, Basic Components of a Computer, their Functions and Inter-relation; RAM, ROM.
Unit 2 Computer Hardware and Software; Computer Languages; Types of Computer System: Personal-Micro, Mini, Mainframe and Super Computer; Data Representation; Number Systems: Binary, Octal and Hexadecimal, and their Inter-Conversions.
Unit 3 Organization of Memories; Representation of Number: Fixed-point and Floating-Point; Representation of Alphanumeric Character Codes; Data Storage: Primary Storage and Secondary Storage; Input and Output Devices; Concept of Data Communication and Network Topology.
Unit 4 Operating System: Meaning and types; Word Processor: Meaning and Applications; Windows: Basic Functionality; MS Office: MS Word, MS Excel, MS PowerPoint; Internet: Usage and Applications.

Part-2: Practical
Basic Functionality; MS Office: MS Word, MS Excel, MS PowerPoint; Internet: Usage and Applications.

Suggested Readings:

Note:
For end-term examination, the examiner is required to set nine questions in all. The first question will be compulsory consisting of short-answer questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.
UNDERSTANDING HUMAN BEHAVIOUR
(BBA-21)

Total Marks: 100
External: 80
Internal: 20
Time Allowed: 3 Hours

Course Objective: To facilitate an understanding of human behaviour and its varied determinants.

Course Contents:
Unit 2 Learning – Meaning, Process and Types; Learning Theories - Classical Conditioning, Operant Conditioning, Social Learning Theories; Interpersonal and group dynamics.
Unit 3 Emotions: Meaning and Theories, Management of Emotions; Emotional Intelligence - Meaning, Significance and Assessment; Attitude and Value: Meaning, Components and Theories.
Unit 4 Personality – Meaning, Types and Determinants; Theories of Personality: Psychoanalytic Theory, Trait Theory and Self Theory; Managing Change and Conflicts.

Suggested Readings:

Note:
1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes class test (05 marks) covering two units of the syllabus, two assignments (05 marks each) and class attendance (05 marks). The external evaluation includes end-term examination of 80 marks covering the whole syllabus.
2. For end-term examination, the examiner is required to set nine questions in all. The first question will be compulsory consisting of short-answer questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.
BUSINESS ECONOMICS  
(BBA-22)

Total Marks: 100  
External: 80  
Internal: 20  
Time Allowed: 3 Hours

Course Objective: To introduce basic concepts, analytical tools and theories of business economics.

Course Contents:


Unit 2 Theory of Demand: Meaning, Law of Demand, Types of Demand, Factors Affecting Demand; Elasticity of Demand; Types and Measurement of Elasticity of Demand.


Unit 4 Production and Cost Analysis; Meaning of Production; Production Function, Returns to Scale; Cost Concepts: Traditional and Modern Theory of Cost in Short and Long Run; Economics of Scale.

Suggested Readings:
- Dean, Jod, *Managerial Economics*, Prentice Hall, New Delhi,
- Dwivedi, D. N., *Managerial Economics*, Vikas Publication, New Delhi,

Note:
1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes class test (05 marks) covering two units of the syllabus, two assignments (05 marks each) and class attendance (05 marks). The external evaluation includes end-term examination of 80 marks covering the whole syllabus.
2. For end-term examination, the examiner is required to set nine questions in all. The first question will be compulsory consisting of short-answer questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.
FINANCIAL ACCOUNTING  
(BBA-23)  

Total Marks: 100  
External: 80  
Internal: 20  
Time Allowed: 3 Hours

Course Objective: To develop conceptual understanding of the fundamentals of financial accounting system.

Course Contents:

**Unit 1** Partnership Accounts: Essential Characteristic of partnership, Partnership deed, Final Accounts; Adjustment after closing the accounts; Fixed and Fluctuating Capital; Goodwill; Joint Life Policy; Change in profit sharing ratio; Reconstitution of partnership firm: Admission of a partner; Retirement of a partner; death of a partner.

**Unit 2** Dissolution of partnership firm- Modes of dissolution of a firm; Accounting entries; Insolvency of partners; Consignment Accounts: Accounting Records, Valuation of unsold stock.

**Unit 3** Joint Venture Accounts: Concept; Joint Venture and Partnership: accounting treatment; Hire-purchase and Installment purchase system: Concept and legal provisions regarding hire-purchase contract; accounting records for goods of substantial sales values and accounting records for goods of small values; Installments purchase system; After sale service.

**Unit 4** Branch Accounts: Dependent branch; Debtors system; Stock and debtors system; Final Account system; Wholesale branch; Independents branch; foreign branch; Royalty: Accounting treatment in the books of lessee and lessor; Sub lease: Entries and ledger accounts in the books of lessor, sub-lessee and sub-lessee.

Suggested Readings:
- Bose D. C., *Advanced Accounting*, PHI.

Note:
1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes class test (05 marks) covering two units of the syllabus, two assignments (05 marks each) and class attendance (05 marks). The external evaluation includes end-term examination of 80 marks covering the whole syllabus.

2. For end-term examination, the examiner is required to set nine questions in all. The first question will be compulsory consisting of short-answer questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.

-11-
BUSINESS LEGISLATION  
(BBA-24)  

Total Marks: 100  
External: 80  
Internal: 20  
Time Allowed: 3 Hours  

Course Objective: To give an exposure to the students of some of the major commercial laws affecting business.  

Course Contents:  
**Unit 2** Performance of Contract, Breach of Contract and its Remedies; Quasi Contracts; Contracts of Indemnity and Guarantee.  
**Unit 3** Bailment and Pledge; Law of Agency; Contract of Sale, Conditions and Warranties, Transfer of Property, Unpaid Seller and his Rights.  
**Unit 4** Indian Partnership Act; Consumer Protection Act; Right to Information Act (Brief outlines only).  

Suggested Readings:  

Note:  
1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes class test (05 marks) covering two units of the syllabus, two assignments (05 marks each) and class attendance (05 marks). The external evaluation includes end-term examination of 80 marks covering the whole syllabus.  
2. For end-term examination, the examiner is required to set nine questions in all. The first question will be compulsory consisting of short-answer questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.
BUSINESS MATHEMATICS
(BBA-25)

Total Marks: 100
External: 80
Internal: 20
Time Allowed: 3 Hours

Course Objective: To inculcate the knowledge of some basic mathematical techniques which are commonly used in other courses of curriculum.

Course Contents:
Unit 1 Theory of Sets – Meaning, elements, types, presentation and equality of sets; Union, intersection, compliment & difference of sets; Venn diagrams; Cartesian product of two sets.
Unit 2 Indices & logarithms, arithmetic and geometric progressions; sum of first n natural numbers, sum of squares and cubes of first n natural numbers.
Unit 3 Linear and Quadratic equation; permutations, combinations and binomial theorem (positive index). Differentiation and integration of standard algebraic functions.
Unit 4 Matrices – Types, properties, addition, multiplication, transpose and inverse of matrix; Properties of determinants, solution of simultaneous Linear Equations.

Suggested Readings:

Note:
1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes class test (05 marks) covering two units of the syllabus, two assignments (05 marks each) and class attendance (05 marks). The external evaluation includes end-term examination of 80 marks covering the whole syllabus.
2. For end-term examination, the examiner is required to set nine questions in all. The first question will be compulsory consisting of short-answer questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.
BUSINESS COMMUNICATION  
(BBA-26)  

Total Marks: 100  
External: 80  
Internal: 20  
Time Allowed: 3 Hours

Course Objective: The course is aimed at equipping the students with the necessary skills to help them in communicating effectively for handling inter as well as intra organizational issues.

Course Contents:

**Unit 1** Communication: Meaning, Process, Need, Objectives and Importance; Types of Communication; Barriers in Communication; Guidelines for Effective Communication; Modern forms of Communication, Ethics in Communication.

**Unit 2** Non-verbal Aspect of Communication: Kinesics, Proxemics and Para-Language; Writing Skills; Listening Skills; Presentation Skills; Audience Analysis.

**Unit 3** Communication within the Organization: Preparation of Memo, Notice, Circular and Order; Agenda and Minutes of the Meeting; Report-Writing; Communication outside the Organization: Meaning and importance of Business Correspondence; Layout and essential features of Business letter.

**Unit 4** Employment Oriented Communication: Preparing Resume and Application; Tips for Interview and Group Discussion.

Suggested Readings:
- Kapoor, A. N., Business Correspondence and Communication Skills, S. Chand & Company, New Delhi.

Note:
1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes class test (05 marks) covering two units of the syllabus, two assignments (05 marks each) and class attendance (05 marks). The external evaluation includes end-term examination of 80 marks covering the whole syllabus.
2. For end-term examination, the examiner is required to set nine questions in all. The first question will be compulsory consisting of short-answer questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.

COMPREHENSIVE VIVA-VOCE  
(BBA-27)  

Total Marks: 50  
External: 50
COMPANY LAW
(BBA-31)

Total Marks: 100
External: 80
Internal: 20
Time Allowed: 3 Hours

Course Objective: The objective of this paper is to acquaint the students with major provisions of the Company Law, 2013.

Course Contents:
Unit 1 Nature and Administration of the Companies Act, 2013; Company: Meaning, Salient Features, Types of Companies; Difference between a Company and Partnership Firm.
Unit 2 Formation of Company: Promotion, Registration of Companies, Floatation & Commencement of Business; Prospectus and its Contents; Liability for Mis-statement; Shares and Share Capital; Members and Shareholders.
Unit 3 Memorandum of Association: Meaning, Contents and its alteration; Doctrine of Ultra vires; Articles of Association: Meaning, Contents, and its alteration; Principle of Constructive Notice.
Unit 4 Company Meetings and Proceedings; Managerial Remuneration; Power, Duties, Liabilities and Meetings of Directors; Winding of a Company; Company Secretary: Definition, Qualifications and Statutory Liabilities.

Suggested Readings:
- Kapoor N. D., Company Law, Sultan Chand and Sons New Delhi.

Note:
1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes class test (05 marks) covering two units of the syllabus, two assignments (05 marks each) and class attendance (05 marks). The external evaluation includes end-term examination of 80 marks covering the whole syllabus.
2. For end-term examination, the examiner is required to set nine questions in all. The first question will be compulsory consisting of short-answer questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.
CORPORATE ACCOUNTING
(BBA-32)

Total Marks: 100
External: 80
Internal: 20
Time Allowed: 3 Hours

Course Objective: The objective of the course is to provide advanced knowledge of accounting along with auditing procedures of corporate.

Course Contents:
Unit 1 Meaning and Types of Companies; Company Accounts: Accounting for Issue, Forfeiture and Reissue of Shares; Redemption of Preference Shares.
Unit 2 Debenture: Meaning, Types, Issue of Debenture, Accounting for Issue and Redemption of Debentures; Final Accounts of a Company: Profit and Loss Account, Balance Sheet.
Unit 3 Amalgamation, Absorption and Reconstruction of Companies; Purchase Consideration, Accounting in the Books of Transferor and Transferee Company; Internal Reconstruction.
Unit 4 Valuation of Goodwill, Valuation of Shares and Liquidation of a Company.

Suggested Readings:
- Gupta Ambrish, Financial Accounting for Management, Dorling Kindersley (India) Pvt. Ltd.

Note:
1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes class test (05 marks) covering two units of the syllabus, two assignments (05 marks each) and class attendance (05 marks). The external evaluation includes end-term examination of 80 marks covering the whole syllabus.
2. For end-term examination, the examiner is required to set nine questions in all. The first question will be compulsory consisting of short-answer questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.
AUDITING
(BBA-33)

Total Marks: 100
External: 80
Internal: 20
Time Allowed: 3 Hours

Course Objective: The objective of the course is to provide the knowledge of basic concepts in auditing.

Course Contents:
Unit 1 Auditing: Meaning, Origin and Development, Objects, Scope, Principles, Advantages and Limitations, Audit Techniques, Qualities and Types of Auditors; Types of Audit.
Unit 2 Audit Process and Audit Programme; Audit working papers and evidences, Routine checking and Test checking, Audit in Depth; Internal Check and Internal Control.
Unit 3 Vouching: Meaning, objects, importance and vouching of subsidiary books; Verification: Meaning, Difference between Vouching and Verification, Difference between Verification and Valuation, General Rules of Verification, Verification of Assets and Liabilities.
Unit 4 Appointment, qualification, remuneration, status, rights and power, duties and liabilities of Company Auditor; Audit Reports: Meaning, Contents, Importance and Types, Factors to be considered while preparing Audit Report, Investigation: Meaning, Procedure, Importance and Types, Difference between Auditing and Investigation.

Suggested Readings:
- Kapoor N. D., Company Law- Incorporating the provisions of the Companies: Sultan Chand & Sons, New Delhi.
- Kuchal M. C., Auditing: Shri Mahavir Books, Noida.
- Singh Avtar, Company Law, Eastern Book Co., Lucknow.

Note:
1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes class test (05 marks) covering two units of the syllabus, two assignments (05 marks each) and class attendance (05 marks). The external evaluation includes end-term examination of 80 marks covering the whole syllabus.
2. For end-term examination, the examiner is required to set nine questions in all. The first question will be compulsory consisting of short-answer questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.
INSURANCE MANAGEMENT  
(BBA-34)

Total Marks: 100  
External: 80  
Internal: 20  
Time Allowed: 3 Hours

Course Objective: To facilitate an understanding of concepts, principles and functions of Insurance Business.

Course Contents:


Unit 2 Social Security and Insurance; Social Responsibility of Insurance; Insurance Intermediaries; Life Insurance Products in India.


Unit 4 Actuarial Insurance; Settlement of Claims; Legal Aspects of Insurance, LPG (Liberalization, Privatization, Globalization) and Insurance Business; Brief Overview of Fire, Marine, Property and Liability Insurance.

Suggested Readings:


Note:

1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes class test (05 marks) covering two units of the syllabus, two assignments (05 marks each) and class attendance (05 marks). The external evaluation includes end-term examination of 80 marks covering the whole syllabus.

2. For end-term examination, the examiner is required to set nine questions in all. The first question will be compulsory consisting of short-answer questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.
DISASTER MANAGEMENT  
(BBA-35)  
Total Marks: 100 
External: 80 
Internal: 20 
Time Allowed: 3 Hours

Course Objective: To familiarize the students with the various aspects of disaster management.

Course Contents:

Unit 1 Introduction to Disaster: Concept and Definition (Disaster, Hazard, Vulnerability, Resilience, Risks); Disaster: Classification, Causes and Impacts: Social, Economical, Political, Environmental and Impacts in terms of Caste, Class, Gender, Age, Location, Health and Disability; Urban Disasters, Complex emergencies, Pandemics and Climate change.

Unit 2 Approaches to Disaster Risk Reduction: Disaster cycle - its analysis, Phases, Culture of Safety, Prevention, Mitigation and Preparedness, Community based DRR, Structural and nonstructural measures, roles and responsibilities of community, Panchayati Raj Institutions/Urban Local Bodies (PRIs/ULBs), states, center and other stakeholders.

Unit 3 Inter-relationship between Disaster and Development; Factors affecting Vulnerabilities, differential impacts, impact of development projects such as Dams, Embankments, changes in Land-use, etc., Climate change adaptation, Relevance of indigenous knowledge, appropriate technology and local resources.

Unit 4 Disaster Risk Management in India: Hazard and Vulnerability Profile of India; Components of Disaster Relief: Water, Food, Sanitation, Shelter, Health; Waste Management, Institutional arrangements (Mitigation, Response and Preparedness, Disaster Management Act).

Suggested Readings:

- Dangi Raisi, Disaster Management, Raj Publication, New Delhi.
- Gupta Anil K, Sreeja S. Nair, Environmental Knowledge for Disaster Risk Management, NIDM, New Delhi.

Note:

1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes class test (05 marks) covering two units of the syllabus, two assignments (05 marks each) and class attendance (05 marks). The external evaluation includes end-term examination of 80 marks covering the whole syllabus.

2. For end-term examination, the examiner is required to set nine questions in all. The first question will be compulsory consisting of short-answer questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.
DATABASE MANAGEMENT SYSTEM
(BBA-36)

Total Marks: 100
External: 50
Internal: 50
Time Allowed: 3 Hours

Course Objective: To inculcate the knowledge of database & their effective usage in managerial decision making.

Course Contents:

Part 1: Theory

Unit 1 Database: Concept, Objectives, Advantages, Limitations; Architecture of Database System; Schema, Subschema, Components of Database System.

Unit 2 Logical & Physical Data Independence, Database Administration, Entity, Attributes, E-R Diagram, Entity-Relationship (One-to-One, One-to-Many, Many-to-One).

Unit 3 Hierarchical, Network and Relational Data Models, Functional Dependency, Transitive Dependency, Normalization.

Unit 4 Structured Query Language (SQL), Components of SQL, Data types in SQL, Operators in SQL, DDL, DML, & DCL Commands; Database Security, Concurrency.

Part 2: Practical

Structured Query Language (SQL), Components of SQL and Data types in SQL, Operators in SQL, DDL, DML, & DCL Commands.

Suggested Readings:


Note:

For end-term examination, the examiner is required to set nine questions in all. The first question will be compulsory consisting of short-answer questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.
COST ACCOUNTING
(BBA-41)

Total Marks: 100
External: 80
Internal: 20
Time Allowed: 3 Hours

Course Objective: The objective of the course is to provide knowledge of basic concepts to the students in cost accounting.

Course Contents:

Unit 1 Cost Accounting: Meaning, Definition, Objectives, Advantages and Limitations; Difference between Cost Accounting and Financial Accounting; Installation of a Costing System; Difficulties in Installing a Costing System; Cost Audit.

Unit 2 Methods and Techniques of Cost Accounting; Cost Units, Cost Centers; Elements, Components and Classification of Cost; Cost Sheet and Cost Statement; Overheads: Introduction, Classification, Allocation, Apportionment and Absorption.

Unit 3 Materials Control: Meaning, Need, Purchasing and Functions of Purchase Department; Purchase Procedure; Stores Control: Maximum Level, Minimum Level, Safety Level, EOQ, Material Records, Stores Ledger and Perpetual Inventory System; Continuous Stock-taking.

Unit 4 Labour Cost: Methods of Wage Payment, Time Wage System and Piece Rate System, Premium and Bonus Plans; Process Costing; Contract Costing; Reconciliation of Cost and Financial Accounts.

Suggested Readings:
- Jain, Cost Accounting, Prentice Hall, New Delhi.
- Kishore Ravi, Cost & Management Accounting, Taxmann Allied Services, New Delhi.
- Pillai, Cost Accounting, S. Chand, New Delhi.

Note:
1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes class test (05 marks) covering two units of the syllabus, two assignments (05 marks each) and class attendance (05 marks). The external evaluation includes end-term examination of 80 marks covering the whole syllabus.
2. For end-term examination, the examiner is required to set nine questions in all. The first question will be compulsory consisting of short-answer questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.
BUSINESS STATISTICS
(BBA-42)

Total Marks: 100
External: 80
Internal: 20
Time Allowed: 3 Hours

Course Objective: To acquaint the students with the basics of statistical techniques and their applications to business problems.

Course Contents:
Unit 1 Statistics: Meaning, Scope, Significance, Functions and Limitations; Collection of Data: Types of Data, Methods of Collecting Primary Data; Sources of Secondary Data; Classification and Tabulation of Data; Diagrammatic and Graphic Presentation of Data.
Unit 2 Measures of Central Tendency: Mean, Median, Mode, Geometric Mean and Harmonic Mean; Partition Values - Quartiles, Deciles, and Percentiles. Measures of Dispersion: Range, Mean Deviation, Standard Deviation and Variance, Coefficient of Variation.
Unit 3 Measures of Skewness and Kurtosis; Correlation Analysis: Concept, Types and Significance; Karl Pearson's and Spearman's Coefficients of Correlation; Regression Analysis: Concept and Significance.
Unit 4 Time Series Analysis: Meaning, Components and Trend Analysis; Seasonal Variations; Index Numbers: Meaning, Types and Uses; Methods of constructing Index Numbers; Tests of Adequacy; Chain Index Numbers.

Suggested Readings:
- Gupta, S. P., Statistical Methods; Sultan Chand and Sons, New Delhi.
- Sharma, J. K., Business Statistics; Prentice Hall of India, New Delhi.

Note:
1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes class test (05 marks) covering two units of the syllabus, two assignments (05 marks each) and class attendance (05 marks). The external evaluation includes end-term examination of 80 marks covering the whole syllabus.
2. For end-term examination, the examiner is required to set nine questions in all. The first question will be compulsory consisting of short-answer questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.
FINANCIAL MANAGEMENT
(BBA-43)

Total Marks: 100
External: 80
Internal: 20
Time Allowed: 3 Hours

Course Objective: To familiarize the students with basics and important aspects of financial management.

Course Contents:


Unit 2 Cost of Capital: Concept, Computation of Cost of Capital; Leverage: Operating, Financial and Combined Leverage; Capital Structure: Theories and Determinants of Capital Structure.


Suggested Readings:


Note:
1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes class test (05 marks) covering two units of the syllabus, two assignments (05 marks each) and class attendance (05 marks). The external evaluation includes end-term examination of 80 marks covering the whole syllabus.

2. For end-term examination, the examiner is required to set nine questions in all. The first question will be compulsory consisting of short-answer questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.
HUMAN RESOURCE MANAGEMENT  
(BBA-44) 

Total Marks: 100  
External: 80  
Internal: 20  
Time Allowed: 3 Hours  

Course Objective: The objective of this course is to familiarize the students with the basic functions and processes of Human Resource Management.  

Course Contents:  
Unit 1 HRM: Definition, Objectives, Scope, Significance and Functions; Human Resource Planning: Concept, Features, Objectives, Importance, Factors, Role, Process, Prerequisites, Barriers.  
Unit 2 Job Analysis: Job description and Job Specification; Recruitment: Process, Sources, Methods and Techniques; Selection: Process, Tests, Interview; Placement and Induction; Training: Need, Process, Principles, Methods and Types; Development: Nature and Techniques; Performance Appraisal; Potential Appraisal;  
Unit 3 Compensation Management: Wages, Salaries, Incentives, Fringe Benefits and Bonus; Job Evaluation; Wage determination; Career Planning and Development.  
Unit 4 Industrial Relations: Concept, Trade Unions; Industrial Disputes; Grievance Handling; Labour Welfare and Social Security measures; Workers Participation in Management; Human resource accounting; Human resource information system.  

Suggested Readings:  

Note:  
1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes class test (05 marks) covering two units of the syllabus, two assignments (05 marks each) and class attendance (05 marks). The external evaluation includes end-term examination of 80 marks covering the whole syllabus.  
2. For end-term examination, the examiner is required to set nine questions in all. The first question will be compulsory consisting of short-answer questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.
MARKETING MANAGEMENT
(BBA-45)

Total Marks: 100
External: 80
Internal: 20
Time Allowed: 3 Hours

Course Objective: The objective of this course is to familiarize the students with the basic concepts, functions and processes of Marketing.

Course Contents:


Unit 2 Marketing Environment and Environment Scanning; Product-Meaning, Levels, Product Mix, New Product Development Process, Product Life Cycle- Concept and Application; Marketing Research and Information System.

Unit 3 Promotion Mix - Advertising, Sales Promotion, Personal Selling, Direct Marketing and Public Relations; Pricing - Objectives, Methods, Policies and Strategies; Distribution Channels- Planning and Management, Retailing, Wholesaling, Physical Distribution and Logistics Decisions.

Unit 4 Branding and Packaging; Recent trends in Marketing Management; Internet Marketing, Green Marketing, Network Marketing and Ethical Marketing.

Suggested Readings:


Note:

1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes class test (05 marks) covering two units of the syllabus, two assignments (05 marks each) and class attendance (05 marks). The external evaluation includes end-term examination of 80 marks covering the whole syllabus.

2. For end-term examination, the examiner is required to set nine questions in all. The first question will be compulsory consisting of short-answer questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.

-25-
MANAGEMENT INFORMATION SYSTEM (BBA-46)

Total Marks: 100
External: 80
Internal: 20
Time Allowed: 3 Hours

Course Objective: The objective of this course is to acquaint the students with Information Systems in Management.

Course Contents:

Unit 1 MIS - Definition, Nature, Scope; Information theory; Impact of Information System on Organizational Decision Making; Information- Types, Characteristics; Types of Information System in organizations and their interrelationships.

Unit 2 System Development Life Cycle, Role of System Analyst, System Analysis and Design; IT infrastructure and platforms; Telecommunications, Networks and the Internet; Role and Importance of Wireless Communication in Organizations, Trends in Information Technology.

Unit 3 MIS Applications: Operational Excellence and Customer Intimacy through Information System, Knowledge Management System, Executive Support System; Designing for Online and Distributed Environment; Implementation and Control of Project.

Unit 4 Managing Data Resources- DSS and RDBMS; Enterprise Resource Planning (ERP), E-Commerce, E- Governance, Evaluation of Information System, M-commerce; Ethical, Social System and Security Issues in MIS.

Suggested Readings:

Note:
1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes class test (05 marks) covering two units of the syllabus, two assignments (05 marks each) and class attendance (05 marks). The external evaluation includes end-term examination of 80 marks covering the whole syllabus.
2. For end-term examination, the examiner is required to set nine questions in all. The first question will be compulsory consisting of short-answer questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.

COMPREHENSIVE VIVA-VOCE (BBA-47)

Total Marks: 50
External: 50

[Signature]

-26-
INCOME TAX LAW – I
(BBA-51)

Total Marks: 100
External: 80
Internal: 20
Time Allowed: 3 Hours

Course Objective: This paper is aimed at making the students to learn direct tax laws which in turn would help them in assessing tax liability of different entities.

Course Contents:
Unit 1 Income Tax Act 1961 - Basic Concepts: Assessment Year, Previous Year, Person, Assessee, Income, Gross Total Income, Total Income, Casual Income, Agricultural Income; Residential Status, Incidence of Tax, Income exempted from tax.
Unit 2 Computation of Income from Salaries and House Property.
Unit 3 Computation of Income from Business or Profession, Capital Gains and Other Sources.
Unit 4 Deemed Incomes and Clubbing of Incomes, Set-Off, Carry Forward and Set-Off Losses.

Suggested Readings:

Note:
1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes class test (05 marks) covering two units of the syllabus, two assignments (05 marks each) and class attendance (05 marks). The external evaluation includes end-term examination of 80 marks covering the whole syllabus.
2. For end-term examination, the examiner is required to set nine questions in all. The first question will be compulsory consisting of short-answer questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.
INDIAN ECONOMY  
(BBA-52)  

Total Marks: 100  
External: 80  
Internal: 20  
Time Allowed: 3 Hours  

Course Objective: The main objective of this course is to apprise the students of Economic Policies of Government of India and to help them in understanding parameters of Indian Macro Economic Environment.  

Course Contents:  


Unit 2 Economic Role of Government - Planning, Entrepreneurial, Regulatory and Promotion; Monetary Policy and Fiscal Policy in India, Concept of Liberalization, Privatization and Globalization.  

Unit 3 Industrial Sickness in India: Causes, Magnitude, Consequences and Remedial Measures; Small Scale Industries: Meaning, Role and Problems; Public Sector: Role, Problems and Performance of Public Sector in Indian Economy.  

Unit 4 Foreign Trade: Trends and Problems, Balance of Payment, EXIM Policy, Role of WTO, IMF and World Bank.  

Suggested Readings:  
• Ashwathappa, K., Business Environment, Himalaya Publishing House, New Delhi.  
• Cherunilam, Francis, Business Environment, Himalaya Publishing House, New Delhi.  
• Ruddaudutt & Sundaram, K. P. M., Indian Economy, S. Chand Publications, New Delhi.  

Note:  
1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes class test (05 marks) covering two units of the syllabus, two assignments (05 marks each) and class attendance (05 marks). The external evaluation includes end-term examination of 80 marks covering the whole syllabus.  

2. For end-term examination, the examiner is required to set nine questions in all. The first question will be compulsory consisting of short-answer questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.

28-
EXPORT IMPORT PROCEDURES AND DOCUMENTATION
(BBA-53)

Total Marks: 100
External: 80
Internal: 20
Time Allowed: 3 Hours

Course Objective: The aim of the course is to acquaint the students with the export-import procedures, documentation and logistics.

Course Contents:

Unit 1 Introduction: Meaning, Nature and Significance of Export Import Procedures and Documentation in International Trade; Procedures and Documentation as Trade Barriers; Export Strategy; Import Strategy.

Unit 2 Export Order Processing: Registration of Exporters; Export Contract; Export Price Quotations; Main Export Documents; Role of Forwarding Agents; Cargo Insurance and Claim Procedure.

Unit 3 Import Order Processing: Registration of Importers; Import Contract; Import Price Quotations; Import Documents; Methods of Payment in International Trade: Collection of Export Bills; Provisions of RBI’s Exchange Control Manual; Pre-shipment and Post-Shipment Finance.

Unit 4 Major Export Promotion Schemes in India: EPCG, Duty Exemption Scheme; DPEB Scheme; Facility for Deemed Exports; EPC; Commodity Boards; Role of EXIM Bank and ECGC; WTO Provisions regarding Export Import.

Suggested Readings:
- Jitendra, M. D., Export Procedures and Documentations, Rajat Publications, New Delhi.

Note:
1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes class test (05 marks) covering two units of the syllabus, two assignments (05 marks each) and class attendance (05 marks). The external evaluation includes end-term examination of 80 marks covering the whole syllabus.
2. For end-term examination, the examiner is required to set nine questions in all. The first question will be compulsory consisting of short-answer questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.
MANAGEMENT ACCOUNTING
(BBA-54)

Total Marks: 100
External: 80
Internal: 20
Time Allowed: 3 Hours

Course Objective: The objective of this paper is to make the students capable in understanding and analyzing the financial statements so as to facilitate in managerial decision-making.

Course Contents:
Unit 1 Management Accounting: Nature, scope, functions and significance; Distinction between Financial Accounting and Management Accounting, and Cost Accounting and Management Accounting.
Unit 2 Budgetary control: Nature, objectives and significance; Types of Budgets: Operational/Functional Budgets, Financial budgets and Master Budget; Performance Budgeting, Zero Base Budgeting.
Unit 3 Marginal Costing: Nature, Significance, Applications and Limitations, CVP Analysis and Break Even Analysis; Distinction between Marginal Costing and Absorption Costing, Management reporting; Meaning and significance, Types of reports, Principles of reporting.
Unit 4 Standard Costing: Meaning, objectives, importance and limitations; Difference between Estimated Cost and Standard Cost, and Standard Costing and Budgetary Control; Analysis of Material and Labour Variances.

Suggested Reading:

Note:
1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes class test (05 marks) covering two units of the syllabus, two assignments (05 marks each) and class attendance (05 marks). The external evaluation includes end-term examination of 80 marks covering the whole syllabus.
2. For end-term examination, the examiner is required to set nine questions in all. The first question will be compulsory consisting of short-answer questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.
BANK MANAGEMENT
(BBA-55)

Total Marks: 100
External: 80
Internal: 20
Time Allowed: 3 Hours

Course Objective: The objective of this subject is to acquaint students with the contemporary issues in the banking sector.

Course Contents:
Unit 1 Banking in India – Origin and Evolution; Types of Banks and their Functions; Banker Customer Relationship; Customer Service in Banks.
Unit 2 Credit Management: Principles and Objectives, Credit Policy in banks, Credit evaluation, Credit Monitoring and follow-up; Securities for Bank Advances: Forms of securities and precautions taken by Banks in accepting securities; Priority Sector Lending.
Unit 3 Non-Performing Assets - Trends, Reasons, Recovery Mechanism, Measures of Control; Capital Adequacy in Indian Banks; Risk Management: Meaning and Types- Credit, Market and Operational Risk; Implication of Basel-I, II and III for Indian Banks.
Unit 4 Grievance Redressal- Legal framework, Banking Ombudsman Scheme, NABARD and Rural Banking, E-Banking in India.

Suggested Readings:
- Gomez Clifford, Banking and Finance, PHI Learning, New Delhi.

Note:
1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes class test (05 marks) covering two units of the syllabus, two assignments (05 marks each) and class attendance (05 marks). The external evaluation includes end-term examination of 80 marks covering the whole syllabus.
2. For end-term examination, the examiner is required to set nine questions in all. The first question will be compulsory consisting of short-answer questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.
BUSINESS ENVIRONMENT
(BBA-56)

Total Marks: 100
External: 80
Internal: 20
Time Allowed: 3 Hours

Course Objective: The main objective of this course is to apprise the students of Economic Policies of Government and parameters of Indian Macro Economic Environment.

Course Contents:

Unit 1 Business Environment: Nature, Components; Dynamics of Business Environment; Key Indicators; Environment Scanning; Consumer Protection Act and Role of Voluntary Organizations in Protecting Consumer Rights.

Unit 2 Economic Reforms; Impact of Privatization, Liberalization, Globalization; Industrial Policy; Environment Protection Act - An Overview; Competition Bill 2001; Impact of Entry of MNC’s.

Unit 3 Indian Planning System; Micro, Small and Medium Enterprises; Problems of Sick Industries and Remedies.

Unit 4 Intellectual Property Regime - An Overview; Influence of WTO on India’s Economic Growth; Role of IMF and World Bank.

Suggested Readings:

Note:
1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes class test (05 marks) covering two units of the syllabus, two assignments (05 marks each) and class attendance (05 marks). The external evaluation includes end-term examination of 80 marks covering the whole syllabus.

2. For end-term examination, the examiner is required to set nine questions in all. The first question will be compulsory consisting of short-answer questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.

SUMMER TRAINING REPORT
(BBA-57)

Total Marks: 100
External: 50
Internal: 50

-32-
BUSINESS RESEARCH METHODS
(BBA-61)

Total Marks: 100
External: 80
Internal: 20
Time Allowed: 3 Hours

Course Objective: The objective of this course is to acquaint the students with concepts and basics of research methodology.

Course Contents:


Unit 3 Sources of Data: Primary and Secondary Sources of Data Collection; Sampling: Nature and Types, Sampling Techniques-Nature and Types, Sampling Errors; Scaling and Measurement Techniques (brief outline only)

Unit 4 Data Editing, Coding and Tabulation, Analysis and Interpretation of Data; Business Research Reports: Format and Criterion for judgment of good research report.

Suggested Readings:

Note:
1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes class test (05 marks) covering two units of the syllabus, two assignments (05 marks each) and class attendance (05 marks). The external evaluation includes end-term examination of 80 marks covering the whole syllabus.

2. For end-term examination, the examiner is required to set nine questions in all. The first question will be compulsory consisting of short-answer questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.

\[\text{Signature}\]

-33-
INCOME TAX LAW – II  
(BBA-62)

Total Marks: 100  
External: 80  
Internal: 20  
Time Allowed: 3 Hours

Course Objective: This paper is aimed at making the students to learn direct tax laws which in turn would help them in assessing tax liability of different entities.

Course Contents:

Unit 1 Deductions to be made in computing Total Income, Rebates and Relief of Tax, Preparation and Filing of Return of Income.

Unit 2 Assessment Procedure, Assessment of Tax Liability of Individuals, Hindu Undivided Families, Firms, Association of Persons or Body of Individuals and Companies.

Unit 3 An Overview of Income Tax Authorities, Penalties, Offences and Prosecutions, Appeals and Revisions; Recovery and Refund of Tax.

Unit 4 Advance Payment of Tax, Deduction of Tax at Source; Tax Evasion, Tax Avoidance, Tax Planning and Tax Management.

Suggested Readings:


Note:

1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes class test (05 marks) covering two units of the syllabus, two assignments (05 marks each) and class attendance (05 marks). The external evaluation includes end-term examination of 80 marks covering the whole syllabus.

2. For end-term examination, the examiner is required to set nine questions in all. The first question will be compulsory consisting of short-answer questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.
INTERNATIONAL BUSINESS
(BBA-63)

Total Marks: 100
External: 80
Internal: 20
Time Allowed: 3 Hours

Course Objective: The objective of this course is to acquaint the students with concepts of international business, focus areas in the international trade and globalization trends.

Course Contents:

Unit 1 Structure of International Business Environment; Recent Global Trends in International Trade; Theories of International Business; Dimensions and Modes of International Business; Changing Composition of Trade in Goods and Services.

Unit 2 Policy and Performance of Export Zones and Export Oriented Units; Export Incentives; International Production and Operation Management, International Taxation, Global Competitiveness and Technological Developments, Multi-cultural Management, Global Business Strategy.

Unit 3 International Financial Environment; Organizational Structure for International Business; World Trading System and Impact of WTO; Exchange Rate System; Barriers to International Business; Foreign Market Entry Strategies; Country Foreign Investment Decisions; External Debt Management.

Unit 4 Foreign Direct Investment and Foreign Portfolio Investment, Impact of Foreign Direct Investments on Home and Host Countries; Types and Motives for Foreign Collaboration; Foreign Exchange Markets, Foreign Exchange Risk Exposure Management.

Suggested Reading:


Note:

1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes class test (05 marks) covering two units of the syllabus, two assignments (05 marks each) and class attendance (05 marks). The external evaluation includes end-term examination of 80 marks covering the whole syllabus.

2. For end-term examination, the examiner is required to set nine questions in all. The first question will be compulsory consisting of short-answer questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.
SALES MANAGEMENT  
(BBA-64)

Total Marks: 100  
External: 80  
Internal: 20  
Time Allowed: 3 Hours

Course Objective: The main objective of this course is to acquaint students with the nature of Sales Force Management and its application in corporate sector.

Course Contents:  
Unit 1 Sales Management: Concept, Objectives and Functions; Personal Selling: Concept and Importance, Classification of Sales Jobs; Buyer-Seller Dyads; Personal Selling process; Theories of selling; Sales Force Management challenges.  
Unit 2 Sales Planning: Importance, Approaches and Process of Sales Planning; Sales Forecasting; Sales Budgeting, Sales Organization: Purpose, Principles and Process of setting up a Sales Organization; Sales Organization Structures.  
Unit 3 Determining Size of Sales Force; Managing the Sales Force: Recruitment, Selection, Training and Compensation, Motivating and Leading the Sales-Force; Sales Meetings and Contests.  
Unit 4 Territory and Quota Management: Need, Procedure for setting up Sales Territories; Time Management; Sales Quotas: Purpose, Types of Quotas and Administration of Sales Quota; Control process: Analysis of Sales Volume, Cost and Profitability; Management of Sales Expenses, Evaluating Sale-Force Performance; Role of IT in Sales Management.

Suggested Readings:  
• David Jobber, Geoff Lancaster, Selling and Sales Management, Pearson Education India, New Delhi.  
• Tapan K. Panda, Sunil Sahadev, Sales and Distribution Management, Oxford University Press, New Delhi.

Note:  
1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes class test (05 marks) covering two units of the syllabus, two assignments (05 marks each) and class attendance (05 marks). The external evaluation includes end-term examination of 80 marks covering the whole syllabus.  
2. For end-term examination, the examiner is required to set nine questions in all. The first question will be compulsory consisting of short-answer questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.
E-COMMERCE
(BBA-65)

Total Marks: 100
External: 80
Internal: 20
Time Allowed: 3 Hours

Course Objective: To acquaint the students with the use of e-commerce in competing markets.

Course Contents:

Unit 1 Introduction to E-Commerce: Definition, Objectives, Benefits, Limitations; Traditional Commerce versus Electronic Commerce, Interdisciplinary nature of E-Commerce; Forms of E-Commerce, Driving Forces of E-Commerce; Technology and Infrastructure for E-Commerce.

Unit 2 Network Infrastructure for E-Commerce – Market Forces Influencing 1-way, Network Access Equipment; Value Added Networks; Electronic Payment Systems: Electronic Cash, Electronic Checks, Smart Cards, and Credit-card based Electronic Payment Systems.

Unit 3 Risk and Electronic Payment systems; Issues in Designing Electronic Payment Systems; Application Areas of E-Commerce: E-Commerce and Retailing - Changing Retail Industry Dynamics, Buying Process in Online Retailing Environment, Management Challenges in Online Retailing.


Suggested Readings:
- Bhaskar Bharat, Electronic Commerce, TMH, New Delhi.
- Kosior D., Understanding E-Commerce, PHI, New Delhi.
- Loshin, Pete and Murphy, Paul, Electronic Commerce, Jaico Publishing House, Mumbai.

Note:
1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes class test (05 marks) covering two units of the syllabus, two assignments (05 marks each) and class attendance (05 marks). The external evaluation includes end-term examination of 80 marks covering the whole syllabus.

2. For end-term examination, the examiner is required to set nine questions in all. The first question will be compulsory consisting of short-answer questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.
FINANCIAL INSTITUTIONS AND MARKETS
(BBA-66)

Course Objective: The objective of this course is to discuss the Indian financial market, management of financial institutions including a detailed study of the working of the leading financial institutions in India.

Course Contents:
Unit 1 Objectives and Functions of different Financial Institutions in India; Role of RBI in regulating financial institution; Commercial Banks and Development Banks.
Unit 2 Risk management in Indian Financial Institutions; Financial Planning of Financial Institutions; Interest Rate Analysis; Interest Rates in the Financial System.
Unit 3 NBFCs, Capital Adequacy and Capital Planning; Introduction to Depository Institutions and Mutual Funds; Derivatives: Futures, Options, and Swaps.
Unit 4 Foreign Investment: types, trends, implications, regulatory framework for foreign investment in India; International Aspects of Financial Institutions; ADRs, GDRs, IDRs.

Suggested Reading:
- Bhole L. M., Management of Financial Institutions, McGraw Hill.
- Rose, Peter S. and Fraser, Donald R., Financial Institutions, Ontario, Irwin Dorsey.
- Vij, Madhu, Management of Financial Institutions in India, New Delhi.

Note:
1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes class test (05 marks) covering two units of the syllabus, two assignments (05 marks each) and class attendance (05 marks). The external evaluation includes end-term examination of 80 marks covering the whole syllabus.
2. For end-term examination, the examiner is required to set nine questions in all. The first question will be compulsory consisting of short-answer questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.

COMPREHENSIVE VIVA-VOCE
(BBA-67)

Total Marks: 50
External: 50