

**Study Scheme & Syllabus of
Bachelor of Business Administration
(BBA)
Batch 2018 onwards**



**Department of Academics
I.K. Gujral Punjab Technical University**

Courses & Examination Scheme:

First Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BBA 101-18	Core Theory 1	Principles and Practices of Management	5	1	0	40	60	100	6
BBA 102-18	Core Theory 2	Basic Accounting	5	1	0	40	60	100	6
BBAGE101-18	General Elective 1	Managerial Economics I	5	1	0	40	60	100	6
BTHU103/18	Ability Enhancement Compulsory Course (AECC)	English	1	0	0	40	60	100	1
BTHU104/18	Ability Enhancement Compulsory Course (AECC)	English Practical/Laboratory	0	0	2	30	20	50	1
HVPE101-18	Ability Enhancement Compulsory Course (AECC)	Human Values, De-addiction and Traffic Rules	3	0	0	40	60	100	3
HVPE102-18	Ability Enhancement Compulsory Course (AECC)	Human Values, De-addiction and Traffic Rules (Lab/ Seminar)	0	0	2	25	--**	25	1
BMPD102-18		Mentoring and Professional Development	0	0	2	25	--**	25	1
	TOTAL		19	3	6	280	320	600	25

**The Human Values, De-addiction and Traffic Rules (Lab/ Seminar) and Mentoring and Professional Development course will have internal evaluation only.

Note: One each seminar will be organized on Drug De-addiction and Traffic Rules. Eminent scholar and experts of the subject will be called for the seminar at least once during the semester. It will be binding for all students to attend the seminar.

Second Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BBA201-18	Core Theory 3	Business Statistics	5	1	0	40	60	100	6
BBA 202-18	Core Theory 4	Business Environment	5	1	0	40	60	100	6
BBAGE201-18	General Elective 2	Managerial Economics II	5	1	0	40	60	100	6
EVS102-18	Ability Enhancement Compulsory Course (AECC) - III	Environmental Studies	2	0	0	40	60	100	2
BMPD202-18		Mentoring and Professional Development	0	0	2	25	--**	25	1
	TOTAL		17	3	2	195	240	425	21

Third Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BBA301-18	Core Theory 5	Organizational Behaviour	5	1	0	40	60	100	6
BBA 302-18	Core Theory 6	Marketing Management	5	1	0	40	60	100	6
BBA 303-18	Core Theory 7	Cost & Management Accounting	5	1	0	40	60	100	6
BBAGE 301-18	General Elective 3	Production and Operation Management	5	1	0	40	60	100	6
BBASEC 301-18	Skill Enhancement Course-1	IT tools for Business	2	0	0	40	60	100	2
BMPD302-18		Mentoring and Professional Development	0	0	2	25	--**	25	1
	TOTAL		22	4	2	225	300	525	27

Fourth Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BBA401-18	Core Theory 8	Business Research Methods	5	1	0	40	60	100	6
BBA 402-18	Core Theory 9	Human Resource Management	5	1	0	40	60	100	6
BBA 403-18	Core Theory 10	Financial Management	5	1	0	40	60	100	6
BBAGE 401-18	General Elective 4	Entrepreneurship Development	5	1	0	40	60	100	6
BBASEC 401-18	Skill Enhancement Course-2	Business Ethics and Corporate Social Responsibility	2	0	0	40	60	100	2
BMPD402-18		Mentoring and Professional Development	0	0	2	25	--**	25	1
	TOTAL		22	4	2	425	300	525	27

Fifth Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BBA501-18	Core Theory 11	Operation Research	5	1	0	40	60	100	6
BBA502-18	Core Theory 12	Mercantile Law	5	1	0	40	60	100	6
	Discipline Specific Elective 1	Elective – I	5	1	0	40	60	100	6
	Discipline Specific Elective 2	Elective – II	5	1	0	40	60	100	6
BMPD502-18		Mentoring and Professional Development	0	0	2	25	--**	25	1
	TOTAL		20	4	2	225	240	425	25

SPECIALISATIONS

Any of the following groups each having two papers in Semester V can be chosen as specialization by the students.

1. Marketing

BBA 511-18	Consumer Behaviour
BBA 512-18	Advertising and Sales Management

2. Finance

BBA 521-18	Corporate Accounting
BBA 522-18	Financial Markets & Services

3. Human Resource Management

BBA 531-18	Industrial Relations & Labour Law
BBA 532-18	Organisation Change & Development

Sixth Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BBA601-18	Core Theory 13	Strategy Management	5	1	0	40	60	100	6
BBA602-18	Core Theory 14	Company Law	5	1	0	40	60	100	6
	Discipline Specific Elective 3	Elective – III	5	1	0	40	60	100	6
	Discipline Specific Elective 4	Elective – IV	5	1	0	40	60	100	6
BMPD602-18		Mentoring and Professional Development	0	0	2	25	--**	25	1
	TOTAL		20	4	2	185	240	425	25

SPECIALISATIONS:

Any of the following groups each having two papers in Semester VI can be chosen as specialization by the students.

1. Marketing

BBA 611-18	Services Marketing
BBA 612-18	Retailing and Logistics Management

2. Finance

BBA 621-18	Personal Financial Planning
BBA 622-18	Direct and Indirect Tax Laws

3. Human Resource Management

BBA-631	Training & Development
BBA-632	Cross Cultural Human Resource Management

Program Educational Objectives (PEOs)

PEO1: Graduates will develop expertise in the area of accounts, marketing, interpersonal skills, human resource management and entrepreneurship.

PEO2: Graduates will develop competencies in qualitative and quantitative techniques to analyse the business data.

PEO3: Graduates will develop an understanding of economic, legal and social environment of Indian business.

PEO4: Graduates will develop responsiveness to social issues and will be able to identify business solutions to address the same. They will also be able to understand the issues of business ethics.

Program Outcomes (POs)

At the end of the program the student will be able to:

PO1: Evaluate and describe contextual forces (macro and micro both) in business environment and identify their impact on business operations.

PO2: Recognise and apply various qualitative, technical and analytical methods in solving business problems.

PO3: Communicate effectively in various business settings both in written and oral formats.

PO4: Explain the responsibility of business towards development of society. Students will also be able to distinguish between ethical and unethical behaviours.

PO5: Develop strategies for effective functioning of functional areas such as marketing, strategy, finance and operations.

PO6: Apply the entrepreneurial and managerial skills for effective business management.

BBA 101 Principles and Practices of Management

Course objective: the course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management. And to facilitate the students in appreciating need/significance and applications of various managerial functions.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Describe fundamental concepts, nature and principles of Management.

CO2: Explain the role and responsibilities of managers and adapt to the various styles of management across organizations.

CO3: Develop analytical abilities to face the business situations.

CO4: Apply various tools that would facilitate the decision making process in the business.

CO5: Develop peer based learning and working in groups and teams.

Unit – I

Management: Meaning, definitions, nature and scope, functions of management. Managerial roles and skills. Forms of different organizations: sole proprietorship, partnership and Joint Stock Company.

Evolution of management thoughts: classical and new classical systems, contingency approaches, Scientific management.

Unit – II

Planning: nature, purpose and functions, types of plan, Management by Objective (MBO), steps in planning.

Decision Making: Meaning, Steps in Decision Making, Techniques of Decision Making.

Strategic planning – concepts, process, importance and limitations; Growth strategies- Internal and external.

Unit – III

Organizing: Concept, formal and informal organizations, task force, bases of departmentation, different forms of organizational structures, avoiding organizational inflexibility. Teamwork – meaning, types and stages of team building.

Concept of staffing- Recruitment and Selection.

Motivation – concept, importance and theories.

Unit –IV

Authority: definition, types, responsibility and accountability, delegation, decentralization v/s centralization, determinants of effective decentralization. Line and staff authority.

Control: function, process and types of control, nature, process, significance and span of control. Direct control v/s preventive control.

Trends and challenges of management in global scenario, emerging issues in management: Introduction to Total Quality Management (TQM), Just in Time (JIT).

Suggested Textbooks:

- Principles and practices of management: L. M. PRASAD (S. Chand publishers)
- Essentials of Management: Koontz H. & Weihrich H. (Tata Mc Graw Hill Publishers)

Suggested Reference books

- Management: Stephen Robbins (Pearson publishers)
- VSP Rao & V H Krishna, Management, Excel books

BBA 102 BASIC ACCOUNTING

Course Objective: This course aims to acquaint students with foundation of financial accountancy and its application in business. It also aims to familiarize students with regulatory framework of accounting in India.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: To understand the basic underlying concepts, principles and conventions of accounting.

CO2: To identify the rules of debit and credit in accounting.

CO3: To get an overview of the regulatory framework of accounting in India.

CO4: To prepare trading, profit & loss and balance sheet of a firm.

CO5: To comprehend the concept of depreciation and different methods to treat depreciation in accounting.

Unit I

Introduction to Accounting- Meaning, objectives and Scope of **Financial Accounting**, Concept of Book Keeping, Basic Accounting terms, users of accounting information, limitations of Financial Accounting. **Accounting Concepts and Conventions.**

Accounting Standards- Concept, objectives, benefits, brief review of Accounting Standards in India.

Unit II

The Accounting Equation; Types and Nature of Accounts, Rules of Debit and Credit; **Accounting process** :Recording Transactions in Journal; Preparation of Ledger Accounts, Subsidiary Books; Preparation of Trial Balance.

Unit III

Bank Reconciliation Statement, Depreciation: Meaning, need & importance of depreciation, methods of charging depreciation (WDV & SLM). **Preparation of Final Accounts:** Preparation of Trading and Profit & Loss Account and Balance Sheet of sole proprietary business

Unit IV

Introduction to Company Final Accounts: Important provisions of Companies Act, 1956 in respect of preparation of final accounts of a company. Understanding the Annual Report of a Company.

Computerised Accounting: Computers and its application in accounting. Accounting software packages

Suggested Readings:

1. Maheshwari, S.N. and Maheshwari, S.K., “Financial Accounting”, 2009, Vikas Publishing House, New Delhi.
2. Mukherjee, A. and Hanif, M., “Financial Accounting”, 1st Edition, 2003, Tata McGraw Hill.
3. Ramchandran, N. and Kakani, R.K., “Financial Accounting for Management”, 2nd Edition, 2007, Tata McGraw Hill.
4. Tulsian, P.C., Financial Accounting,
5. Horngren, Charles T., Sundem, Gart 1, Elliot, John A. Philbrick, Donna R.,
6. “Introduction to Financial Accounting”, Prentice Hall, New Delhi.
7. Gupta, Ambrish, “Financial Accounting for Management: An Analytical Perspective”, Pearson Education, New Delhi.
8. Khatri, Dhanesh, “Financial Accounting” Tata McGraw-Hill, New Delhi.

BBA-GE 101 Managerial Economics- I

Course Objective: The primary objective of this course is to equip students with the necessary economic concepts, principles, theory and techniques and enhance their managerial decision making to address business problems in a globalized economic environment

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Understand the basic concepts of managerial economics and apply the economic way of thinking to individual decisions and business decisions.

CO2: Measure price elasticity of demand, understand the determinants of elasticity and apply the concepts of price, cross and income elasticity of demand.

CO3: Understand and estimate production function and Law of Diminishing Marginal Utility.

CO4: Understand and explain four basic market models of perfect competition, monopoly, monopolistic competition, and oligopoly, and how price and quantity are determined in each model.

CO5: Understand the different costs of production and how they affect short and long run decisions.

Unit-I

Introduction to Managerial Economics: Managerial Economics: Meaning, Nature, Scope & Relationship with other disciplines, Role of managerial economics in decision Making, Opportunity Cost Principle, Production Possibility Curve, Incremental Concept, Scarcity Concept.

Demand and the Firm: Demand and its Determination: Demand function; Determinants of demand; Demand elasticity – Price, Income and cross elasticity. Use of elasticity for analyzing demand, Demand estimation, Demand forecasting, Demand forecasting of new product. **Indifference Curve Analysis:** Meaning, Assumptions, Properties, Consumer Equilibrium, Importance of Indifference Analysis, Limitations of Indifference Theory

Unit-II

Production Function : Production function Meaning, Concept of productivity and technology, Short Run and long run production function Isoquants; Least cost combination of inputs, Producer's equilibrium; Return to scale; Estimation of production function.

Theory of Cost: Cost Concepts and Determinants of cost, short run and long run cost theory, **Modern Theory of Cost**, Relationship between cost and production function

Unit-III

Revenue Curve: Concept of Revenue, Different Types of Revenues, concept and shapes of Total Revenue, Average revenue and marginal revenue, Relationship between Total Revenue, Average revenue and marginal revenue, Elasticity of Demand and Revenue relation

Market Structure: Market Structure: Meaning, Assumptions and Equilibrium of Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly: Price and output determination under collusive oligopoly, Price and output determination under non-collusive oligopoly, Price leadership model.

Unit-IV

Pricing: Pricing practices; Commodity Pricing: Economics of advertisement costs; Types of pricing practices

Factor Pricing: Demand and supply of factor of production; Collective bargaining, Concept of rent, profit, interest- Rate of return and interest rates; Real vs. Nominal interest rates. Basic capital theory–Interest rate and return on capital. Measurement of profit.

Note: Relevant Case Studies will be discussed in class.

Suggested Readings/ Books:

- K.K .Dewett, *Modern Economic Theory*, S. Chand Publication
- D.M.Mithani, *Managerial Economics Theory and Applications*, Himalaya Publication
- Peterson and Lewis, *Managerial Economic*, Prentice Hall of India
- Gupta, *Managerial Economics*, TataMcGraw Hills
- Geetika, *Managerial Economics*, Tata McGraw Hills
- D.N.Dwivedi, *Managerial Economic*, Vikas Publications
- Froeb, *Managerial Economics*, Cengage Learning

- Koutsoyiannis, A, Modern Micro Economics, Palgrave Macmillan Publishers, New Delhi.
- Thomas Christopher R., and Maurice S. Charles, Managerial Economics – Concepts and Applications, 8th Edition,
- Mehta, P. L, Managerial Economics – Analysis, Problems and Cases, Sultan Chand & Sons, Delhi.
- Peterson and Lewis, Managerial Economics, 4th Edition, Prentice Hall of India Pvt. Ltd., New Delhi.
- Shapiro, Macro Economics, Galgotia Publications.
- H. L Ahuja Advanced Economic Analysis, S. Chand & Co. Ltd, New Delhi. 7.
- G.S Gupta, Managerial Economics, Tata McGraw Hill.

AECC
BTHU103/18 English

Course Outcomes:

- The objective of this course is to introduce students to the theory, fundamentals and tools of communication.
- To help the students become the independent users of English language.
- To develop in them vital communication skills which are integral to their personal, social and professional interactions.
- The syllabus shall address the issues relating to the Language of communication.
- Students will become proficient in professional communication such as interviews, group discussions, office environments, important reading skills as well as writing skills such as report writing, note taking etc.

The recommended readings given at the end are only suggestive; the students and teachers have the freedom to consult other materials on various units/topics given below. Similarly, the questions in the examination will be aimed towards assessing the skills learnt by the students rather than the textual content of the recommended books.

Detailed Contents:

Unit1- 1 (Introduction)

- Theory of Communication
- Types and modes of Communication

Unit- 2 (Language of Communication)

- Verbal and Non-verbal
- (Spoken and Written)
- Personal, Social and Business
- Barriers and Strategies
- Intra-personal, Inter-personal and Group communication

Unit-3 (Reading and Understanding)

- Close Reading
- Comprehension
- Summary Paraphrasing
- Analysis and Interpretation
- Translation(from Hindi/Punjabi to English and vice-versa)

OR

- Precis writing /Paraphrasing **(for International Students)**
- Literary/Knowledge Texts

Unit-4 (Writing Skills)

- Documenting
- Report Writing
- Making notes
- Letter writing

Recommended Readings:

1. *Fluency in English* - Part II, Oxford University Press, 2006.

2. *Business English*, Pearson, 2008.
3. *Language, Literature and Creativity*, Orient Blackswan, 2013.
4. *Language through Literature* (forthcoming) ed. Dr. Gauri Mishra, DrRanjanaKaul,
DrBrati Biswas
5. *On Writing Well*. William Zinsser. Harper Resource Book. 2001
6. *Study Writing*. Liz Hamp-Lyons and Ben Heasley. Cambridge University Press. 2006.

AECC
BTHU104/18 English Practical/Laboratory

Course Outcomes:

- The objective of this course is to introduce students to the theory, fundamentals and tools of communication.
- To help the students become the independent users of English language.
- To develop in them vital communication skills which are integral to personal, social and professional interactions.
- The syllabus shall address the issues relating to the Language of communication.
- Students will become proficient in professional communication such as interviews, group discussions and business office environments, important reading skills as well as writing skills such as report writing, note taking etc.

The recommended readings given at the end are only suggestive; the students and teachers have the freedom to consult other materials on various units/topics given below. Similarly, the questions in the examination will be aimed towards assessing the skills learnt by the students rather than the textual content of the recommended books.

Interactive practice sessions in Language Lab on Oral Communication

- Listening Comprehension
- Self Introduction, Group Discussion and Role Play
- Common Everyday Situations: Conversations and Dialogues
- Communication at Workplace
- Interviews
- Formal Presentations
- Monologue
- Effective Communication/ Mis- Communication
- Public Speaking

Recommended Readings:

1. *Fluency in English* - Part II, Oxford University Press, 2006.
2. *Business English*, Pearson, 2008.
3. *Practical English Usage*. Michael Swan. OUP. 1995.
4. *Communication Skills*. Sanjay Kumar and PushpLata. Oxford University Press. 2011.
5. *Exercises in Spoken English*. Parts. I-III. CIEFL, Hyderabad. Oxford University Press

AECC
HVPE 101-18 Human Values, De-addiction and Traffic Rules

Course Objective

This introductory course input is intended

- a. To help the students appreciate the essential complementarity between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity which are the core aspirations of all human beings.
- b. To facilitate the development of a Holistic perspective among students towards life, profession and happiness, based on a correct understanding of the Human reality and the rest of Existence. Such a holistic perspective forms the basis of Value based living in a natural way.
- c. To highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually satisfying human behavior and mutually enriching interaction with Nature.

Thus, this course is intended to provide a much needed orientational input in Value Education to the young enquiring minds.

Course Methodology

- The methodology of this course is universally adaptable, involving a systematic and rational study of the human being vis-à-vis the rest of existence.
- It is free from any dogma or value prescriptions.
- It is a process of self-investigation and self-exploration, and not of giving sermons. Whatever is found as truth or reality is stated as proposal and the students are facilitated to verify it in their own right based on their Natural Acceptance and Experiential Validation.
- This process of self-exploration takes the form of a dialogue between the teacher and the students to begin with, and within the student himself/herself finally.
- This self-exploration also enables them to evaluate their pre-conditionings and present beliefs.

Content for Lectures:

Module 1: Course Introduction - Need, Basic Guidelines, Content and Process for Value Education [6]

1. Understanding the need, basic guidelines, content and process for Value Education
2. Self Exploration-what is it? - its content and process; 'Natural Acceptance' and Experiential Validation- as the mechanism for self exploration
3. Continuous Happiness and Prosperity- A look at basic Human Aspirations
4. Right understanding, Relationship and Physical Facilities- the basic requirements for fulfillment of aspirations of every human being with their correct priority
5. Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario
6. Method to fulfill the above human aspirations: understanding and living in harmony at various levels

Module 2: Understanding Harmony in the Human Being - Harmony in Myself!

[6]

7. Understanding human being as a co-existence of the sentient 'I' and the material 'Body'
8. Understanding the needs of Self ('I') and 'Body' - *Sukh* and *Suvidha*
9. Understanding the Body as an instrument of 'I' (I being the doer, seer and enjoyer)
10. Understanding the characteristics and activities of 'I' and harmony in 'I'
11. Understanding the harmony of I with the Body: *Sanyam* and *Swasthya*; correct appraisal of Physical needs, meaning of Prosperity in detail
12. Programs to ensure *Sanyam* and *Swasthya*
- Practice Exercises and Case Studies will be taken up in Practice Sessions.

Module 3: Understanding Harmony in the Family and Society- Harmony in Human-Human Relationship

[6]

13. Understanding harmony in the Family- the basic unit of human interaction
14. Understanding values in human-human relationship; meaning of *Nyaya* and program for its fulfillment to ensure *Ubhay-tripti*;
Trust (*Vishwas*) and Respect (*Samman*) as the foundational values of relationship
15. Understanding the meaning of *Vishwas*; Difference between intention and competence
16. Understanding the meaning of *Samman*, Difference between respect and differentiation; the other salient values in relationship
17. Understanding the harmony in the society (society being an extension of family): *Samadhan*, *Samridhi*, *Abhay*, *Sah-astitva* as comprehensive Human Goals
18. Visualizing a universal harmonious order in society- Undivided Society (*Akhand Samaj*), Universal Order (*Sarvabhaum Vyawastha*)- from family to world family!
- Practice Exercises and Case Studies will be taken up in Practice Sessions.

Module 4: Understanding Harmony in the Nature and Existence - Whole existence as Co-existence

[4]

19. Understanding the harmony in the Nature
20. Interconnectedness and mutual fulfillment among the four orders of nature- recyclability and self-regulation in nature
21. Understanding Existence as Co-existence (*Sah-astitva*) of mutually interacting units in all-pervasive space
22. Holistic perception of harmony at all levels of existence
- Practice Exercises and Case Studies will be taken up in Practice Sessions.

Module 5: Implications of the above Holistic Understanding of Harmony on Professional Ethics

[6]

23. Natural acceptance of human values
24. Definitiveness of Ethical Human Conduct
25. Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order

26. Competence in professional ethics:
 - a) Ability to utilize the professional competence for augmenting universal human order,
 - b) Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems,
 - c) Ability to identify and develop appropriate technologies and management patterns for above production systems.
27. Case studies of typical holistic technologies, management models and production systems
28. Strategy for transition from the present state to Universal Human Order:
 - a) At the level of individual: as socially and ecologically responsible engineers, technologists and managers
 - b) At the level of society: as mutually enriching institutions and organizations

Text Book

R R Gaur, R Sangal, G P Bagaria, 2009, *A Foundation Course in Value Education*.

Reference Books

1. Ivan Illich, 1974, *Energy & Equity*, The Trinity Press, Worcester, and HarperCollins, USA
2. E.F. Schumacher, 1973, *Small is Beautiful: a study of economics as if people mattered*, Blond & Briggs, Britain.
3. A Nagraj, 1998, *Jeevan Vidya ek Parichay*, Divya Path Sansthan, Amarkantak.
4. Susan George, 1976, *How the Other Half Dies*, Penguin Press. Reprinted 1986, 1991
5. PL Dhar, RR Gaur, 1990, *Science and Humanism*, Commonwealth Publishers.
6. A.N. Tripathy, 2003, *Human Values*, New Age International Publishers.
7. Subhas Palekar, 2000, *How to practice Natural Farming*, Pracheen(Vaidik) Krishi Tantra Shodh, Amravati.
8. Donella H. Meadows, Dennis L. Meadows, Jorgen Randers, William W. Behrens III, 1972, *Limits to Growth – Club of Rome's report*, Universe Books.
9. E G Seebauer & Robert L. Berry, 2000, *Fundamentals of Ethics for Scientists & Engineers*, Oxford University Press
10. M Govindrajran, S Natrajan & V.S. Senthil Kumar, *Engineering Ethics (including Human Values)*, Eastern Economy Edition, Prentice Hall of India Ltd.
11. B P Banerjee, 2005, *Foundations of Ethics and Management*, Excel Books.
12. B L Bajpai, 2004, *Indian Ethos and Modern Management*, New Royal Book Co., Lucknow. Reprinted 2008.

Relevant CDs, Movies, Documentaries & Other Literature:

1. Value Education website, <http://uhv.ac.in>

2. Story of Stuff, *<http://www.storyofstuff.com>*
3. Al Gore, *An Inconvenient Truth*, Paramount Classics, USA
4. Charlie Chaplin, *Modern Times*, United Artists, USA
5. IIT Delhi, *Modern Technology – the Untold Story*

AECC

HVPE 102-18 Human Values, De-addiction and Traffic Rules (Lab/Seminar)

One each seminar will be organized on Drug De-addiction and Traffic Rules. Eminent scholars and experts of the subject will be called for the Seminar at least once during the semester. It will be binding for all the students to attend the seminar.

BMPD102-18 Mentoring and Professional Development

Guidelines regarding Mentoring and Professional Development

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities. For achieving the above, suggestive list of activities to be conducted are:

Part – A (Class Activities)

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

Part – B (Outdoor Activities)

1. Sports/NSS/NCC
2. Field project.
3. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

Note: Evaluation shall be based on rubrics for Part – A & B.

Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.

BBA 201-18 Business Statistics

Course Objective: Course Objective: The objective of the course on Business Statistics is to familiarize students with the basic statistical tools used to summarize and analyze quantitative information for decision making. Analysis of numbers is required for taking decisions related to every aspect of business.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: To learn the basic concepts like statistics and calculation of arithmetic mean, median and mode and partition values.

CO2: To understand the calculation of moments, skewness and kurtosis and determining whether the given distribution is normal or not.

CO3: To be acquainted with prerequisite knowledge required to understand the Probability and applications of probability theory.

CO4: To understand the concept of correlation regression analysis and their applications.

CO5: To apply the learnt techniques in statistical testing and their applications.

Unit I

Introduction to Statistics: Meaning, Definitions, Features of statistics, Importance, Functions, Scope and Limitations of Statistics.

Data Collection: Sources of Primary and Secondary data. Presentation of Data. Frequency distribution.

Sampling Concepts: Meaning of Population and Sample, Parameters and Statistics, Descriptive and Inferential Statistics, Probability and Non Probability Sampling Methods including Simple Random Sample, Stratified Sampling, Systemetic Sampling, Judgement Sampling and Convenience Sampling.

Unit II

Measures of Central Tendency: Mathematical averages including arithmetic mean, geometric mean and harmonic mean, properties and applications. Positional Averages: Mode and median (and other partition values including quartiles, deciles and percentile. Graphic presentation of measures of central tendency.

Measures of Variation: Absolute and relative measures. Range, quartile deviation, mean deviation, standard deviation and their coefficients. Properties of Standard Deviation and Variance.

Sampling Distribution: Concept of Sampling Distribution, Formulation of Sampling Distribution of Mean and Sampling distribution of standard deviation/Variance.

Unit III

Simple Correlation Analysis: Meaning of Correlation, Simple, multiple and partial, linear and non linear correlation, correlation and causation, scatter diagram, pearson's correlation coefficient and Rank Correlation.

Simple Regression Analysis: Meaning of Regression, Principle of least square and regression analysis, Calculation of regression coefficient, properties of regression coefficient, Relationship between correlation and regression coefficient.

Unit IV

Theory of Probability: Meaning of Probability, Approaches to the calculation of probability, calculation of event probabilities, Addition and Multiplication, Laws of Probability (Proof not required), Conditional Probability and Bayes' Theorem (Proof not required).

Probability Distribution: Binomial Distribution: Probability Distribution function, Constants, Shape, Fitting of Binomial Distribution, Poisson Distribution: Probability Function (including Poisson approximation to binomial distribution) Constants, Fitting of Poisson Distribution, Normal Distribution: Probability Distribution Function, Properties of Normal Curve, Calculation of Probabilities.

Suggested Readings:

1. Levin, Richard and David S. Rubin. "*Statistics for Management*". Prentice Hall of India, New Delhi.
2. Chandan, J.S., "*Statistics for Business and Economics*", Vikas Publishing House Pvt. Ltd.
3. Render, B. and Stair, R. M. Jr., "*Quantitative Analysis for Management*", Prentice-Hall of India, New Delhi.
4. Gupta C B, Gupta V, "*An Introduction to Statistical Methods*", Vikas Publications.
5. Siegel, Andrew F, *Practical Business Statistics*. International Edition, McGraw Hill
6. Berenson, L.M., Krehbiel, T.C., Vishwanathan, P.K. and Levine, D.M., *Business Statistics: A First Course*, Pearson Education.

BBA202-18 Business Environment

Course Objective: The objective of this paper is to acquaint students with the issues of business environment in which corporate sector has to operate. It will also familiarize them with the techniques available for scanning and monitoring the environment. It also aims at providing some basic knowledge about international environment pertaining to business.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: To Identify and evaluate the complexities of business environment and their impact on the business.

CO2: To analyze about the relationships between Government and business and understand the political, economic, legal and social policies of the country .

CO3: To understand the current economic conditions in developing emerging markets, and evaluate present and future opportunities.

CO4: To be acquainted with prerequisite knowledge required to understand the Probability and applications of probability theory.

CO5: To understand the concept of the Industrial functioning and strategies to overcome challenges in competitive markets.

Unit I

Introduction to Business Environment: Nature and Significance Business Environment. Components of Business Environment, Techniques of Environment Scanning. **Economic Environment of Business:** Economic Systems. Economic Planning in India, Brief idea of Industrial Policy, Fiscal policy, Monetary policy and EXIM policy.

Unit II

Political and Legal Environment of Business: Three political institutions: Legislature, Executive and Judiciary. Foreign Exchange Management Act (FEMA), Consumer Protection Act. Introduction to Liberalization, Privatization and Globalization: Factors facilitating and impeding globalization in India.

Unit III

Socio- Cultural Environment: Critical elements of socio-cultural Environment. Social responsibility of business. Business Ethics and Corporate Social Responsibility. **Public Sector**-Changing Role of Public Sector - Relevance of public sector – Public Sector reforms. Regulatory framework with reference to Banking and Security Market. Technological Environment.

Unit IV

International Business Environment: Multinational Corporations-Benefits and Problems. Mergers and acquisitions - reasons - trends - Advantages and Disadvantages. WTO ,Consequences of WTO for India. IMF. Regional Groupings.

SUGGESTED READINGS:

- Aswathappa, K : Essentials of Business Environment-Text, Cases and Exercises - Himalya Publishing House(13th Revised Edition-2016)
- Cherunilam, Fransis– Business Environment- Text and Cases ,Himalya Publishing House Pvt. Ltd.(20th Edition-2011)
- Paul, Justin-Business Environment- Text and Cases-McGraw Hill Education (India) Private Limited.(4th Revised Edition-2018)
- Ramachandara, Archana and Ravi-Business Environment. Himalya Publishing House Pvt. Ltd.(New Edition-2017)
- Sheikh, Saleem and Sahu Jayadev, Business Environment, Pearson.

BBAGE 201-18 Managerial Economics-II

Course Objective: This course aims to acquaint students with economy as a whole including measurement of national income, inflation and unemployment, which an objective to inculcate understanding of macroeconomic environment of an economy for better decision making.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Explain the concept of national income and its measurement using different approaches.

CO2: Describe the underlying theories of demand and supply of money in an economy.

CO3: Make use of employment and national income statistics students will be able to describe and analyze the economy in quantitative terms.

CO4: Interpret macroeconomic issues like money, inflation and unemployment.

CO5: Identify the phases of the business cycle and the problems caused by cyclical fluctuations in the market economy.

Unit I

National Income: Measuring National Income. Problems in the measurement of National Income. **Theories of Money:** Nature and functions of money – Types of money: Near money, inside money and outside money. Theories of demand for money – defining demand for money – Classical theories of demand for money – Friedman's re-statement of Quantity Theory of Money; Liquidity preference theory and Keynesian Liquidity Trap. Theories of Supply of money; Defining supply of money; Measuring supply of money.

Unit II

Theories of Inflation and Unemployment: Meaning, Types and Theories of Inflation. - Cost of inflation and sacrifice ratio. - Measurement of Inflation in India - Policies to control inflation Meaning and types of unemployment. - Cost of unemployment and Oakun's Law Measurement of unemployment in India. - Concept of Stagflation - Concept of Philips Curve.

Unit III

Business cycle: Meaning, types and phases. **Monetary, Fiscal and Income policy** – Meaning and instruments. **Multiplier:** Concept, Features and Leakages. Foreign trade multiplier.

Unit IV

Macro-economic Framework in Indian Economy–Public Finance–Tax system in India–Financial Administration: Finance Commission.

SUGGESTED READINGS:

1. Ahuja, H.L. (2015) *Macroeconomics-Theory and Policy*. New Delhi: Sultan Chand.
2. Jhingan, M.L. (2016) *Macro Economic Theory*. Delhi: Vrinda Publications Pvt. Ltd
3. Dwivedi, D.N. (2017) *Macroeconomics: Theory and Practice: Theory & Practice*. New Delhi: McGraw Hill.
4. Jain, T.R., Khanna, O.P. (2014) *Managerial Economics*: V.K. Publications
5. Dewett, K.K., Navalur, M.H., (2006) *Modern Economic Theory*: New Delhi: Sultan Chand.

AECC
EVS102-18 Environment Studies

Course Outcomes:

1. Students will enable to understand environmental problems at local and national level through literature and general awareness.
2. The students will gain practical knowledge by visiting wildlife areas, environmental institutes and various personalities who have done practical work on various environmental Issues.
3. The students will apply interdisciplinary approach to understand key environmental issues and critically analyze them to explore the possibilities to mitigate these problems.
4. Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world

UNIT-1: Introduction to Environmental Studies

Multidisciplinary nature of Environmental Studies: Scope & Importance
Need for Public Awareness

UNIT-2: Ecosystems

Concept of an Ecosystem: Structure & functions of an ecosystem (Producers, Consumers & Decomposers)

Energy Flow in an ecosystem: Food Chain, Food web and Ecological Pyramids

Characteristic features, structure & functions of following Ecosystems:

- Forest Ecosystem
- Aquatic Ecosystem (Ponds, Lakes, River & Ocean)

UNIT-3: Natural Resources

Renewable & Non-renewable resources

Forest Resources: Their uses, functions & values (Biodiversity conservation, role in climate change, medicines) & threats (Overexploitation, Deforestation, Timber extraction, Agriculture Pressure), Forest Conservation Act

Water Resources: Their uses (Agriculture, Domestic & Industrial), functions & values, Overexploitation and Pollution of Ground & Surface water resources (Case study of Punjab), Water Conservation, Rainwater Harvesting,

Land Resources: Land as a resource; Land degradation, soil erosion and desertification

Energy Resources: Renewable & non-renewable energy resources, use of alternate energy resources (Solar, Wind, Biomass, Thermal), Urban problems related to Energy

UNIT-4: Biodiversity & its conservation

Types of Biodiversity: Species, Genetic & Ecosystem

India as a mega biodiversity nation, Biodiversity hot spots and biogeographic regions of India

Examples of Endangered & Endemic species of India, Red data book

UNIT-5: Environmental Pollution & Social Issues

Types, Causes, Effects & Control of Air, Water, Soil & Noise Pollution

Nuclear hazards and accidents & Health risks

Global Climate Change: Global warming, Ozone depletion, Acid rain, Melting of Glaciers & Ice caps, Rising sea levels

Environmental disasters: Earthquakes, Floods, Cyclones, Landslides

UNIT-6: Field Work

Visit to a National Park, Biosphere Reserve, Wildlife Sanctuary

Documentation & preparation of a Biodiversity (flora & fauna) register of campus/river/forest

Visit to a local polluted site : Urban/Rural/Industrial/Agricultural

Identification & Photography of resident or migratory birds, insects (butterflies)

Public hearing on environmental issues in a village

Suggested Readings:

1. Bharucha, E. Text Book for Environmental Studies. University Grants Commission, New Delhi.
2. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
3. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad – 380 013, India, Email:mapin@icenet.net (R)
4. Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p
5. Clark R.S., Marine Pollution, Clanderson Press Oxford (TB)
6. Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, Environmental Encyclopedia, Jaico Publ. House, Mumabai, 1196p
7. De A.K., Environmental Chemistry, Wiley Eastern Ltd.
8. Down to Earth, Centre for Science and Environment (R)
9. Gleick, H.P. 1993. Water in crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute Oxford Univ. Press. 473p
10. Hawkins R.E., Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay (R)
11. Heywood, V.H & Waston, R.T. 1995. Global Biodiversity Assessment. Cambridge Univ. Press 1140p.
12. Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi 284 p.
13. Mckinney, M.L. & School, R.M. 1996. Environmental Science systems & Solutions, Web enhanced edition. 639p.
14. Mhaskar A.K., Matter Hazardous, Techno-Science Publication (TB)
15. Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co. (TB)
16. Odum, E.P. 1971. Fundamentals of Ecology. W.B. Saunders Co. USA, 574p
17. Rao M N. & Datta, A.K. 1987. Waste Water treatment. Oxford & IBH Publ. Co. Pvt. Ltd. 345p.

18. Sharma B.K., 2001. Environmental Chemistry. Geol Publ. House, Meerut
19. Survey of the Environment, The Hindu (M)
20. Townsend C., Harper J, and Michael Begon, Essentials of Ecology, Blackwell Science (TB)
21. Trivedi R. K. and P.K. Goel, Introduction to air pollution, Techno-Science Publication (TB)
22. Wanger K.D., 1998 Environmental Management. W.B. Saunders Co. Philadelphia, USA 499p

BMPD202-18 Mentoring and Professional Development

Guidelines regarding Mentoring and Professional Development

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities.
For achieving the above, suggestive list of activities to be conducted are:

Part – A (Class Activities)

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

Part – B (Outdoor Activities)

4. Sports/NSS/NCC
5. Field Project
6. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

Note: Evaluation shall be based on rubrics for Part – A & B.

Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.

BBA 301- Organizational Behaviour

Course Objective: This course emphasizes the importance of human capital in the organizations of today. It gives an insight to the students regarding individual and group behaviour in any organization.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1- To explain the basics of Organizational behaviour and various challenges for OB.

CO2- To illustrate the foundations of Individual Behaviour and various factors influencing individual behaviour viz. learning, personality, perception, attitude and motivation.

CO3: To examine the dynamics of group development and group properties.

CO4: To understand various dimensions of organisational culture.

CO5: To analyse the process of conflict management and approaches to stress management.

Unit I

Introduction: Meaning of organizational behaviour and its relevance in today's business environment, contributing disciplines to Organization Behaviour, challenges and opportunities for OB.

Individual behaviour in organization: Foundations of individual behaviour, Factors influencing Individual Behaviour.

Learning: Meaning, characteristics and theories: Classical conditioning theory, operant conditioning theory, social learning theory, behaviour modification.

Unit II

Perception: Nature, importance, perceptual process, factors influencing perception, perceptual errors.

Attitude: Meaning, importance, components and types of work related attitude.

Personality: Meaning, determinants of personality, personality traits.

Motivation: Meaning, types of motivation, theories of work motivation given by Maslow, Herzberg, McGregor, Vroom and Porter – Lawler.

Unit III

Group behaviour in organization: Group dynamics, Types of groups, Group development, theories of group development, Group norms and roles, Group cohesiveness,

Work Teams: Meaning, characteristics, types of team, Creating effective team.

Leadership: nature, leadership styles, Leadership theories: trait theory and behavioural theories.

Unit IV

Conflict Management: Meaning, types and sources of conflict, Process of conflict management, approaches to conflict management.

Stress management: sources of stress, approaches for stress management.

Organizational culture: meaning, concept, types of culture, dimensions of organizational culture.

Suggested Readings/ Books:

- Robbins, *Organization Behaviour*, Pearson Education Asia
- Luthans, *Organization Behaviour*, Tata McGraw Hill
- Newstrom, *Organizational Behaviour: Human Behaviour at Work*, Tata McGraw Hill
- L.M. Prasad, *Organisation Behaviour*, Sultan Chand
- Parikh, Gupta, *Organisational Behaviour*, Tata McGraw Hill
- Aswathappa, *Organization Behaviour*, Himalaya

BBA 302- Marketing Management

Course Objective: Marketing is one of the foremost functions of Management in present day corporate world, its understanding results in developing best products in terms of goods and services that brings consumer satisfaction. This course will imbibe the basic understanding among the students to become successful marketers.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Explain the basics of marketing, selling, marketing mix and its core concepts.

CO2: Describe the intricacies of the marketing environment and marketing information systems for effective marketing planning and strategies.

CO3: Develop necessary skills for effective market segmentation, targeting and positioning.

CO4 – Illustrate various components of product mix, product life cycle and comprehend the new product development process.

CO5– Develop an understanding of promotion mix and strategies for successful promotion

Unit I

Marketing: Nature and Scope of Marketing, customer needs, wants and demand. Various Marketing Concepts: production, product, selling, marketing and societal marketing, Analyzing marketing environment: micro, macro environment

Unit II

Market segmentation: Need, concept, nature, basis and strategies, mass marketing vs. Segmentation.

Marketing mix: 4Ps of products and 7Ps of services, components and factors affecting mix.

Unit III

Product decisions: Product definition, new product development process, and product life cycle, positioning, branding, packaging and labeling decisions.

Pricing decisions: importance, objectives, designing strategies, Pricing Techniques

Unit IV

Distribution: Types of channel, factors affecting decision, Designing and Managing Marketing Channel, Managing Retailing, physical distribution system and its components.

Product Promotion: promotion mix-introduction, importance, advantages and disadvantages of various components and factors affecting. Designing and managing Integrated Marketing Communications.

Suggested Readings:

1. Kotler, P., Keller, K.L. Koshy, A. and Jha, M., Marketing Management: A South Asian Perspective, Pearson Education.

2. Etzel, M., Walker, B., Stanton, W. and Pandit, A Marketing Management, Tata McGraw Hill.

3. Ramaswamy, V.S and Namakumari, S. Marketing Management: Global Perspective Indian Context, Macmillan Publishers India Ltd.

4. Saxena, Rajan, Marketing Management, Fourth Edition, Tata McGraw Hill Education Pvt. Ltd.

BBA 303-18 COST AND MANAGEMENT ACCOUNTING

Course Objective: To impart the students, knowledge about the use of financial, cost and other data for the purpose of managerial planning, control and decision making.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Understand and differentiate between Cost accounting and management accounting.

CO2: Make managerial decisions regarding make or buy, acceptance or rejection of export offers and continuation or shut down of plant.

CO3: Estimate the breakeven point of the firm.

CO4: Understand and apply the concepts of budgetary control for better decision-making.

CO5: Understand and estimate material, labour, overheads and sales variances for comparing planned with actual results.

Unit – I

Introduction: Meaning, Objectives, Nature and Scope of management accounting, Difference between cost accounting and management accounting, Cost control and Cost reduction, Cost management.

Ratio Analysis: Meaning–Nature, different types of ratios, their uses and limitations, computation of various types of ratios – liquidity ratios, solvency ratios, profitability ratios, turnover ratios

Unit – II

Analysis and Interpretation of financial Statements: Meaning- Types and Methods of Financial Analysis – Comparative statements – Trend Analysis – Common size statements.

Standard Costing: Standard Costing and Variance Analysis: Meaning of standard cost and standard costing, advantages, limitations and applications. Variance Analysis – material, labour, overheads and sales variances.

Unit – III

Budgetary Control: Budgeting and Budgetary Control: Concept of budget, budgeting and budgetary control, objectives, merits, and limitations. Budget administration. Functional budgets. Fixed and flexible budgets. Zero base budgeting.

Unit – IV

Marginal Costing: Absorption versus Variable Costing: Distinctive features and income determination. Cost-Volume-Profit Analysis, Profit / Volume ratio. Break-even analysis- algebraic and graphic methods, Margin of safety, Key factor, determination of cost indifference point.

Suggested Readings:

- Horngren, C. T., Sundem, G. L., Stratton, W. O., Burgstahler, D., & Schatzberg, J. (2011). *Introduction to management accounting*. Pearson Education International.
- Anthony A. Atkinson, Robert S. Kaplan, Ella Mae Matsumura, S. Mark Young. (2006). *Management Accounting*. Dorling Kindersley(India) Pvt. Ltd.
- Singh, Surender. (2016). *Management Accounting*. Scholar Tech Press, New Delhi.
- Garrison H., Ray and Eric W. Noreen. (2016). *Managerial Accounting*. McGraw Hill.
- Goel, Rajiv. (2013). *Management Accounting*. International Book House,
- Arora, M.N. (2012). *A Textbook of Cost and Management Accounting*. Vikas Publishing House, New Delhi.
- Maheshwari, S.N. and S.N. Mittal. (2017). *Management Accounting*. Shree Mahavir Book Depot, New Delhi.

BBA- 304 Production and Operations Management

Course objective: The course aims at developing knowledge about various steps of product, design, development, plant location, storage, production planning and control.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Understand ever growing importance of Production and Operations management in uncertain business environment.

CO2: Gain an in-depth understanding of resource utilization of an organization.

CO3: Appreciate the unique challenges faced by firms in services and manufacturing.

CO4: Understand the subject as a crucial part of functional management.

CO5: Develop skills to operate competitively in the current business scenario.

UNIT I

Operations management: Concept, Functions. Product Design and development – Product design and its characteristics: Product development process (Technical): Product development techniques .Process selection- Project, job, Batch, Mass and Process types of Production Systems.

UNIT - II

Facility Location – importance, Factors in Location Analysis: Location Analysis Techniques.

Facility Layout – Objectives: Advantages: Basic types of layouts. Capacity Planning – Concepts: Factors Affecting Capacity Planning, Capacity Planning Decisions. Production Planning & Control (PPC) –Concepts, Objectives, Functions.

UNIT – III

Introduction to modern productivity techniques – just in time, Kanban system. Total Quality Management & six sigma.

Functions of Purchasing Management – Objectives, Functions: Methods: Procedure. Value analysis – Concepts. Stock control systems. Virtual factory concept.

UNIT – IV

Inventory Management – Concepts, Classification: Objectives: Factors Affecting Inventory Control Policy: Inventory costs: Basic EOQ Model: Re-order Level: ABC Analysis. Quality Management - Quality Concepts, Difference between Inspections, Quality Control, Quality Assurances, Total Quality Management: Control Charts: acceptance sampling.

Suggested Readings:

1. Nair, Production & Operations management, 1st Edition, Tata McGraw Hill
2. Adam and Eben, Production & Operations management, 5th Edition, Prentice Hall, India.
3. Krajewski &Ritzman, Operations Management, 5th Edition, Pearson Education.
4. Buffa & Sarin, Modern Production/Operations Management, 8th Edition, John Wiley
5. Chary, Production & Operations Management, 2nd Edition, Tata McGraw

BBA- SEC 301 IT Tools for Business

Course Objective: The purpose of this course is to provide a through exposure to the operating and office management tools available in different packages. A student can be exposed to the working knowledge of Windows based operating systems and software packages such as Windows-95, 98, 2000-Professional, windows -XP and MS -Office.

Course Outcomes (COs): After completion of the course, the students shall be able to:

- CO1:** Develop understanding of computer fundamentals, functions and their classifications
- CO2:** Develop a clear understanding and knowledge about the functioning of a Computer software and window operating system
- CO3:** Demonstrate proficiency in Microsoft word & Excel.
- CO4:** Apply formatting and editing features to enhance worksheets.
- CO5:** Use styles, themes, and conditional formats to customize worksheets.

Unit –I

Computer Fundamentals: Data, Instruction and Information, Characteristics of Computers, Various fields of application of Computers, Input-output Devices (Hardware, Software, Human ware and Firmware) Advantages and Limitations of Computer, Block Diagram of Computer, Function of Different Units of Computer, Classification of Computers. Data Representation: Different Number System (Decimal, Binary, Octal and hexadecimal) and their Inter Conversion.

Unit –II

Computer Software: Types of Software, Application software and system software, Compiler and Interpreter, Generations of languages, Low- and High-Level Languages. Computer Memory: Primary Memory & Secondary memory. Storage Media. **Introduction to Windows Operating System:** All Directory Manipulation: Creating Directory, Sub Directory, Renaming, Coping and Deleting the Directory File Manipulation: Creating a File, Deleting, Coping, renaming a File Using accessories such as calculator, paint brush, CD player, etc

Unit –III

MS-Word: History, Creating, Saving, Opening, Importing, Exporting and Inserting document, Formatting pages, Alignment, Paragraphs and Sections. Indents and Outdents, creating lists and numberings Formatting Commands: Headings, Styles, Fonts and Size editing, Viewing Text, Finding and Replacing text, Headers and Footers, Inserting page

breaks, Page numbers, Special Symbols and Dates Mail merge, Preview and Printings command.

MS-PowerPoint: History, Creating, Saving, Opening, existing presentation, Creating and Saving a Presentation using Auto Content Wizard, Design Template, Blank Presentation the Slide Sorter View, Slide Show, Inserting pictures and graphics and Printing Slides.

Unit –IV

MS-Excel: Introduction, Components of Excel History, Creating, Saving, Opening, Spreadsheet, Formatting numbers and Text, Graph and Chart Formatting Commands, Menu Bar, Toolbars, Producing Charges, Protecting Cell Macro and Printing Operation, Spell Checking, Cell Editing, Calculation of various Financial and Statistical Functions using Formulas.

Note: Relevant Case Studies should be discussed in class.

Suggested Readings:

- Ram, B.(2018).*Computer Fundamentals Architecture and Organization*. New Delhi: Age Publications
- Sinha, P.K. and Sinha, P. (2017).*Foundation of computing*. New Delhi: BPB Publications.
- Arora, A.(2015) *Computer fundamentals and applications*. Vikas Publishing.
- Rajaraman, V.(2014).*Fundamentals of Computers*. Delhi: Prentice-Hall.
- Roger,J. (2010).*MicrosoftAccess2010*.Delhi:PearsonEducation.
- Forouzan,(2009).*Basics of Computer Science*. India: Cengage Learning
- Levi, D.S., Kaminsky, P. (2007) *Designing and Managing the Supply Chain*. McGraw Hill
- Turban, E., Aronson JE., Liang, TP. (2005). *Decision Support Systems and Intelligent Systems* (7th Edition). Pearson Publishers.

BMPD302-18 Mentoring and Professional Development

Guidelines regarding Mentoring and Professional Development

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities. For achieving the above, suggestive list of activities to be conducted are:

Part – A (Class Activities)

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

Part – B (Outdoor Activities)

7. Sports/NSS/NCC
8. Field project.
9. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

Note: Evaluation shall be based on rubrics for Part – A & B.

Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.

BBA 401 Business Research Methods

Course Objective: The course aims at equipping students with an understanding of the research process, tools and techniques in order to facilitate managerial decision making.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Explain the objectives and process of conducting research and its application in business.

CO2: Analyse the different types of research design and experimental errors.

CO3: Understand various techniques of sampling and methods of data collection.

CO4: Examine different types of scales and appraise about data preparation and analysis.

CO5: Identify and prepare various types of reports.

UNIT I

Research Methodology: definition, objectives, scope in management research, process of Research and limitations.

Research Design: Formulating the Research Problem, Choice of Research Design, Types of Research Design, Sources of Experimental Errors

UNIT II

Sampling: Advantages and Limitation of Sampling, Sampling process, Types of Sampling: Non-

probability sampling techniques, Probability sampling techniques, Sampling and non sampling

errors. **Data collection:** primary, secondary data collection, observation methods and survey method:

UNIT III

Measurement Concept, Levels of measurement—Nominal, Ordinal, Interval and Ratio

Attitude Measurement: Comparative scaling techniques, Non-comparative scaling techniques,

Questionnaire Designing: Types, Guidelines for developing a good questionnaire

UNIT IV

Data Preparation And Analysis: Editing, Coding, Cross Tabulation and Practices through Excel (Basic Concepts)

Report Writing: Types of Research Reports, Guidelines for Writing a Report, Report Format,

Guidelines for evaluating a report.

Suggested Readings:

1. K.V. Rao : Research Methodology, Sterling Publishers,
2. Srivastava and Rego : Business Research Methodology Tata McGraw Hill
3. Rajinder Nargundhkar : Marketing Research, Tata McGraw Hill
4. Cooper and Schindler, Business Research Methods, Tata McGraw Hill
5. C.R. Kothari : Research Methodology, New Age International Publishers

BBA 402 Human Resource Management

Course Objective: To provide an in-depth overview of the field of HRM, what are the roles and responsibilities of HR professionals how the primary functions affect the broader business strategy.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1- To explain the basics of Human Resource Management and analyse the evolution of HRM.

CO2: To appraise various functions of HRM that facilitate employee hiring viz. human resource planning, job analysis recruitment and selection.

CO3: To understand the role of training, development, career planning and performance appraisal functions in human resource development.

CO4: To analyse the functions of compensation management namely, wages and salary administration, incentives and fringe benefits.

CO5: To comprehend the meaning and concept of Industrial relations.

Unit I

Nature, scope, role and importance of HRM. New trends in HRM due to globalization deregulation and technological advancements, HRM practices in India, issues and challenges. Human Resource Planning: Meaning, factors affecting HRP, Human Resource Planning process.

Unit II

Job analysis: steps in analysing job and introduction to methods of collecting job analysis information, Job description, job specification. Job design: job simplification, job rotation, job enrichment and job enlargement.

Recruitment: sources of recruitment, policies and procedure of recruitment. Selection process, testing and interviews, Placement and induction.

Unit III

Training and Development: Identification of training needs, process of training and methods of training and development.

Career planning and development: career life cycle, process of career planning and development.

Unit IV

Performance appraisal: Meaning, process of performance appraisal, methods and problems of performance appraisal.

Compensation Management- Wage & Salary Administration: Meaning & Concept of Wage & Salary Administration, Elements & Methods of Wage & Salary, Incentive Plans & Fringe Benefits.

Industrial Relations: Meaning & Concept of Industrial Relations.

Suggested Readings:

1. Monnappa and Saiyadan, *Personnel Management*, Tata McGraw Hill.
2. Dessler, Garg, *Human Resource Management*, Pearson education.
3. C.B. Memoria *Personal Management* Himalaya
4. K. Aswathappa *Human Resource Management* Tata McGrawHill
5. Rao V.S.P. *Human Resource Management*, Excel books

BBA 403 Financial Management

Course Objective: To develop a conceptual clarity and basic understanding of the fundamentals of corporate finance among the students. Further help them comprehend its practical applicability in the corporate world.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Apply financial data for use in decision making by applying financial theory to problems faced by business enterprises.

CO2: Apply foundational finance theories and to analyse a forecast using relevant data and to conduct preliminary measurement of leverage analysis.

CO3: Apply time value of money techniques to various pricing and budgeting problems.

CO4: Apply modern techniques in capital budgeting analysis.

CO5: Assess dividend policy's impacts on share prices and to understand the implications of Dividend decisions in financial decision making.

Unit I

Financial management -Introduction: Meaning, nature and Scope, Goals of Financial Management-Profit Maximization vs. Wealth Maximization; Finance functions-investment, Financing, Liquidity and dividend decisions. **Sources of finance**-Long term and short term. **Concept of Time Value of Money**-present value, future value, annuity, Present Value of a series of payments.

Unit II

Cost of Capital: Meaning and significance of cost of capital; cost of equity shares; cost of preference shares; cost of debt, weighted average cost of capital. **Form of Capital:** Introduction to Capital Structure; theories- NI approach; NOI approach; MM approach; Traditional approach, determinants of capital structure. **Operating and Financial Leverage:** Measurement of leverages; Financial and operating leverage, combined leverage

Unit II

Investment Decision Making: Meaning, importance, nature of investment decisions. Investment evaluation criteria, **Capital budgeting Techniques-Non-discounted cash flow-** Pay back methods; Post Payback period; Accounting rate of return method, **Discounted cash flow techniques-**Net Present value method; Internal rate of return method; Profitability index method.

Unit IV

Working Capital: Meaning, significance, types, approaches, Factors affecting working capital management capital. **Dividend Policies:** Issues in dividend decisions. Forms of dividend- Theories of relevance and irrelevance of dividends.

Suggested Readings:

- I. Khan, M. Y. and Jain P. K.(2011),”Financial Management, Text, Problems & Cases”, Tata McGraw Hill Company, New Delhi.
- II. Pandey, I.M.(2015), “Essentials of Financial Management”, 4th Edition, Vikas Publishing House Pvt. Ltd., New Delhi.
- III. Maheshwari, S.N.(2019), “Financial Management – Principles & Practice”, 15th Edition, Sultan Chand & Sons, New Delhi.
- IV. Rustagi,Dr.R.P.(2017), “Basic Financial Management”, 8th Edition, Sultan Chand & Sons, New Delhi.
- V. Patel, Bhavesh(2014),” Fundamentals of Financial Management”, Vikas Publishing House Pvt. Ltd., New Delhi.

BBA GE- 401 Entrepreneurship Development

Course Objective: The objective of the course is to make the student understand the concept and importance of entrepreneurship and facilitate generation of young entrepreneurs.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Describe the concept and theories of entrepreneurship and its role in economic development of nation.

CO2: Develop business plan and identify the reasons of failure of business plans.

CO3: Illustrate the steps in starting MSME.

CO4: Comprehend government policies and regulatory framework available in India to facilitate the process of entrepreneurial development.

CO5: Identify different sources of finance for new enterprises and assess the role of financial institutions and various government schemes in entrepreneurial development.

Unit I

Definition and Concept of Entrepreneurship, Theories of Entrepreneurship, Myths about Entrepreneurship, Entrepreneurial Traits and Motivation, Role of Entrepreneurship in economic development. Types of Entrepreneurs. Barriers in the way of Entrepreneurship. Entrepreneurship Development (ED) Cycle.

Unit II

Creativity and Business Ideas, Blocks to creativity. Business Plans and reasons of failure of business plans. Micro-Small-Medium (MSME) Enterprise – Definition – Characteristics- Objectives- Advantages- Disadvantages-Role in developing countries-Problems- steps for starting- – Government Policies.

Unit III

EDP in India – Phases of Entrepreneurial programs – Government Policies- Administrative Frame work – Policy instruments – Statutory Boards – Industrial Estates –Industrial clusters – Incentives and subsidies – Advantages - Needs & Problems – Promotional agencies. Business Incubators& Start-ups.

Unit IV

Financing Options - Bridge capital, Seed capital assistance, Margin money scheme, Industrial Sickness, Causes-Remedies- An overview on the roles of institutions/schemes in entrepreneurial development- SIDBI, Commercial Banks. Other financing options- venture capital, lease funding, Angel Investors. Revival, Exit and End to a venture.

Suggested Readings:

- Kumar,Arya(2018), “Entrepreneurship”, Pearson, New Delhi.
- Gopal,V.P.Nanda (2015), “Entrepreneurial Development”, Vikas Publishing, New Delhi.
- Desai, Vasant, “Dynamics of Entrepreneurial Development & Management”, Himalaya Publishing House.
- Khanka,S S, Entrepreneurial Development, S.Chand & Co.,New Delhi.

BBA SEC- 401 Business Ethics & Corporate Social Responsibility

Course Objective: This paper aims at providing the students the understanding of ethical issues related to business and good governance necessary for long term survival of business.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Explore the relationship between ethics and business across different cultural traditions

CO2: Understand the relationship between ethics, morals and values in the workplace

CO3: Discuss the moral and social responsibility dimensions of corporate governance.

CO4: Describe models of CSR in India.

CO5: Assess international framework for CSR.

Unit I

Business Ethics: Nature, scope and purpose of ethics, Importance of Ethics & Moral standards; Ethics & Moral Decision Making, Ethical Principles in Business, Markets, Environment, Trade, Consumer Production and Marketing, Finance, HR, Personal Growth and Lessons from Ancient Indian Educational System; Science and Human Values.

Unit-II

Indian Ethos: Need, purpose & relevance of Indian Ethos; Salient feature (Brain Stilling, Total Quality Mind, Intuition, Intellectual rational brain V/s Holistic-Spiritual Brain. Holistic Approach for Managers in Decision Making, Professional ethos and code of professional ethics Human Values, Different meaning of human values: foundational human values – freedom, creativity, love and wisdom, Nature of Human freedom.

UNIT III

Meaning & Definition of CSR, History & evolution of CSR. Concept of Charity, Corporate philanthropy, Corporate Citizenship, CSR-an overlapping concept. Concept of sustainability & Stakeholder Management. CSR through triple bottom line and Sustainable Business; relation between CSR and Corporate governance; environmental aspect of CSR; Chronological evolution of CSR in India; models of CSR in India, Carroll's model; drivers of CSR; major codes on CSR; Initiatives in India.

UNIT IV

International framework for corporate social Responsibility, Millennium Development goals, Sustainable development goals, Relationship between CSR and MDGs. United Nations (UN) Global Compact 2011. UN guiding principles on business and human rights. OECD CSR policy tool, ILO tri-partite declaration of principles on multinational enterprises and social policy.

Suggested Readings:

1. S.S. Iyer - Managing for Value (New Age International Publishers, 2002)
2. S.K. Bhatia - Business Ethics and Managerial Values (Deep & Deep Publications Pvt.Ltd, 2000).
3. Velasquez – Business Ethics – Concepts and Cases (Prentice Hall, 6th Ed.)
4. Reed Darryl – Corporate Governance, Economic Reforms & Development (Oxford).
5. Mathur UC – Corporate Governance & Business Ethics (Mc Millan).
6. Human Values By : Prof. A.N. Tripathi New Age International
7. Corporate Social Responsibility in India - Sanjay K Agarwal
8. Handbook on Corporate Social Responsibility in India, CII.

BMPD402-18 Mentoring and Professional Development

Guidelines regarding Mentoring and Professional Development

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities. For achieving the above, suggestive list of activities to be conducted are:

Part – A (Class Activities)

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

Part – B (Outdoor Activities)

10. Sports/NSS/NCC
11. Field project.
12. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

Note: Evaluation shall be based on rubrics for Part – A & B.

Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.

BBA 501-18
Operation Research

Course Objective: The objective of the course is to acquaint the students with the applications of the operations research to business and industry and help them to grasp the significance of analytical approach to decision making.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Understand the concept, approaches and applications of operations research.

CO2: Apply the methods of linear programming for decision making.

CO3: Analyse transportation and assignment problems of business.

CO4: Apply the methods of game theory to solve business problems

CO5: Apply the techniques of network analysis to schedule business / project activities.

Unit 1

Introduction to Operation Research:- Meaning, Evolution, approaches, techniques and scopes of operations research, managerial application of Operation Research. Linear programming:- Introduction, meaning characteristics, graphical approaches and its utility simplex method, dual linear programming

Unit 2

Transportation & Assignment Problem: - The general structure of the problem, methods of initial allocation degeneracy, optimal solution, assignment problem, structure variation in assignment problem.

Unit 3

Game Theory: Games with pure and mixed strategies, saddle point, odds method, principle of dominance, sub games method. Sequencing problems: Processing jobs through two machines and three machines.

Unit 4

Network Analysis:- PERT/CPM background and development, stages in application PERT networking analysis, CPM, Determination of CPM, Determination of earliest expected & latest allowable times. Inventory control: - Classification of Inventory control, EOQ model, inventory control system, ABC Analysis, Advantages of EOQ model in management.

References:

- Gupta P.K., Hira D.S. (2011). Operations Research S. Chand & Co. Ltd., New Delhi.
- Taha H.A.(2010).Operations Research An Introduction. Pearson Education.
- Mustafi, C.K. (2000). Operations Research: New Age International Pvt. Ltd., New Delhi.
- Gupta,M.P., Sharma J. K. (2000). Operations Research for Management: Mayoor Paperbacks, Delhi.
- N.D.Vohra.(2007) Quantitative Techniques in Management. Tata McGraw-Hill.

- Frederick S. Hillier and Gerald J. Lieberman.(2001). Introduction to Operations Research: concept and cases.Tata McGraw-Hill.
- Sharma J.K.(2006). Operations Research: Theory and Application. Macmillan Publishers India.

BBA 502-18

Mercantile Law

Course Objective: To provide the brief idea about the frame work of Indian Business Laws. The course aims to familiarize the students with case law studies related to Business Laws.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Understand the concept, approaches and application of Contract Act in business decision making.

CO2: Understand and apply the provisions of Partnership Act in business decision making.

CO3: Understand and apply the provisions of sales Act in business decision making.

CO4: Understand and apply the provisions of Consumer Protection Act and Environment Protection Act in business decision making

CO5: Understand and apply the provisions of Negotiable Instrument Act in business decision making

Unit I

Introduction to Contract Act: Agreement, kinds of Agreements, Contract- kinds of contracts: Valid, Void, Voidable, Contingent and Quasi Contract and E contract, distinguish between agreement and contract. **Offer and Acceptance** - Definition, Essentials and types Communication of offer, Acceptance and Revocation. **Capacity to contract, Free Consent, Consideration**, Legality of Object and Consideration. Performance and discharge of contract, Remedies for breach of contract.

Law of Indemnity and Guarantee, Law of Bailment and pledge, Law of Agency.

Unit II

Partnership Act: Introduction to Partnership Act, Admission of Partner, Retirement and Death of Partner, Dissolution of Partnership Firm.

The Sale of Goods Act : Introduction, definitions, Formalities of the contract of sale, Distinction between 'sale' and 'agreement' of sell, Distinction between 'sale and hire-purchase agreement', Conditions and Warranties, Transfer of property as between the seller and buyer Rights of an unpaid seller.

Unit III

Consumer Protection Act : Objectives, features, structure and significance

Environment Protection Act : Objectives, features, structure and significance

Unit IV

Negotiable Instrument Act: Meaning and Characteristics of Negotiable Instrument, classification of Negotiable Instruments, Promissory Notes and Bills of Exchange, Essential elements of promissory Note and bill of exchange. Acceptance for honour, Absolute and qualified or conditional acceptance, Drawer, Drawee in case of Need, Payee, Cheques, types of cheques and Penalties in case of dishonour of certain cheques, distinguish between cheque and Bill of exchange, Holder, Holder in Due Course, Rights and privileges of H.D.C. Payment in due course, Maturity of an Instrument.

References:

- Majumdar, A.K. (2017), “ Company Law” Taxman Publishers
- C. L. (2016) , “ Business Laws” Taxmann Publishers.
- Kuchhal M. C. and Parkash D (2016) , “ Business Legislations for Managements’ Vikas Publications.
- Singhanian V. K. and Singhanian K (2016), “ Direct Tax Laws and Practice’ Taxmann Publishers.
- Chawla, Garg and Sarin (2017), “ Mercantile Law’ Kalyani Publishers.

BMPD 502-18
Mentoring and Professional Development

Guidelines regarding Mentoring and Professional Development

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities.
For achieving the above, suggestive list of activities to be conducted are:

Part – A
(Class Activities)

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

Part – B
(Outdoor Activities)

13. Sports/NSS/NCC
14. Field project.
15. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

Note: Evaluation shall be based on rubrics for Part – A & B.

Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.

Consumer Behaviour

Course objective:

The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in Consumer behavior and to facilitate the students in appreciating need/significance and applications of various domains of consumer behavior especially in the changing business environment.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Understand fundamental concepts, nature and importance of consumer behaviour.

CO2: Analyze the various factors that influence consumer decisions.

CO3: Understand the individual, group or organizations make buying decisions.

CO4: Understand how and why groups affect consumer behavior.

CO5: Understand the emerging trends in field of consumer behavior.

Unit I

Consumer Behaviour: Nature, scope & Importance of Consumer behavior. Consumer decision making process (five step model), factors affecting buying behaviour , Models of consumer decision making,

Unit II

Consumer as an individual: Consumer motivation: needs & goals, **Personality:** Theories (Psychoanalytical and Trait Product Personality, **Consumer Perception:** Concept and Elements of Perception, **Theories of consumer learning:** Behavioural and Cognitive Learning Theories. **Consumer Attitude:** Meaning of Consumer attitude and Functions of Attitude.

Unit III

Consumer in social & cultural setting: Reference groups: concepts, factors affecting reference groups, Family: Functions of family, Family Life Cycle. **Social class:** Meaning and different social classes, **Culture & sub culture:** definition & influence.

Unit IV

Consumer Decision Making: Introduction to opinion leadership, Diffusion of innovations: Diffusion Process, Adoption Process Influence, Profile of Consumer Innovators.

Recommended Text Books:

1. Schiffman, L.G. and Kanuk, L.L.(2018) *Consumer Behavior*, Prentice Hall of India
2. Loudon, D. and Bitta, D.,(2010) *Consumer Behaviour*, Tata Mc Graw Hill
3. Majumdar,R, (2017) *Consumer Behaviour: Insights from the Indian Market*, PHI Learning Pvt. Ltd.
4. Schiffman, L.G. Wisenblit and Kumar (2016). *Consumer Behavior*, Pearson.

Advertising and Sales Management

Objective of Course: The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of advertising and sales management. The course will help students learn rules and techniques of effective advertising and to understand the sales management process and its management

Course Outcomes: After studying this course, the students should be able to:

CO1: Understand advertising and its role in Marketing

CO2: Apply knowledge of advertising components in designing effective Advertising campaign for products and services

CO3: Design effective Media strategy for its product /Service awareness

CO4: Apply its knowledge in recruiting and selecting right set of Sales force for selling products and services in market

CO5: Design sound sales strategy for its products and services.

CO6: Measure performance of sales force and sales territories.

Unit I

Advertising: Definition of Advertising, History of Advertising, Roles of Advertising, Types of Advertising, Setting advertising objectives, different kinds of advertising, Advertising Layout, advertising copy, Creative copy strategies, Message Strategies, Cognitive strategies, Exceptional Strategies, Advertising Effectiveness.

Unit II

Media planning & scheduling: Media Plan, Types of media, Market Analysis, Media Objectives, Developing and Implementing Media Strategies, Evaluating the effectiveness of Media, Measuring advertising effectiveness: pre and post testing, Social, Ethical and Legal Aspect of Advertising,

Unit III

Sales Management: Definition, Nature, Scope and Importance of Sales Management, Emerging Trends in Sales Management. Role and Skills of Sales Managers, Function and qualities of a Sales Executive, Sales Objectives, Sales Strategies.

Personal Selling: Defining Personal Selling, Scope and Significance, Aims and Objectives of Personal Selling, AIDAS Principles, Personal Selling Process, Customer Delight

Unit IV

Sales Force Management: Meaning and Role of Sales Force, Sales Force Objectives and Strategy, Sales Force Size, , Financial rewards, Non-financial rewards, Compensation,

Sales Territories and Quotas: Defining Sales Territory, Designing Sales Territory, Steps involved, Methods used, Guidelines for designing territories, Types of territory designs.

Note: Relevant Case Studies should be discussed in class.

Suggested Readings:

1. 1. Belch, G. E. & Belch, Advertising and Promotion, Tata McGraw Hill.
2. Wells W., Burnet J. and Moriarty S, Advertising: Principles & Practice, Pearson Education.
3. O' Guinn, T. and Allen, C. 'Advertising Management with Integrated Brand Promotion' Cengage Learning
4. Aaker, D A, Myers and Batra, Advertising Management, Pearson Education
5. S. A. Chunawalla, Foundation of Advertisement Theory and Practices, Himalaya Publications

Latest editions of the books should be followed.

Corporate Accounting

Course Objective: To make the student familiar with corporate accounting procedures and in-depth knowledge of preparation of various accounts related to corporate field.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: To understand the accounting of issue of shares and debentures.

CO2: To understand the final accounts of company form of organization.

CO3: To get an overview of financial reporting of financial institutions

CO4: To understand the accounting treatment for amalgamation.

CO5: To understand the accounting for liquidation of the company.

Unit I Accounting for Shares and Debentures: Issue of Shares at Par, at Premium and at Discount; Forfeiture and Re-Issue of Shares; Buy-Back of Shares; Redemption of Preference Shares; Rights Issue. Issue of Debentures; Redemption of Debentures; Conversion of Debentures into Shares. Underwriting of Issues; Profits Prior To Incorporation; Treatment of Preliminary Expenses.

Unit II Final Accounts of company: Provisions and Reserves; Determination of Managerial Remuneration; Appropriation out of Profits; Payment of Dividend, Transfer of Unpaid Dividend to Investor Education and Protection Fund; Bonus Shares and Payment of Interest out of capital.

Unit III Accounting Treatment for Amalgamation and Reconstruction of Companies: Amalgamation- Accounting Treatment and Disclosures; Calculation of purchase consideration, Accounting treatment in the books of transferor and transferee (as per Accounting Standard 14, excluding inter- company holdings). Internal Reconstruction Holding and Subsidiary Companies, Preparation of consolidated balance sheet — minority interest – cost of acquiring control or goodwill – capital reserve – preference share capital in subsidiary companies.

Unit IV: Liquidation of companies: Scope, contributory preferential payments, preference dividend. Statement of affairs and deficiency/surplus account, Liquidators final statement of account, liquidator remuneration, receiver for debenture holders, list 'B' contributories.

Note: Relevant Case Studies will be discussed in class

Suggested Readings / Books:

- Shukla M.C., Grewal T. S. & Gupta S. C.(2017) *Advanced Accounts*. (19 Ed).Sultan Chand & Company Ltd.
- Gupta R. L. & Radhaswamy M. (2013).*Corporate Accounting*. Sultan Chand & Sons.
- Maheshwari S.N. *Corporate Accounting* Vikas Publishing House.

- Ghosh T.P. (2007) *Accounting Standards and Corporate Accounting Practices Vol. 1*. Taxman's, New Delhi,
- Sharma P. *Corporate Accounting*. Sharma Publication.
- Arulanandam M.A., Raman K.S. *Advanced Accounting*, Himalaya Publication.
- Middlekauff, R.H. (2007). *The glorious cause: The American revolution*. Oxford University Press.

Financial Markets and Services

Course Objective: The objective of the course is to understand role of Financial Services and markets in Business organizations and to give an insight into the strategic, regulatory, operating and managerial issues concerning select financial services. In addition, the course will examine the present status and developments that are taking place in the financial markets and developing an integrated knowledge of the functional areas of financial services industry in the real services industry in the real world situation.

Course Outcomes: Upon completion of this course, students will be able to:

CO1: To understand the concept of financial system and their importance.

CO2: To know the structure of Financial Markets.

CO3: To develop basic understanding of derivatives and currency markets.

CO4: To understand the importance and role of Primary and Secondary markets.

CO5: To understand the role and types of Financial Services

CO6: To understand structure and system of leasing, mutual funds, credit rating, credit cards, Dematerialization, merchant banking, venture capital, factoring, and securitization.

Unit I Introduction to Financial System: Introduction, components, key elements, Financial Markets; money market in India; nature, instruments, functioning and participants. Indian Capital Market: structure, functions, role, participants. Financial Services: Meaning, types and their importance, Role of Financial Services in a financial system.

Unit II Financial Regulations: Regulatory Frame work; Securities Exchange Board of India and Reserve Bank of India. Primary Market: SEBI guidelines on primary market, Book building, online IPOs, Green- shoe option. Secondary Market: Introduction, stock exchanges, listing of securities, trading and settlement. Introduction to Derivative Markets.

UNIT III Financial Services: Leasing: Meaning and features, Types of Leases, Lease vis-à-vis buy. Lease vis-à-vis Hire purchase. Mutual Funds: Concept, Composition, Schemes, Merchant Banking: Meaning, scope, Latest guidelines of SEBI w.r.t. Merchant bankers. Credit Rating: Types of credit Rating, credit Rating Agencies & their Methodology. Venture Capital: Meaning, Features, SEBI guidelines for venture capital,

UNIT IV Factoring: concept, factoring vis-à-vis Bills Discounting - Factoring vis-à-vis credit Insurance Factoring vis-à-vis Forfeiting. Depository: Meaning, Process of De-materialization and Re-materialization. Brief description of NSDL and CDSL Depository, depository participants, SEBI guidelines relating to depository system.

Note: Relevant Case Studies should be discussed in class.

Suggested Readings:

1. Khan, M.Y. (2011). *Financial Services*. (6th Ed). Tata McGraw-Hill.

2. Bhole, L.M, Mahakud, Jitendra (2009). *Financial Institutions & Markets*. (5th Ed). Tata McGraw-Hill

3. Gurusamy S, (2009) *Financial Services & System*. (2nd Ed). Thomson Publications
4. Avdhani V. A. (2017) *Financial Services in India*. (3rd Ed). Himalaya Publications
5. Gordon & Natarajan. (2016) *Financial Markets & Services*. (11th Ed).Himalaya Publications
6. Pathak, Bharti V. (2009) *The Indian Financial System-Markets, Institutions and Services*. New Delhi: Pearson Education.
7. Harrington S. E. (2004). *Risk management and insurance: Instructor manual*. (2nd Ed.). New York: McGraw- Hill Publishing Company.
- 8 Madura, J. (2009). *Financial markets and institutions*. USA: South Western College.
9. Mishkin, F.S., & Eakins, F.S. (2009). *Financial markets and institutions*. (6th Ed.). New Delhi: Pearson Education.

BBA 531-18
Industrial Relations and Labour Laws

Course Objective: The objective of this course is to acquaint the students with the two important aspects of Industrial Relations namely Social Security and Labour Welfare.

Course Outcomes:

- CO1: Understand establishing & maintaining a sound relationship between the worker & the employer.
- CO2: Identify and rectify the simmering issues which might take the form of a dispute in the workplace.
- CO3: Clarify the use & importance of various Acts & their uses in Industrial Relations.
- CO4: Keep away from strikes & lockouts so as to enhance the economic status of the employee.
- CO5: Understand the significance & functioning of Trade Unions

Unit –I

Concept of Industrial Relations: Concepts, Objectives, Scope, Importance, Participants, Essentials of effective Industrial Relations, Factors affecting Industrial Relations, Constraints of IR and approaches of IR. **Trade Unions:** Concept, Objectives, Types, Structure and Functions. **Trade Unions Act, 1926:** Objectives and definition, registration of trade unions, Rights and liabilities.

Unit –II

Industrial Conflict and Disputes: Introduction, Scope, Objectives, Manifestation of Conflict, provisions regarding strikes, lock-outs, layoff and retrenchment. **Settlement of Industrial Disputes:** Concept, Types, Conciliation Procedure and Practices in India; Adjudication – Concept and types; Arbitration: Approaches and types.

Unit –III

Factories Act: Object and definition, Health, Safety and welfare provisions, Provision of working hours for women and young persons. Basic Features of payment of wages Act, Minimum Wages Act and Basic features of Employees Provident Fund Act, and Payment of bonus act.

Unit –IV

I.L.O and Social Security: The concept of Labour welfare: Introduction, Evolution, Scope and Objectives, Theories and Types. Social Security, Role of Indian Labour Laws and International bodies such as ILO-Social Audit.

Note: Relevant Case Studies should be discussed in class.

Suggested Readings:-

1. Piyali Ghosh, Shefali Nandan (2015), “Industrial Relations and Labour Laws”, Tata McGraw Hill Edition, New Delhi.
2. Monappa Arun, Nambudiri Ranjeet & Selvaraj Patturaja (2012), “Industrial Relations and Labour Laws”, Tata McGraw Hill Edition, New Delhi.
3. Mamoria, Mamoria and Gankar (2020) “Dynamics of Industrial Relations”, Himalaya Publishing House, New Delhi.
4. T.N. Chhabra and R.K. Suri, Industrial Relations – Concepts & Issues, Dhanpat Rai & Company
5. Venkata Ratnam, C.S (2006). “Industrial Relations”, Oxford University Press, New Delhi.
6. Srivastava, S. C (2008). “Industrial Relations and Labour Laws”, Vikas Publishing House Pvt Ltd, New Delhi.
7. Sinha, P.R.N., Sinha, Indu Bala and Shekhar, Seema Priyadarshini (2004), “Industrial Relations, Trade Unions, and Labour Legislation”, Pearson Education, New Delhi.
8. Sen Ratna (2003), “Industrial Relations in India”, MacMillan, New Delhi.
9. Davar, R S (1999), Personnel Management and Industrial Relation, Vikas Publishing House Pvt. Ltd, New Delhi.
10. Sivarethnamohan, R (2010), Industrial Relations and Labour Welfare- Text and Cases, PHI Learning Pvt. Ltd, New Delhi.

Organizational Change and Development

Course Objective: This course aims to introduce students to theories and concepts of organizational change and development and also it enhances the knowledge and understanding of organizational interventions terminology and provides students with the opportunity to apply the key concepts to practical organizational situations.

Course Outcomes: Upon completion of this course, students will be able to:

CO1: Develop understanding of organization change and illustrate theories of planned change.

CO2: Analyze the issues and problems arising out of organizational change initiatives.

CO3: Explain the meaning, objectives and process of organizational development.

CO4: Understand the role of various intervention strategies in organizational development.

CO5: Explain the issues in the consultant client relationship.

Unit I

Organisation Change: - Introduction, importance, forces of change and types of change. Models of change: - systems model of change, Lewin's Force Field Analysis Model, The model of change management, the process of change.

Unit II

Change & its impact: - effects of change on people, operational effects, psychological effects, social effects, people's reaction to change:- Acceptance of change, indifference, organized resistance, frustration & aggression, Reasons for resistance and Methods of minimizing resistance. Strategies of change.

Unit III

Organisation Development: - Meaning, features, objectives, History of OD, process of organizational development. OD interventions: - concept, characteristics, classification of intervention, OD interventions as tool to improve effectiveness of organization.

Unit IV

Training Experience: T-Groups, behaviour Modelling, Team building interventions, Issues in consultant client relationship.

Suggested Readings:

1. Wendeel L. French, Cecil H. Bell (1999), "Organization Development" Prentice Hall
2. Burke W.W and Noumair, D. A. (2015), "Organization Development – A Process of Learning and Change", Pearson Education
3. Cummings, T. G. and Worley, C. G. (2008), "Organization Development & Change", Cengage Learning.
4. Bhatia, S.K (2003), "Management of Change & Organisation Development- Innovative Approaches", Deep & Deep Publications, New Delhi.
5. Bhattacharya, Dipak Kumar (2009), "Organization Change & Development", Oxford University Press.
6. Singh, Kavita (2009), "Organisation Change & Development, Excel Books.
7. S. Ramnarayan, and T.V. Rao (2011) : OD – Accelerating Learning & Transformation, Sage, New Delhi

BBA 601-18
Strategy Management

Course Objectives: The course aims at providing fundamental knowledge and exposure to the strategies at corporate level. It will help student understand the relationship amongst goals, objectives, strategies, tactics, plans, programs, procedures, rules etc.

UNIT I

Strategic Management: Introduction, Nature & Scope, Need, Process of Strategic Management. **Strategic Intent:** Vision, Mission, Business Definition, Business Model Goals & Objectives.

Unit II

Strategy Formulation & process:

Environment Appraisal and Scanning: External & Internal Environment including PEST, Techniques for Environmental Scanning (SWOT, ETOP, Quest). Porter's Five forces Model, Methods and technique Used for Organizational Appraisal.

Unit III

Corporate Level Strategy: Concept, Stability, Expansion, Retrenchment, Combination, Strategy. **Business Level Strategy:** Concept, Porter's Generic Business Strategy. **Strategic Choice:** Concept, Process of Strategic Choice, BCG Matrix, GE Nine Cell Matrix.

UNIT IV

Strategic Implementation: Concept, Interrelationship between Formulation and Implementation, Aspects of Strategy Implementation (Behavioral Implementation, Resource Allocation). **Strategic Evolution and Control:** An Overview, Technique of Strategic Evolution and Control

Suggested Readings:

1. Azhar Kazmi(2007), "Business Policy and Strategic Manageent", Tata Mcgraw Hill
2. Jouch & Gluick, "Strategic Management & Business Policy", Tata Mcgraw Hill
3. Wheelen & Hunger (2008), "Strategic management & Business Policy", Pearson Education
4. Hill, Charles, W. L., Schilling, Melissa A., Jones, Gareth R. (2019), "Strategic Management: Theory & Cases: An Integrated Approach", Cengage Learning.

BBA 602-18

Company Law

Course Objective: The objective of the course is to impart basic knowledge of the provisions of the Companies Act 2013. This course will provide better understanding of the different clauses of company law which a business manager must know for better decision making.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Understand the basic concept and provisions of company law in business decision making.

CO2: Understand the concept of different types of companies and differentiate among them.

CO3: Understand the process of formation of company and different documents required for that.

CO4: Understand the process of appointment and qualification of different types of directors of company

CO5: Understand the need of different meetings and process of winding up of company.

UNIT-I

Nature of a company: Definition of a company, Characteristics of a company, Lifting the corporate veil, Company distinguished from partnership. **Types of companies** including one person company, small company, associate company, dormant company, producer company; association not for profit; illegal association; **Formation of a company:** Steps involved in the formation and incorporation of a company, on-line filing of documents, promoters, their legal position, pre-incorporation contract; on-line registration of a company.

UNIT-II

Memorandum of Association: Meaning and Importance, Form and Contents, Alteration of Memorandum.

Articles of Association: Meaning, Relationship of and distinction between MOA and AOA. Prospectus: Meaning, Definition and contents, statutory requirements in relation to prospectus.

UNIT-III

Share capital: Kinds of share capital, Alteration of share capital, Ways for raising share capital, Allotment of shares

Company Management: Classification of directors, women directors, independent director, small shareholder's director; Disqualifications, director identity number (DIN); Appointment; Legal positions, powers and duties; removal of directors; Key managerial personnel, managing director, manager;

UNIT-IV

Meetings of shareholders and board; Types of meeting, convening and conduct of meetings, postal ballot, and meeting through video conferencing, e-voting.

Winding Up - Concept and modes of Winding Up. Administration of Company Law [including National Company Law Tribunal (NCLT), National Company Law Appellate Tribunal (NCLAT), Special Courts.

Suggested Readings/Books:

- Singh, Avtar (2018), “ Company Law” Eastern Book Co., Lucknow
- Kuchal M.C (2017), “ Modern India Company Law” Shri Mahavir Books, Noida.
- Kapoor N.D.(2017), “Company Law -Incorporating the Provisions of the Companies, Amendment Act” Sultan Chand & Sons, New Delhi
- Bagrial A.K. (2018), “ Company Law” Vikas Publishing House, New Delhi.
- Ramaiya (2016), “ A Guide to Companies Act” Wadhwa and Buttersworth.
- Manual of Companies Act, Corporate Laws and SEBI Guideline, Bharat Law House, New Delhi (2018)
- A Compendium of Companies Act 2013, along with Rules, by Taxmann Publications.
- Gower and Davies (2018), “ Principles of Modern Company Law” Sweet & Maxwell Publishers
- Sharma J.P.(2018) , “ An Easy Approach to Corporate Laws” Ane Books Pvt. Ltd., New Delhi

BMPD 602-18
Mentoring and Professional Development

Guidelines regarding Mentoring and Professional Development

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities.
For achieving the above, suggestive list of activities to be conducted are:

Part – A
(Class Activities)

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

Part – B
(Outdoor Activities)

16. Sports/NSS/NCC
17. Field project.
18. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

Note: Evaluation shall be based on rubrics for Part – A & B.
Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.

BBA 611-18
Services Marketing

Course objective:

This course aims at providing understanding among the graduate students to apply service marketing concepts and strategies to the create customer value in today's highly competitive environment.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Understand fundamental concepts, nature and importance of Services Marketing.

CO2: Analyze the various factors that influence service marketing.

CO3: Understand the role of customers and employees in service delivery.

CO4: Understand how and why new service development takes place.

CO5: Understand the emerging trends in field of service marketing.

Unit I

Introduction to Services: Reasons for growth of service sector, Contribution of service sector towards Indian economy. Service characteristics, classification of services, Extended Service marketing mix. Service Quality: SERVQUAL and integrated gaps model of service quality

Unit II

Service development and design: Challenges of service design, types of new services, core and supplementary elements, new service development process, Service blueprint, Physical evidence and the Servicescape.

Unit III

Role of employees and customers: service culture, employee's role in service delivery, strategies to deliver quality services, **Customer Participation:** introduction to role of customer in delivering services Role of intermediaries and electronic channels.

Unit IV

Services marketing communications: services marketing triangle, Pricing approaches for services. Emerging trends in services marketing.

Recommended Books

1. Zeithmal A Valarie and Bitner Mary,(2016) '*Services Marketing*', Tata McGraw Hill,
2. Lovelock, Christopher H,(2014) '*Services Marketing*', Pearson Education .
3. Singh. P and Kaur R, (2017) '*Services Marketing*', Kalyani Publishers.
4. Shajahan , (2010) "Service Marketing" Himalya Publishing.

BBA 612-18
Retailing and Logistics Management

Course Objectives: The objective of this course is to make students understand the role of retailing and logistics management in overall management function and how to use that knowledge in designing effective retail strategy.

Course Outcomes: After studying this course, the students should be able to:

CO1: Understand Retail Environment, challenges and Retail formats in retailing in India.

CO2: Design Merchandise System for effective execution of retailing function.

CO3: Understand and recognize the importance of store design and apply the concepts of store design to determine store layout and merchandising.

CO5: Understand various activities in logistics system and its importance

CO6: To apply knowledge of Inventory management, Transportation, warehousing, Packaging in designing overall strategy of Logistic Function

Unit - I

Introduction to Retailing: Meaning and Economic Significance, Opportunities in Retailing, Types of Retailers **Retailing in India:** Evolution of Retail in India, Drivers of Retail Change and Challenges to Retail Development in India.

Unit-II :

Retail formats: Food Retailers, General Merchandise Retailers, Non-Store Retail Formats, Services Retailing, and Types of Ownership

Planning and Merchandise Management for Retail Outlets: Meaning, Sales Forecasting for Merchandise Plan, Assortment Planning process, Finance and location Strategists for Retailing, Store Management Responsibilities.

Unit-III:

Recruiting & Selecting Store Employees, Socializing & Training New Store Employees
Motivating, Managing & Evaluating Store Employees.

Store Layout, Design & Visual Merchandising: Objectives of Good Store Design, Store Layout. Space Planning and Merchandise Presentation Techniques.

UNIT-IV

Logistics Management:

Introduction, Objectives of logistics, Types of logistics, Role of Logistics in an Economy,

Inventory Management: Introduction, Objectives, Types of Inventory, Importance of inventory management, Different Types of Inventory Costs, Inventory Performance Measures in Logistic Management.

Note: Relevant Case Studies should be discussed in class.

Suggested Readings:

1. Levy, Michael and Barton A. Weitz (2003), Retail Management, Tata McGraw Hill, 5th Edition.
2. Sinha, P. K. and Uniyal, D. P. (2007), Managing Retailing, Oxford, 1st Edition.
3. Newman, Andrew J. and Peter Cullen (2007), Retailing: Environment and Operations, Thomson, 1st Edition.

4. Pradhan, Swapna (2007), Retail Management – Text and Cases, Tata McGraw Hill, 2nd Edition.
5. Sople (2009), Logistic Management, Pearson Education India, 3rd Edition.
6. Alan Rushton, Phil Croucher, Peter Baker, The Handbook of Logistics and Distribution Management: Understanding the Supply Chain (5th Edition):.
8. Satish C Ailawadi, Rakesh Singh (2005). Logistic Management Prentice-Hall Of *India* Pvt. Limited,

BBA 621-18
Personal Financial Planning

Course Objective - This course aims to acquaint students with the knowledge regarding personal financial planning its importance, methods and various instruments that may be considered for it.

Course Outcomes:

CO1 – To familiarise students with the concept, objectives and importance of personal financial planning.

CO2 - To enable the students to understand the implications of environmental factors

CO3 – To familiarize students with the concepts of time value of money on the personal financial statements and their use in personal financial planning.

CO4 – To enable students to identify various types of risks any individual is exposed to and how they can hedge diversifiable risk.

CO5 – To familiarise students with various instruments available for investment by an individual for achieving their personal financial goals.

Unit I

Personal Financial Planning: Introduction, features, objectives and scope of personal financial planning.

Environmental Analysis: Screening and analysis of environmental factors affecting personal financial planning.

Unit II

Time Value of Money Personal Financial Statements: Meaning and calculation of present value and future value of money. Factors affecting the time value of money and its impact on the personal financial statements.

Personal Risk Management: Meaning of risk, measurement of risk and its identification. introduction to life insurance and general insurance. Insurance planning for the individual as well as family.

Unit III

Investment Planning: Meaning, process, importance and objectives of investment planning.

Investment Instruments for Personal Financial Management: Introduction to various tax saving financial instruments, Mutual fund schemes, Fixed income securities (Government bonds, corporate debt securities, bank deposits, fixed income plans by mutual funds, post office saving schemes etc.), Capital market instruments, Money market instruments and Real Assets.

Unit IV

Retirement Planning: Meaning, nature, importance, scope and process of retirement planning

Estate Planning: Meaning, nature, importance, scope and documentation in estate planning

Suggested Readings:

1. Walker, R. B and Walker, K. P. (2017) 'Personal Finance: Building Your Future', McGraw Hill Education.
2. Kapoor, J. R., Dlabay, L. R., Hughes, R. J. and Hart, M. M. (2020) 'Personal Finance', McGraw Hill Education.
3. Madura, J. (2020) 'Personal Finance', Pearson Education.
4. Benjamin, G. (2006) 'Intelligent Investor: The Definitive Book on Value Investing' HarperCollins Publisher, Reprinted.
5. Murali, S. and Subakrishna, K. R. (2018) 'Personal Financial Planning (Wealth Management)', Himalaya Publishing House.

BBA 622-18
Direct and Indirect Tax Laws

Course Objective - To enable the students to understand the importance, implication and computation of direct and indirect taxes in India

Course Outcomes:

CO1 – The students will be familiarised with the concepts, framework and incidence of taxes in India.

CO2 – To acquaint students with the provision of the current finance act with regard to various heads of income.

CO3 – To enable students to compute the tax liability of individuals after considering their residential status, various exempted incomes, permissible deduction, clubbing of income and setting off of losses.

CO4 – To familiarize students with the concepts of Value Added Tax, excise duty and custom duty.

CO5 – To enable students to understand the concept and importance of One-Nation-One-Tax system brought in India through Goods and Services Tax.

CO6 – To enable students to understand the framework and structure of GST.

CO7 – To acquaint students with the process of tax credit and refund of GST.

UNIT I

Introduction: Meaning and constitutional framework of taxation in India. Difference between direct and indirect taxes

Introduction to Direct Tax: Basic concepts, Agricultural income and its assessment, Basis of charge, Residential status of an assessee, Exempted incomes

Income from Salaries: Meaning, Allowance and Perquisites, Standard deduction, computation of taxable salary income.

Unit II

Income from House Property: Meaning of rental income, treatment of interest on housing loan, computation of taxable income from house property

Profits and Gains from Business or Profession: Meaning, various admissible and non-admissible expenses, treatment of depreciation, copyright, patents and expenditure on research and development.

Unit III

Capital Gains: Meaning of short-term and long-term capital gains, various exempted capital gains u/s 54

Income from Other Sources; Clubbing of Income, Setting off and Carry forward of losses, Deductions u/s 80

Unit IV

Introduction and basic features of Central excise, Customs duty and Value added Tax.

Good and Service Tax: Meaning, features, advantages and history of GST in India. Goods and Services Tax Act

GST Council and GST Network

Rates structure of GST, Scope of supply, Composition Scheme under GST, Assessment (only basic concepts), Process of tax credit and refunds

Suggesting Readings:

1. Mehrotra, H. C. and Goyal, S. P. (2020) 'Income Tax Law and Practice' Sahitya Bhawan Publications.
2. Ahuja, G. and Gupta, R. (2020) 'Practical Approach to Direct and Indirect Taxes: Containing Income Tax and GST', Wolters Kulwer.
3. Singhanian V. K. and Singhanian, M. (2020) 'Students' Guide to Income Tax Including GST - Problems & Solutions', Taxmann Publications.
4. Gaur, V. P. and Narang, D. B. (2020) 'Income Tax Law and Practice' Kalyani Publishers.
5. Datey, V. S. (2020) 'Indirect Taxes: Law and Practice' Taxmann Publications.

Training and Development

Unit I

Training and Development:- Conceptual aspects, objectives and importance of Training and Development. Process of Training and Development: Identification of training needs, methods of need assessment.

Unit II

Designing Effective Training Program: factors affecting training design, budget for training, selecting and preparing training site, choosing the trainers, program design.

Unit III

Methods of Training: Traditional and Modern methods, Use of technology in training.

Training Evaluation: Testing effectiveness of training, Introduction, Reasons for evaluation, evaluation process, outcomes used for evaluation of training, evaluation practices.

Unit IV

Employee Development: approaches to employee development, Designing development programmes. Development Methods: Case studies, Role play and Sensitivity Training, Business Games, Behavior Modelling.

Suggested Readings:

1. Noe, Raymond, A (2017). "Employee Training and Development" McGraw Hill.
2. Raymond, A. N. and Kodwani, A. D. (2018) "Employee Training and Development" McGraw Hill.
3. Craig, Robert (2005) "Training and Development Handbook" McGraw Hill, New York
4. Rajshree Shinde, Abhilasha, A. and Ramakumar, A. (2015) "Human Resource Development" Himalaya Publishing House.
5. N. Sambasiva Rao and Yvvss Varas Prasad (2018), "Training and Development", Himalaya Publishing House.

BBA 632-18

Cross Cultural Human Resource Management

Course Objective: The course has been designed to make the students aware of the changing role of HR in international organizations having large number of subsidiaries which are operating in different countries and cultures as compared to the domestic companies.

Course Outcomes:

- CO1:** Understand issues, opportunities and challenges pertaining to international Human Resource Management.
- CO2:** Develop competency in dealing with cross cultural situations.
- CO3:** Understand the strategic and functional roles of HRM in various international contexts, especially in areas such as recruitment and selection, performance management, training, learning and development, career management, compensation, motivation and repatriation;
- CO4:** Identify the role of cross-cultural leadership in managing multicultural teams.
- CO5:** Understand external forces (e.g. globalisation, sociocultural changes, political and economic changes) that have the potential to shape international HRM.

Unit –I

Introduction to Cross Cultural Management:

Introduction to cross cultural management: Understanding Culture, Culture dimensions, Significance and impact of cross culture on organization, Role of culture in Strategic Decision Making. Influence of National Culture on Organizational Culture. Difference between Domestic and International Human Resource Management.

Unit –II

Shift in Culture: significance of shift in Culture, Influence of economic factors and foreign intervention on shifts in local cultures.

Comparing Culture: Cultural and behavioral differences in different countries, various models for comparing cultural- Hofstede, GLOBE Model.

Unit –III

Staffing and Training for Global Operations Global Staffing Choices: Approaches to Staffing, Transferring Staff for International Business Activities, Role of Expatriates and Non-

Expatriates. Cultural Adaptation through Sensitivity Training. Dynamics of Cross-Cultural leadership.

Unit –IV

Managing and motivating multi culture teams. Cross –cultural Negotiation & Decision making, Culture and Dispute, Resolution of Conflicts and Disputes in cross culture context, Cross-culture ethics: Ethics values across cultures and Ethics dilemma

Note: Relevant Case Studies should be discussed in class.

Suggested Readings: -

- Luthans, F. and Jonathan D. P. (2012) “International Management: Culture, Strategy and Behavior” Tata McGraw-Hill Education, New Delhi.
- Peter, J. Dowling and Denise, E. Welch (2007), “International Human Resource Management”, Thomson Publishers, New Delhi.
- David .C. T. and Mark F. P. (2008) Cross-Cultural Management: Essential Concepts, Sage Publishers
- Thakur, M., Burton & Gene, E (2002). International Management. Tata McGraw Hill
- Tayeb, Monir (2005), “International Human Resource Management: A Multinational Company Perspective”, Oxford University Press.
- K .Aswathappa (2012) , “International Human Resource Management”, McGraw Hill, New Delhi.
- Deresky, Helen (2000), “International management: Managing across borders and cultures”, Pearson Education India.
- S. C. Gupta (2006), “International Human Resource Management”, Macmillan India Ltd.
- Hodgetts, R. and Luthans, F. (2003). International Management. McGraw Hill Inc.