

RANCHI WOMEN'S COLLEGE

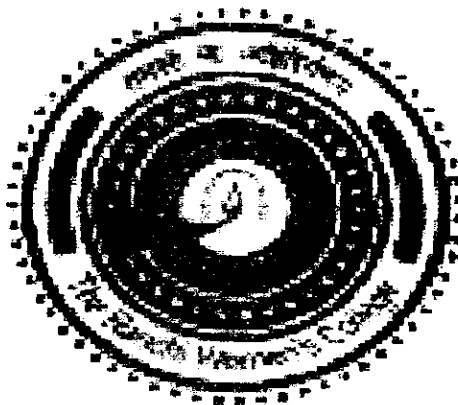
*(A constituent Autonomous college of
Ranchi University)*

RANCHI - 834001

BACHELOR OF BUSINESS ADMINISTRATION

(B.B.A)

DEPARTMENT



SYLLABUS

THREE YEARS BBA (HONOURS) COURSE

(2016)

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RANCHI WOMENS COLLEGE
COURSE STRUCTURE FOR
BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

1. Title

The degree shall be titled as Bachelor of Business Administration (B.B.A) under the Faculty of Commerce w.e.f the academic year 2012 -2013 B.B.A and thereafter.

2. Objectives:

- i) To provide adequate basic understanding about Management Education among the students.
- ii) To prepare student to exploit opportunities being newly created in the Management Profession.
- iii) To Train the students in communication skills effectively.
- iv) To develop appropriate skills in the students so as to make them competent and provide themselves self-employment.
- v) To inculcate Entrepreneurial skills;

3. Duration:

The course shall be a full time course and duration of the course shall be of three years.

4. Medium of Instruction

Medium of instruction shall be in English only.

5. Scheme of Examination

The B.B.A Examination will be 1600 marks divided into 3 parts as per details given below:

(i) B.B.A Part I (Sem I, II) Aggregate marks	400
(ii) B.B.A Part II (Sem III, IV) Aggregate marks	400
(iii) B.B.A Part III (Sem V, VI) Aggregate marks	800

There will be written external examination of 80 marks of 3 hrs duration for every course at the end of each Semester. A Mid term assessment will carry 20 marks in each course. For course on Project work (Sem VI) 50 Marks Internal and 50 marks external by the means of viva.

6. Standard of Passing and Award of Class

In order to pass examination a candidate has to obtain 45% marks out of 100 (sem-end exam 80 + mid semester marks 20 taken together) in each Honours paper and 33 in subsidiary and language paper.

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BBA CURRICULAM UNDER SEMESTER SYSTEM FROM THE ACADEMIC 2015-16

SEMESTER	PAPER	CODE	SUBJECT	FULL MARKS	MID-SEM	END-SEM	PASS MARKS	LECTURES	
I	1	BBA(H)1	Business Economics	100	20	80	45	50	
	2	BBA(H)2	Business Communication	100	20	80	45	50	
II	3	BBA(H)3	Principles of Management	100	20	80	45	50	
	4	BBA(H)4	Financial Accounting	100	20	80	45	50	
III	5	BBA(H)5	Business Law	100	20	80	45	50	
	6	BBA(H)6	Introduction to Marketing Management	100	20	80	45	50	
IV	7	BBA(H)7	Introduction to Financial Management	100	20	80	45	50	
	8	BBA(H)8	Management Information System	100	20	80	45	50	
V	9	BBA(H)9	Entrepreneurship and Small Business	100	20	80	45	50	
	10	BBA(H)10	Research Methodology	100	20	80	45	50	
V	11	BBA(H)11	Specialization Paper I	Marketing - Retail Management and Service Marketing	100	20	80	45	50
				Finance - Banking Concepts and practices	100	20	80	45	50
				Human Resource- Human Resource planning	100	20	80	45	50
	12	BBA(H)12	Specialization Paper II	Marketing - Sales & Advertising management	100	20	80	45	50
				Finance - Securities and portfolio Management	100	20	80	45	50
				Human Resource- Labour Legislation	100	20	80	45	50
VI	13	BBA(H)13	Business Ethics	100	20	80	45	50	
	14	BBA(H)14	Specialization Paper III	Marketing- International Marketing	100	20	80	45	50
				Finance - Project Management	100	20	80	45	50
				Human Resource- Industrial relations	100	20	80	45	50
	15	BBA(H)15	Specialization Paper III	Marketing- Consumer Behaviour	100	20	80	45	50
				Finance - International Finance	100	20	80	45	50
				Human Resource- Organisational Development	100	20	80	45	50
16	BBA(H)16	Project Work	100	50	50	45	50		

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**** Available Specializations ****

1) **Finance: -**

- Specialization Paper 1 - Banking Concepts and Practices
- Specialization Paper II - Securities and Portfolio Management
- Specialization Paper III- Project Management
- Specialization Paper IV - International Finance

2) **Marketing:-**

- Specialization Paper I- Sales and Advertising Management
- Specialization Paper II - Retail Management and Service Marketing
- Specialization Paper III - International Marketing
- Specialization Paper IV - Consumer Behaviour

3) **Human Resource Management:-**

- Specialization Paper I- Human Resource Planning
- Specialization Paper II- Industrial Relations
- Specialization Paper III - Labour Legislation
- Specialization Paper IV - Organizational development

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SEMESTER - I
PAPER BBA (H) 1
BUSINESS ECONOMICS
(50 Lectures)

FULL MARKS : 20(MSE) + 80(ESE)= 100

PASSING MARKS : 45%

Unit I Meaning, Nature, Scope and significance of Business economics.

[15 Marks]

Unit II Law of demand & supply, Elasticity of Demand and its measurement, Methods of Demand forecasting, Concept of Production Function, Break-even Analysis.

[20 Marks]

Unit III Consumer Behavior; Utility approach. Law of diminishing marginal utility law of equimarginal utility. Indifference curves approach. Revealed Preference Theory.

[15 Marks]

Unit IV

[Marks]

Unit V Short run and Long run cost curves, concept of total average and marginal revenue, Relationship between average revenue and marginal revenue.

[15 Marks]

Unit VI Price determination & firm equilibrium in short run & Long run under perfect, oligopoly, monopoly, monopolistic competition.

[15 marks]

Suggested Reading:

- M.L Jhingan, Business Economics, Vikas Publishing
- D.K. Dwivedi, Managerial Economics, Vikas Publishing

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SEMESTER – I
PAPER BBA (H) 2

BUSINESS COMMUNICATION
(50 Lectures)

FULL MARKS : 20(MSE) + 80(ESE)= 100

PASSING MARKS : 45%

Unit – 1 Grammar and Vocabulary:

Comprehension, precise, essay, and expansion of ideas, Grammar: verbs, prepositions, transformation of sentences, time tense and aspects, Vocabulary: Phrases, & idioms, business terms & other words [15 marks]

Unit – 2 Varieties of English: Standard Indian, American, & British [05 marks]

Unit- 3 Communication:

Introduction, meaning, definition, process, functions, objective, model & channels of communication, Essentials of good communication, barriers, overcoming communication barriers [20 marks]

Unit- 4 Media & means of communication:

Verbal : written communication-Memos, Circulars, Notices, Letter writing(Enquiries & Replies, placing and fulfilling orders, Complaints, and follow-up, Sales letter, Circular letter, Application for employment and resume), Reports(Notices, Agenda and Minutes of the meetings). Oral communication- Meaning, Nature, Scope, Principals of effective oral communication, Techniques of effective speech, Media of Oral communication (face- to-face conversation, Teleconferences, Press conference, Demonstration, Radio recording, Dictaphone, Rumour, Grapevine and Group discussion)

Non - Verbal: kinesics, Para- language, phonemics [15 marks]

Unit- 5 Application of communication skill:

Group decision –making, Conflict, Negotiations, presentation, Interviews, Speeches, Customer care/ Customers relation and public relations (Concept, Principles) [15 marks]

Unit- 6 Effective Speaking & Listening:

Essential qualities of a good Speaker, Audience analysis, levels and types of Listening [10 marks]

Workshop:

1. Group Discussion
2. Interview
3. Public Speech
4. Written Communication

Suggested Books :

- Business Communication Today-Jain and Biyani, S. Chand & Sons
- Business Communication-Asha Kaul
- Body Language-A.Chand

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PAPER BBA (H) 3
PRINCIPLE OF MANAGEMENT
(50 Lectures)

FULL MARKS : 20(MSE) + 80(ESE)= 100

PASSING MARKS : 45 %

Unit I: Concepts and Nature Of Management: Meaning, characteristics- management as a science or an art, management as a profession, diversity management, management as a process, Management and Administration, levels of Management, skills of a manager, Roles of a manager, Significance of management, Limitations of management, Business environment and its interaction with management. [15 marks]

Unit II: Management Theory: Approaches to management - Classical, Neo classical and modern, contributions to management thought - Taylor and Scientific theory, Fayol and Administrative theory of Mayo and Hawthorne Experiments. [10 marks]

Unit III: Planning: Meaning, Process, Types, Principles, Limitations, Strategic Planning: meaning and process, MBO-Meaning, process and requirements for implementation, Planning premises - meaning and types, Forecasting-meaning and techniques. [15 marks]

Unit IV: Organizing : Organization: Meaning, Process, Principles, Organization structure: Determinates and forms: line, functional, line and staff project, matrix and committees, Formal and Informal Organization, Span of Control - Meaning and factors influencing, Authority, Responsible and Accountability, Delegation: Meaning, Process, Principles, Centralization and Decentralization: Meaning, Degree of decentralization, Difference between delegation and decentralization. [15 marks]

Unit V: Staffing: Definition, Factors affecting Staffing—The External and Internal Environment, Identification of Job Requirements, Job Design, Recruitment, Selection (process and limitations of Selection Process), Leadership-Definition, Leadership Characteristics. [15 marks]

Unit VI: Controlling: Meaning, Steps, Types, Techniques, Significance, and Limitations. Meaning of motivation, introduction to theories of motivation [10 marks]

Suggested Books:

- Essential of Business Administration-K. Aswathapa, Himalaya Publishing House
- Principles & Practice of Management-Dr. L.M. Parasad. Sultan Chand & Sons
- Principles of Management. By Tripathi. Reedy Tata McGraw Hill
- Business organization and Management by Talloo by Tata McGraw Hill
- Essential of Management-Horold koontz and Itainz Weilbrich-McGrawhills International
- Principle of Management-By stoner and Hagu
- Principle Processes and practices by Anil Bhat and arya kumar.
- Principle of management By : Dr. Neeru Vasihtha

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PAPER BBA (H) 4
FINANCIAL ACCOUNTING
(50 Lectures)

FULL MARKS : 20(MSE) + 80(ESE)= 100

PASSING MARKS : 45 MARKS

Unit I: Introduction To Accounting: Definition, scope, limitations, objectives, Book Keeping, Double Entry System, rule of debit and credit and its users. [15 Marks]

Unit II: Conceptual Frame Work: Accounting Concepts, Principles and Conventions, Accounting Standards-concept, objectives and benefits. [10 Marks]

Unit III: Recording Process: Rules of Debit & Credit, Journal, Ledger and Trial Balance and Errors in Trial Balance. [15 Marks]

Unit IV: Final Accounts with Adjustments - Trading Account, Profit & Loss A/c and Balance Sheet [15 Marks]

Unit V: Cash Book: Meaning, advantages/disadvantages and its Types [10 Marks]

Unit VI: Depreciation: Meaning, need, importance and methods: straight line method and written down value method. [15 Marks]

Suggested Reading:

- Fundamental of financial accounting (Taxman Publication)
- Accounting for XI and XII by S. Siddhique.
- Accounting for XI and XII by T.S. Gerawal.
- Financial Accounting for Management By : Dr. S.N. Maheshwari (Vikash Publishing House)

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SEMESTER - III
PAPER BBA (H) 5
RESEARCH METHODOLOGY
(50 Lectures)

FULL MARKS : 20(MSE) + 80(ESE)= 100

PASSING MARKS : 45%

Unit I:- Introduction to Research Methodology- Meaning of Research, Significance, Objective, Motivation in Research, Types of Research ,Concept of Hypothesis formulation.
 [15 Marks]

Unit II:- Meaning of Research Design, Need and Features of a good Design, Important concepts relating to 'Research design, Different research designs.
 [15 Marks]

Unit III:- Sampling Design- Steps in Sampling Design, Characteristics of a good sample design, different types of sample design-probabilistics and nonprobablistic, random sampling.
 [15 Marks]

Unit IV:- Methods of Data Collection- Primary Data, Secondary Data, Collection of Data through- Questionnaire and Interview schedule, Difference between questionnaire and interview schedule, Case study method.
 [20 Marks]

Unit V :- Interpretation of Data and Report writing- Meaning and technique of interpretation, graphical representation of Data, Significance of Report Writing, Layout of Research report .
 [15 Marks]

Suggested Reading:

- C.R. Kothari, Research Methodology, New Age Publishers
- Dr. V.P Michael, Research Methodology in Management. Himalaya Publishing

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SEMESTER-III
PAPER BBA (H) 6
INTRODUCTION TO MARKETING MANAGEMENT
(50 Lectures)

FULL MARKS : 20(MSE) + 80(ESE)= 100

PASSING MARKS : 45%

Unit I: Nature & scope of marketing management, the core concept of marketing, marketing concept & selling concept, The marketing environment-Elements of Micro & Macro environment. [15 Marks]

Unit II: Marketing segmentation: Concept of Target Market. [10 Marks]

Unit III :Product Management: Product forms. Concept of Product line &Product-mix. Concept of Product Life Cycle & strategies for managing different stages in the PLC. [15 Marks]

Unit IV: Pricing decisions: overview of pricing process. [10 Marks]

Unit V: Marketing Planning - The strategic Planning Process, Concepts of SBU, BCG Matrix. [10Marks]

Unit VI: Product Differentiation, Concept of Positioning & competitive advantage. [10 Marks]

Unit VII: Physical distribution; channel design, management decisions, channel conflicts. [10 Marks]

Suggested Reading:

- Phillp Katler, Marketing Management, Person Publishers
- T.N. Chabra, Marketing Management, Dhanpat Raj
- Arun Kumar, N. Meenakshi, Marketing Management, Vikas Publishing

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SEMESTER-IV
PAPER BBA (H) 7
INTRODUCTION TO FINANCIAL MANAGEMENT
(50 Lectures)

FULL MARKS : 20(MSE) + 80(ESE)= 100

PASSING MARKS : 45%

Unit I:- Financial Management- Meaning, nature, scope, financial goal, Wealth Maximization, Objectives [15 Marks]

Unit II:-Capital Budgeting- Nature of Investment decisions, Investing evaluation criteria, Net present value, Internal rate of return, Comparison between NPV and IRR [15 Marks]

Unit III:-Cost of Capital- Meaning and significance of cost, Cost of borrowed capital, cost of Preference capital, cost of equity share capital, WACC [15 Marks]

Unit IV:- Capital structure- steps in financial planning, capitalization, designing of capital structure, optimum capital structure [10 Marks]

Unit V:- The concept of leverages- Degree of operating leverage, significant of operating leverage, Financial leverage, Impact of different leverage on profit, combined financial and operating leverage [15 Marks]

Unit VI:-Working Capital and its role- Operating Cycle, factors determining the size of working capital, estimating working capital requirements [10 Marks]

Suggested Reading:

- I.M. Pandey, Financial Management, Vikas Publishing
- P. Chandra, Financial Management, TMH

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SEMESTER-IV
PAPER BBA (H) 8
MANAGEMENT INFORMATION SYSTEM
(50 Lectures)

FULL MARKS : 20(MSE) + 80(ESE)= 100

PASSING MARKS : 45%

Unit I:- Concept of information : Classification of Information, value of information, Information & MIS [15 Marks]

Unit II:- Concepts, role & importance of Management Information Systems [10 Marks]

Unit III: - MIS & decision make concepts, Herbert Simon Model, Concept & philosophy of Information. [15 Marks]

Unit IV:-Concept of Systems Analysis & Design (SAD) Planning, designing & implementation of MIS. [20 Marks]

Unit V: - The Concept of DBMS & RDBMS. [15 Marks]

Unit VI: - Introduction of Enterprise Management System. [5 Marks]

Suggested Reading :

- Jawadekar. Management Information system. TMH
- D.P. Goyal. Management Information systems Managerial Perspective Macmillan

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SEMESTER-V
PAPER BBA (H) 9
ENTREPRENEURSHIP AND SMALL BUSINESS
(50 Lectures)

FULL MARKS : 20(MSE) + 80(ESE)= 100

PASSING MARKS : 45%

Unit I:- Definition & concept of Entrepreneurship, classification & types, nature & important entrepreneurs, Entrepreneurship & small business; Entrepreneurship & its environment & problems. [20 Marks]

Unit II:- Choice of business : Size of a business unit, optimum firm, representative firm. [10 Marks]

Unit III :- Entrepreneurship development-role of EDI's, NIESBUD, NSIC and DIC'S In promoting entrepreneurs; the entrepreneurial process, Entrepreneurial decision making. [20 Marks]

Unit IV :- Entrepreneurship & Innovation – Innovation in product, service and organization, Sources of innovation .Innovation Process, Innovation versus Invention [10 Marks]

Unit V :- Preparing projects — process, project writing [10 Marks]

Unit VI :- Sources of Finance for small business. [10 Marks]

Suggested Reading:

- Vasant Desai, Dynamics of Entrepreneurial Development. Himalaya Publishing

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SEMESTER - V
PAPER BBA (H) 10
BUSINESS LAW
(50 Lectures)

FULL MARKS : 20(MSE) + 80(ESE)= 100

PASSING MARKS : 45 %

Unit I: - Nature, Meaning and Significance of Law, Society, State and Rule of Law, Sources of business Laws in India. [10 marks]

Unit II : Contract Act 1872- meaning and essentials of a valid contract; offer an acceptance, capacity of Parties, free consent, legality of object, consideration, void agreements ,Contingent contract, Discharge of contract, quasi contract, remedies for breach of contract, Indemnity and Guarantee, Bailment and Pledge, Agency [30 marks]

Unit III:- Indian Partnership Act 1932: Definition and nature of Partnership, Registration of Firm Incoming and Outgoing partners, Dissolution of Firms. [20 marks]

Unit IV:- Negotiable Instruments Act 1881:- Definition and Characters of Negotiable instruments, Promissory notes, Bills of Exchange and Cheques, Parties to Negotiable instruments, Dishonor of a Negotiable Instrument [20 marks]

Suggested Reading:

- Kapoor, N.D., Business Law, Sultan Chand & Sons
- Kucchal, M.C., Merchantile Law, Vikas Publishing P.Ltd.

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ENVIRONMENTAL STUDIES AND ETHICS
Compulsory Paper For BA. , B.Sc. And B.Com. Honours and vocational

Honours

PART- III

SEMESTER .V

PAPER I

Number of lectures: 50

Full Marks: 100

Pass: Marks: 45

Time: 3 Hrs.

Instructions for Paper Setter

- 1) The question should be both in Hindi and English.
- 2) The setters are requested to take care and ensure that the questions are within the prescribed syllabus.
- 3) The questions should be clear and understandable.
- 4) It should be instructed that the answers of "short answer type questions" must be limited to 100 words and the answers of the "long answer type questions" must be limited to 300 words.
- 5) Your co-operation is solicited and thankfully acknowledged by the college.

Important

The paper setters are requested to set questions according to the following pattern:

Section	Type of question	No. of questions	Marks allotted per question	Total Marks
Section A	Objective (Multiple choice/True of False/Fill in the blanks)	25	1	25
Section B	Short answer type questions	5	6	30
Section C	Long answer type questions	3	15	45
Total	-----	33	-----	100

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ENVIRONMENTAL STUDIES AND ETHICS
Compulsory Paper for B.A., B.Sc and B.Com. Honours
PART- III
SEMESTER V
PAPER I

Full Marks: 100

Pass Marks: .33

Time: 3 Hrs.

Unit I:

- The multi-disciplinary nature of environmental studies-Definition, Scope and importance. need for public awareness

Unit II:

- Man, Environment and Society
- Individual's rights and responsibilities towards clean environment
- Environmental ethics and ethical guidelines for environmental management
- Approach of Vivekanand and Mahatma Gandhi towards youth, women and social developments
- Environmental movements and people's participation
- Scope and objective of environmental movements like Chipko, Tebri Dam, Narmada Dam, and Silent Valley
- Role of Tribal people, women, and NGOs in Environmental protection with special reference to Jharkhand.

Unit III:

- Social issues and the environment
- From Unsustainable to Sustainable development -
- Urban problems related to energy
- Water conservation, rain water harvesting, watershed management
- Resettlement and rehabilitation of people's problems and concerns
- Environmental issues possible solutions
- Climate change, Global warming, Acid rain, Ozone layer depletion, Nuclear accidents and holocaust
- Wasteland reclamation
- Consumerism and waste products

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- Environmental Protection Act-Prevention and control of Air and Water pollution
- Wildlife Protection Act, Forest Conservation Act.
- Issues involved in enforcement of environmental legislation
- Public awareness

Unit IV:

- Human population and environment
- Population growth, variation among nations
- Population explosion, Family Welfare programme
- Effect of pollution on human health
- Human rights
- Value Education
- HIV/AIDS
- Women and child welfare
- Role of information technology in Environment and human health
- IPR

Suggested Reading:

- Textbook of Environmental studies for undergraduate courses - Erach Bharucha for UGC. Universities press Rs. 175

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SEMESTER-V
PAPER BBA (H) 11
FINANCE-I
BANKING CONCEPTS & PRACTICES
(50 Lectures)

FULL MARKS : 20(MSE) + 80(ESE)= 100

PASSING MARKS : 45%

Unit I: Basic concepts of different types of banking systems, an overview of Indian banking system, Evolution of commercial banks, Meaning & definition of Banking - features, Classifications. [20 Marks]

Unit II: Financial institution-IDBI, IFCI, SIDBI, EXIM Bank, SFC, RBI - its importance, Objective, Function [15 Marks]

Unit III: Definition of customer to commercial banks, features of contractual customer relationship customer orientation, IMF - Objective, functions, importance. [15 Marks]

Unit IV: Recent regulations of commercial banks, Debit card and Credit card. [15 Marks]

Unit V: Commercial banks & credit creation, Role of NABARD in agriculture. [15 Marks]

Suggested Reading:

- S.N. Natarajan & R. Parameswaran, Indian Banking, S. Chand
- Sundaram & Varshney, Banking Theory. Law and practice, S. Chand & Co.

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SEMESTER – V
PAPER –BBA (H) 11
HUMAN RESOURCE- I
HUMAN RESOURCE PLANNING
(50 Lectures)

FULL MARKS : 20(MSE) + 80(ESE)= 100

PASSING MARKS : 45%

Unit – 1 Nature and Scope of HRM :

Meaning, concept, definition, objective, function, evaluation of HRM, difference between HRM & PM, HRP – Definition, objective, importance, process of HRP [20 Marks]

Unit –2 Deigning & Developing HR System:

Factors influencing HR forecast, forecasting labour- demand and supply, Job analysis, job evaluation [15 Marks]

Unit- 3 Recruitment and selection:

Meaning, definition, source and process of Recruitment, selection: meaning, concepts, selection process, methods of selection, tests & interviews [15 Marks]

Unit- 4 Human Resource Development:

Meaning, concept, definition, objective, importance & steps in training programme, types of training- on the job and off the job training, difference between training and development [15 Marks]

Unit- 5 Performance Appraisal:

Meaning, benefits, methods of performance Appraisal system, job enlargement, job enrichment, transfer, promotion [15 Marks]

Suggested Reading:

1. Chhabra. T. N.- Human Resource Management, Dhanpat Rai, new Delhi
2. C. B. Mamoria- Human Resource Management , Himalaya Publication
3. Lata Nair, N.G. Nair, personnel management, S. Chand & son

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SEMESTER-V
PAPER BBA (H) 12
MARKETING - II
RETAIL MANAGEMENT AND SERVICE MJKETING
(50 Lectures)

FULL MARKS : 20(MSE) + 80(ESE)= 100 PASSING MARKS : 45%

A. Retail Management

Unit 1. Introduction, overview, understanding retail customers. [8 Marks]

Unit 2. Retail Strategy- Financial requirement; site location and site evaluation.
[8 Marks]

Unit 3. Merchandise Management- Assortment, Purchasing, Pricing, Promotion mix. [8 Marks]

Unit 4. Managing Retail Store- Store Management, Layout, Customer Service.
[8 Marks]

B. Service Marketing

Unit 1. Rise and Growth of Service Sector. [8 Marks]

Unit 2. Seven P's of Marketing Mix- Product, Price, Place, Promotion, Evidence.
[8 Marks]

Unit 3. Marketing Service- Difficulties and Challenges. [8 Marks]

Unit 4. Marketing of Production and Service. [8 Marks]

Unit 5. Aligning strategy- Service Design and standards. [8 Marks]

Unit 6. Delivering and Performance Service, Managing service promises. [8 Marks]

Suggested Reading :

- Swapna Pradhan
- Rajendra nargundkar

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SEMESTER - V
PAPER BBA (H) 12
FINANCE-II
SECURITIES & PORTFOLIO MANAGEMENT
(50 Lectures)

FULL MARKS : 20(MSE) + 80(ESE)= 100

PASSING MARKS : 45%

Unit I: Meaning and Concept of Securities & securities market - Bonds, Stocks and Convertible securities. [15 Marks]

Unit II: Market trading arrangements. Organized securities markets over the counter, Efficient Markets, regulations of securities markets. [20 Marks]

Unit III: Risk & Return - Risk classification; systematic & unsystematic risk A Brief understanding of methods of measurement of risk - standard deviation, variance, regression equations correlation co-efficient, probability Distribution and statistical methods. [15 Marks]

Unit IV: Bond analysis, bond selection, common stock analysis, earning analysis. [15 Marks]

Unit V: Technical analysis, fundamental analysis. efficient market theory. [15 Marks]

Suggested Reading:

- V.K. Bhalla - Investment Managements. S. Chand
- Preeti Singh - Investment Management. Himalaya Publishing

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SEMESTER-V
PAPER BBA (H) 12
MARKETING-II
SALES & ADVERTISING MANAGEMENT

(50 Lectures)

FULL MARKS : 20(MSE) + 80(ESE)= 100

PASSING MARKS : 45%

Unit I: Personal Selling-meaning, importance, limitations, objectives difference between personal selling & Salesmanship. [16 Marks]

Unit II: Sales management: Definition, objectives, attributes of a good sales manager, role of a sales manager. [16 Marks]

Unit II: Sales Budget: Meaning, objects, factors, importance, steps, Sales forecasting- meaning, objectives, factors, steps, importance. [16 Marks]

Unit IV: Recruitment, selection & training of salesmen, remuneration of sales person. [16 Marks]

Unit V: Advertising: - 5M's meaning, definition, characteristics, origin, objectives, function, distinguished from publicity, Types, kinds, classification of advertising, Media of advertising, things considered while selecting a media, Measurement of advertisement effectiveness. [16 Marks]

Suggested Reading:

- V.S. ramaSwamy S. Narma Kumari.
- Marketing management, MacMillan Publishers

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SEMESTER - V
PAPER BBA (H) - 12
HUMAN RESOURCE - II
INDUSTRIAL RELATIONS
(50 Lectures)

FULL MARKS : 20(MSE) + 80(ESE)= 100

PASSING MARKS : 45%

Unit – 1 Industrial Relations

Meaning, objective, function, scope of industrial relations

[15 marks]

Unit – 2 Industrial Relation Trends:

Salient trends in the industrial relations, issues in the country

[10 marks]

Unit-3 Collective Bargaining:

Meaning, definition, source, concepts, importance, types of Collective Bargaining, process of Collective Bargaining, essential for Collective Bargaining

[15 marks]

Unit- 4 Workers Participation in Management:

Concept, objective of PM, levels of participation, WPM Schemes of 1975, joint management council

[20 marks]

Unit- 5 Grievance and Discipline:

Meaning, definition, scope, need and importance of Grievance Handling, Grievance Handling procedure, disciplinary action- domestic inquiry, charge sheet

[20 marks]

Suggested Reading :

- Monappa A, Industrial Relations, TataMcGraw- Hill
- Sinha, Industrial Relation. Trade Unions and Labour Legislation, Pearson Education.

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ENVIRONMENTAL STUDIES AND ETHICS
Compulsory Paper For B.A. , B.SC. And B.Com. Honours
PART- III
SEMESTER VI
PAPER II

Full Marks: 100

Pass Marks :33

Time: 3 Hrs.

Unit I:

- Environmental Pollution
- Definition, Elementary idea of causes and control measures of
 (a)Air pollution , (b) Water pollution, (c) Soil pollution , (d) Marine pollution
 (e) Noise pollution (f)Thermal pollution, (g)Nuclear hazards -
- Solid waste management: Causes , effects and control measures of urban and industrial wastes
- Role of an individual in prevention of pollution
- Disaster management: Floods, Earthquakes, Cyclones and Landslides 10

Unit II:

- Natural Resources: Renewable and Non- Renewable resources
- Natural resources and associated problems
- Forest resources: Use and over exploitation- deforestation, timber extraction, mining
- Water resources: Use and over utilization of surface and ground water, water harvesting, floods, drought, conflicts over water, dams -- benefits and problems
- Mineral resources: Use and exploitation, environmental effect of extracting and using mineral resources
- Food resources: World food problems, changes caused by agriculture and overgrazing effects of modern agriculture, fertilizer, pesticide problem, water logging, salinity
- Energy resources: Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources
- Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.
- Sustainable development

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Unit III:

- Ecosystems : Brief knowledge of ecosystem — structure and function of an ecosystem producers , consumers and decomposers, Energy flow in an ecosystem, Food chains and food webs, ecological pyramids
- Introduction, types, characteristic features, structure and function, of the following ecosystems:
 - a) Forest ecosystem
 - b) Grassland ecosystem
 - c) Desert Ecosystem
 - d) Aquatic ecosystems (ponds, streams, lakes, rivers)

Unit IV

- Brief knowledge of biodiversity and its conservation
- Introduction, Definition
- Bio geographical classification of India
- Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic, optional values.
- Biodiversity at global, national and local levels.
- India as a mega biodiversity nation - hotspots of biodiversity
- Threats to biodiversity, habitat loss, poaching of wildlife, man Wildlife conflict
- Conservation of biodiversity, in-situ and ex-situ conservation of biodiversity.

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SEMESTER-VI
PAPER BBA (H) 13
BUSINESS ETHICS
(50 Lectures)

FULL MARKS : 20(MSE) + 80(ESE)= 100

PASSING MARKS : 45%

Unit I: Introduction, Ethics - meaning & concept, conflict between self interest & morality, dilemmas. [10 Marks]

Unit II: Corporate Governance & Business Ethics, sustainability & reasons for sustainability, corporate governance & good company, Corporate governance & the social responsibility of business, corporate governance & environmental Responsibility of business. [20 Marks]

Unit III: Code of Ethics - Meaning & Nature, conveying code for performance expectations. [10 Marks]

Unit IV: Ethical Issues & Dilemmas in the work place, Employee rights & duties, Organizational misconduct & Discrimination & prejudicial practices [10 Marks]

Unit V: Ethics & social responsibility in the market place. [10 Marks]

Unit VI: Ethics in Finance, marketing strategy. [10 Marks]

Unit VII: Ethical implication of technology. [10 Marks]

Suggested Reading :

- Daft - Thomson Publishing House
- John Richardson, Business Ethics, TMH
- Laura Hartman, Abha Chatterjee, Perspectives of Business Ethics, TMH

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SEMESTER-VI
PAPER BBA (H) 14
FINANCE - III
PROJECT MANAGEMENT
(50 Lectures)

FULL MARKS : 20(MSE) + 80(ESE)= 100

PASSING MARKS : 45%

Unit I: Generation & screening of project ideas. [15 Marks]

Unit II: Feasibility study of project - Marketing Analysis, Technical analysis, financial analysis. [20 Marks]

Unit III: Project cash flows - Incremental principle, Long run funds principle, Exclusion of financing costs principle. [15 Marks]

Unit IV : Project appraisal criteria-NPV, IRR, PAY BACK PERIOD. [15 Marks]

Unit V: Network techniques for project management-Development of project work, PERT & CPM Model, Network system, Project review & administration.[15 Marks]

Suggested Reading:

- Financial Management by Prasanna Chandra
- Project Management by Bhawesh and Patel
- Introduction of Project Management and analytics Prospective by H R Machi Raju.

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SEMESTER-VI
PAPER BBA (H) 14
MARKETING - III
INTERNATIONAL MARKETING

(50 Lectures)

FULL MARKS : 20(MSE) + 80(ESE)= 100

PASSING MARKS : 45%

Unit I: Concept, scope & nature of international marketing, Distinction between international marketing & domestic marketing. Documents required in foreign trade.
 [20 Marks]

Unit II: International institutions; World Bank, IMF, WTO, Free trade zones, customer union. Concept of Credit & Non credit risks in International marketing, Distribution channels.
 [20 Marks]

Unit III: Types of Tariff & non tariff; Barriers to international trade. [15 Marks]

Unit VI: Introduction to international market, selection & product policy in International marketing, pricing strategies for international marketing, Distribution channels.
 [15 Marks]

Unit V: Export-Import policy of India, Role of export promotion councils.

[10 Marks]

Suggested Reading:

- M-Franchis Cherunilam
- M. - Vern Tenpstra
- Onkvisit & Snaw
- Cateora, R. Philips, Grahan, Prashant; TMH

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SEMESTER-VI
PAPER BBA (H) 14
HUMAN RESOURCE - III
LABOUR LEGISLATION
(50 Lectures)

FULL MARKS : 20(MSE) + 80(ESE)= 100

PASSING MARKS : 45%

Unit 1. The factory act 1948:

Objective, scope and coverage, Approval, licensing and registration, inspecting staff, provisions: safety, health and welfare, working Hours- annual leave with wages, periodical returns, employment of women [15 marks]

Unit 2. The trade union Act 1926:

Objective, scope and coverage, meaning of trade union, membership of unions, obligation of registered trade unions, right if registered trade union [15 marks]

Unit 3. Industrial disputes Act 1947:

Meaning of industrial dispute, procedure, powers and duties of authorities —works committee, grievance settlement, conciliation, court of inquiry, voluntary arbitration, labour court and tribunals, strikes and lockouts [20 marks]

Unit 4. The workman compensation Act 1923:

Objective, scope and coverage, factors and elements of compensation [15 marks]

Unit 5. Payment of wages Act 1936:

Objective, scope and coverage, fixation of wages periods, time and mode of payments,

[15 marks]

Suggested Reading :

- Monappa A, Industrial Relations, TataMcGraw- Hill
- Sinha, Industrial Relation, Trade Unions and Labour Legislation, Pearson Education.

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SEMESTER-VI
PAPER BBA (H) 15
FINANCE - IV
INTERNATIONAL FINANCE
(50 Lectures)

FULL MARKS : 20(MSE) + 80(ESE)= 100

PASSING MARKS : 45 %

Unit I : International Finance- Nature, Scope, Importance of study, an overview of International Finance. [15 Marks]

Unit II : International Trade and Finance- Modes, Balance of Payments, Current Account transactions, official reserve account, Capital. Account transaction, domestic and foreign exchange market, International currency market. [15 Marks]

Unit III : Exchange Rate Mechanism- Exchange Rate quotation, exchange rate determination in spot market, factors influencing exchange rate, Exchange rate theories-purchasing power parity. method of forecasting Exchanging Rate.

[20 Marks]

Unit IV : International Financing Decision- Overview of International Financial Market, instruments, Cost of Capital financial Structure. [15 Marks]

Unit V : Export-Import, producers and Documentation- Terms of Export-Import order, Letter of Credit, Bills of Lading; Bills of Exchange, RBI's role as exchange control authority. [15 Marks]

Suggested Reading :

- V.K. Avadhani
- V. Sharan
- P.G. Apte

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SEMESTER-VI
PAPER BBA (H) 15
MARKETING - IV
CONSUMER BEHAVIOUR
(50 Lectures)

FULL MARKS : 20(MSE) + 80(ESE)= 100

PASSING MARKS : 45 %

Unit I: Introduction: Concepts, Need for the study of consumer behavior (CB).

[20 Marks]

Unit II: Individual Determinants of Behaviour- Personality, Perception, attitude (attitudinal models), learning, Motivation , Group influence on Consumer behavior – Social Class, Social groups, Opinion Leaders, Culture , Sub culture, Cultural relevance to Marketing Decisions, Characteristics of culture, Cultural Values, Cultural Changes, Cross Cultural Understandings.

Family: Role & Structure , Family Life Cycle, Purchasing decisions, Changing role of families.

[20 Marks]

Unit III: Group Influencers: types of groups, consumer relevant groups, reference groups & consumer conformity, Family buying decision, making, Influence of social class & social status on buying behavior, Concept .of opinion leadership, profile of opinion leader, Consumer behavior and marketing strategy.

[20 Marks]

Unit IV: Model of consumer decision making (Schiff Man & Kanuk), Models of Consumer behavior, Howard – Seth Model, Seth's Family Decision – making Model, Health Model.

[20 Marks]

Suggested Reading :

- Schiff Man & Kanuk, Consumer Behavior, Pearson Education
- Reeder Briety, Industrial marketing, Prentice Hall

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SEMESTER-VI
PAPER BBA (H) 15
HUMAN RESOURCE - V
ORGANISATIONAL DEVELOPMENT
(50 Lectures)

FULL MARKS: 20(MSE) + 80(ESE)= 100

PASSING MARKS : 45%

Unit I: Introduction to Organizational Development- Concept and Characteristics of OD, History of Organization Development, Values, Assumptions and. beliefs in ODA model for GD, Organization Renewal, Models and Theories of Planned change, Applied Behavioral Science, .Action research [15 Marks]

Unit II: Managing the OD process-Diagnosis, OD Interventions, Phases of OD Programs, A model of Managing Change [20 Marks]

Unit III: GD Intervention- Meaning of OD intervention, Classifying OD interventions, Need for OD interventions. [15 Marks]

Unit IV: Developing High Performance in Teams-Team Intervention. Team' and Work Groups: cross -functional. teams., A Gestalt approach to team building, Team building Techniques and exercises, Intercrop Development and Third party peacemaking interventions. [15 Marks]

Unit IV: Comprehensive GD Interventions- Beckhard's Confrontation Meeting, Stream Analysis, Survey Feedback, Grid Organization Development, Stein's Cultural Analysis, Self Managed teams, Work Redesign, MBO and Appraisal, Quality circles, Total Quality Management, T-Groups. Johari Window model, Transactional Analysis. Career Life Planning Intervention, Stress Management.

[15 Marks]

Suggested Reading:

- French, Bell, Vohra, Organization Development, Pearson Education

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SEMESTER-VI

PAPER BBA (H) 16

PROJECT

PROJECT WORK IN THE RESPECTIVE SPECIALIZATION PAPER.

[30 Days-45 Days]

[100 MARKS]

[50 marks External, 50 marks Internal]

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