



SYLLABUS FOR FYUGP WITH HONOURS IN BUSINESS ADMINISTRATION

As per NEP 2020 guidelines



GAUHATI UNIVERSITY

2023

**Course Structure for FYUGP with Honours in Business Administration under Gauhati
University
As per the Guidelines of NEP-2020**

BBA 1st Semester					
Sl No	Course Name	Paper Code	Credits	Evaluation Pattern (Internal-External)	Remarks
1	Principles of Management	BBA010104	4	40-60	
2	Managerial Economics	BBA010204	4	40-60	
3	Financial Accounting	BBA010304	4	40-60	
4	Indian Constitution	BBA010402	2	40-60	VAC 1
5	Creative Writing	BBA010503	3	40-60	SEC 1
6	Computer Fundamentals	BBA010603	3	40-60	MULTI 1
7	Business Communication-1	BBA010702	2	40-60	AEC 1
BBA 2nd Semester					
1	Business Organization and Systems	BBA020104	4	40-60	
2	Business Mathematics and Statistics	BBA020204	4	40-60	
3	Indian Economic Scenario	BBA020304	4	40-60	
4	Environmental Science	BBA020402	2	40-60	VAC 2
5	Office Management & Practices	BBA020503	3	40-60	SEC 2
6	MIS and Database Management	BBA020603	3	40-60	MULTI 2
7	Business Communication -2	BBA020702	2	40-60	AEC 2
BBA 3rd Semester					
1	Organizational Behaviour	BBA030104	4	40-60	
2	Financial Management	BBA030204	4	40-60	
3	Principles of Marketing	BBA030304	4	40-60	
4	Personality & Personal Skill Development	BBA030403	3	40-60	SEC 3
5	Computer Application	BBA030503	3	40-60	MULTI 3
6	Minor Project	BBA030604	4	40-60	Internship
BBA 4th Semester					
1	Human Resource Management	BBA040104	4	40-60	
2	Management Accounting	BBA040204	4	40-60	

3	Consumer Behaviour	BBA040304	4	40-60	
4	Operations Management and Control	BBA040404	4	40-60	
5	Business Research Methodology	BBA040504	4	40-60	
6	Yoga Education	BBA040602	2	40-60	VAC 3
BBA 5th Semester					
1	Management of Industrial Relations	BBA050104	4	40-60	
2	Indian Financial Markets and Operations	BBA050204	4	40-60	
3	Sales Management	BBA050304	4	40-60	
4	Business Policy and Strategic Management	BBA050404	4	40-60	
5	Banking and Insurance	BBA050504	4	40-60	
6	Functional Usage of English-1	BBA050602	2	40-60	AEC 3
BBA 6th Semester					
1	Investment Banking and Financial Services	BBA060104	4	40-60	
2	Human Resource Development: Systems & Strategies	BBA060204	4	40-60	
3	Income Tax Law and Practice	BBA060304	4	40-60	
4	Legal Aspects of Business	BBA060404	4	40-60	
5	Entrepreneurship Development	BBA060504	4	40-60	
6	Functional Usage of English-2	BBA060602	2	40-60	AEC 4
7th Semester					
1	Macro Economics	BBA070104	4	40-60	
2	E-commerce and Digital Marketing	BBA070204	4	40-60	
3	Strategic HRM	BBA070304	4	40-60	
4	Investment and Portfolio Management	BBA070404	4	40-60	
5	Tools & Techniques in Business Research	BBA070504	4	40-60	
8th Semester					
1	International Business	BBA080104	4	40-60	
2	Marketing of Services	BBA080204	4	40-60	
3	International HRM	BBA080304	4	40-60	
4	International Finance	BBA080404	4	40-60	
5	Seminar/ Project	BBA080504	4	40-60	

FYUGP with Honours in Business Administration
Program Specific Outcome (PSO)

PSO1; Upon completion of the BBA program, the student must demonstrate maturity, professionalism and team working skills.

PSO2; Upon completion of the BBA program, the students will have a general idea of operations in business.

PSO3; Upon completion of the BBA program, the student will develop general awareness about the macro environment of business.

PSO4; Upon completion of the BBA program, the student would have acquired specialized skills to deal with specific issues of concern in different functional areas of management..

PSO5; Upon completion of the BBA program, the student will be capable of analyzing, investigating and solving critical business issues.

Semester 1

BBA010104;PRINCIPLES OF MANAGEMENT

Unit I;INTRODUCTION TO MANAGEMENT;Definition– nature, process and significance of management ;Managerial Skills and Roles ; Evolution of Management Thought: ClassicalManagementApproaches,BehaviouralManagementApproaches,Quantitative Management Approach, Modern Management Approach; Functions of Management – Functional Areas of Management.

Unit II;PLANNING AND DECISION MAKING;Nature and Importance of Planning- Types of Plans - Levels of Planning ;Objectives and Management By Objective (MBO) – Management By Exception (MBE)

Unit III;ORGANIZING; Organizing - Nature and purpose - Principles of Organization - Types of Organization - Organizational Structure and Design – Line, Staff and functional authority – Conflict between Line and Staff – Overcoming the Line-Staff Conflict Decentralization, Span of Control

Unit IV; STAFFING: Hours Staffing - Nature and Purposeof staffing – Importance of staffing – Components of Staffing

Unit V;DIRECTING; Nature of Directing function - Principles – Importance of Effective Direction – Motivating people at work – Motivational theories Maslow’s Need Hierarchy Theory, McGregor’s Theory X and Theory Y, Herzberg’s Two factor Theory

Unit VI; CONTROLLING AND SUPERVISION; Essentials of Control - Requirements of an Effective Control System – Behavioral Implications of Control – Techniques of Managerial control - Co-ordination – Need for co-ordination – Types of Co-ordination

SuggestedBooks:

1. EssentialsofManagement–Kontz&O’Donnell
2. Functions&PrinciplesofManagement-J.K.Jain
3. Management-L.M.Prasad
4. Management:Theory&Practice-C.B.Gupta

COURSE OUTCOME (CO)

CO1: Explain the basic concepts of management, its functions, and approaches.

CO2: Discuss about different types & levels of planning

CO3: Distinguish between different forms of organization structure

CO4: Explain the nature and purpose of staffing

CO5: Describe the nature of directing function & explain the theories of motivation.

CO6: Discuss techniques of managerial control.

BBA010204: MANAGERIAL ECONOMICS

Unit I: Demand, Supply and Market equilibrium: individual demand, market demand, Individual supply, market supply, market equilibrium; Elasticities of demand and supply : Price elasticity of demand, income elasticity of demand, cross price elasticity of demand, Elasticity of supply;

Unit II: Theory of consumer behavior: cardinal utility theory, ordinal utility theory indifference Curves, budget line, consumer choice, price effect, substitution effect, income effect for Normal, inferior and Giffen goods, revealed preference theory.

Unit III: Producer and optimal production choice: optimizing behavior in short run (geometry of product curves, law of diminishing margin productivity, three stages of Production), optimizing behavior in long run (isoquants, isocost line, optimal Combination of resources) Costs and scale: traditional theory of cost (short run and long run), geometry of cost curves, envelope curves, modern theory of cost (short run and long run), economies of scale, economies of scope.

Unit IV: Theory of firm and market organization: perfect competition (basic features), Short run equilibrium of firm/industry, long run equilibrium of firm/industry, effect of Changes in demand, cost and imposition of taxes); monopoly (basic features, short run Equilibrium, long run equilibrium, effect of changes in demand, cost and imposition of taxes, comparison with perfect competition, welfare cost of monopoly), price discrimination, multi plant monopoly; monopolistic competition (basic features, demand and cost, short run equilibrium, long run equilibrium, excess capacity) ; oligopoly (Cournot's model, kinked demand curve model, dominant price leadership model, prisoner's dilemma)

Suggested Books:

1. Dominick Salvatore (2009). Principles of Microeconomics (5th ed.) Oxford University Press
2. Lipsey and Chrystal. (2008). Economics. (11th ed.) Oxford University Press
3. Koutosyannis (1979). Modern Micro Economics. Palgrave Macmillan
4. Pindyck, Rubinfeld and Mehta. (2009). Micro Economics. (7th ed.). Pearson.
5. Managerial Economics – HLAhuja

COURSE OUTCOME (CO)

CO1: Explain the concept of demand functions, market equilibrium & Elasticity of demand.

CO2: Interpret the meaning of consumer behaviour & utility theories.

CO3: Explain the concept of production functions, the theory of cost, and economies of scale.

CO4: Distinguish between economies of scale and economies of scope

CO5: Discuss the various market structures and explain their price determination approach.

BBA010304: FINANCIAL ACCOUNTING

Unit I: INTRODUCTION TO ACCOUNTANCY: Meaning and Definition – Objectives of Accounting– Functions of Accounting– Users of Accounting Information – Limitations of Accounting – Accounting Cycle - Accounting Principles – List of Indian Accounting Standards.

Unit II: ACCOUNTING PROCESS: Process of Accounting - Double entry system – Kinds of Accounts – Rules-Transaction Analysis – Journal – Ledger – Balancing of Accounts – Trial Balance – Problems on Journal, Ledger Posting and Preparation of Trial Balance. Rectification of Error. Bank Reconciliation Statement.

Unit III: SUBSIDIARY BOOKS: Types of Subsidiary Books –Purchases Book, Sales Book (With Tax Rate), Purchase Returns Book, Sales Return Book, Bills Receivable Book, Bills Payable Book. Types of Cash Book- Simple Cash Book, Double Column Cash Book, Three Column Cash Book and Petty Cash Book

Unit IV: FINAL ACCOUNTS OF PROPRIETARY CONCERN: Preparation of Statement of Profit and Loss and Balance Sheet of a proprietary concern with adjustments.

Suggested Books

- i. Accountancy-B.B.Dam,SujitSikidar,R.Barman&B.Bora.
- ii. Accountancy–D.K.Goel,RajeshGoel,ShellyGoel,AryaPublications.
- iii. FinancialAccounting- Dr.S.N.Maheswari,VikasPublication
- iv. FinancialAccountingSPJainandKLNarang,KalyaniPublication

COURSE OUTCOME (CO)

CO1: Discuss the concept of accounting and its principle

CO2: List Indian accounting standards.

CO3: Explain and Illustrate methods of double entry system of accounts

CO4: Prepare trail balance & bank reconciliation statements.

CO5: Distinguish between different Subsidiary Books.

CO6: Prepare Statement of profit & loss and Balance Sheet of a proprietary concern

BBA010402: INDIAN CONSTITUTION

Unit I: INTRODUCTION TO THE INDIAN CONSTITUTION

The Indian Constitution or The Bharatiya Samvidhana; The Historical Background- The Adoption, Location and the Signatories; Previous Legislation; Timeline of formation of the Constitution of India; Amendment of the Constitution of India.

Unit II: THE CONSTITUENT ASSEMBLY OF INDIA

The Proposal; The Members and Leadership; Structure of the Assembly; Power and Functions of the Assembly; Committees of the Constituent Assembly.

Unit III: THE GOVERNMENTAL SOURCES OF POWER

The Separation of Power or the branches of the Government- Executive, Legislature and Judiciary; Legislative Chambers- Rajya Sabha, Lok Sabha; Features of the Constitution- Federal and Unitary; The President; The Prime Minister; The Governors.

Unit IV: STRUCTURE AND SCHEDULES OF THE INDIAN CONSTITUTION

The Preamble; The Union and its Territory; Citizenship; Fundamental Rights and Duties;

Directive Principles of State Policy; The Union, States and the Union Territories; Panchayat and Municipalities; Co-operative Societies and Scheduled and Tribal Areas; Finance, Property, Contracts and Suits; Trade and Commerce within India.

Unit V: INFLUENCE OF OTHER CONSTITUTIONS

Influence of- The United Kingdom, The United States, Ireland, Australia, France, Canada, Soviet Union, Weimar Republic, South Africa, Japan.

COURSE OUTCOME (CO)

CO1: Discuss the historical background of the formation of the Indian Constitution and its Amendments

CO2: Describe the Constituent Assembly of India

CO3: Discuss the Governmental sources of power

CO4: Summarise the structure and schedules of the Indian Constitution

CO5: Examine the influence of other Constitutions on the Indian Constitution

BBA010503: CREATIVE WRITING

Marks:100 (60 Theory & 40 Practical)

Unit1:IntroductiontoCreativeWriting;

PurposeofCreativeWriti
ng Types of Creative
Writing. Styles of
Creative Writing. Steps
of Creative Writing.
WaystoimproveCreativeWriting.

Unit2:Readingsfromtextstoderivethemes,symbols,literarytropes,structure,imagination,creativity, Vocabulary etc.

1. FeaturedArticles
2. ShortStory
3. Poetry
4. Travelogues
5. Blogs
6. ScriptsforT.V./ Radio
7. Songs.

PRACTICALEXERCISES:

- Writingashortstory
- Editingapassage
- Writingfeaturedarticles
- Blogs
- Speeches
- Anyofthecategoriesmentioned in 'B'.

COURSE OUTCOME (CO)

CO1: Discuss the purpose, types, styles and steps in creative writing.

CO2: Describe ways to improve creative writing.

CO3: Derive themes, symbols, literary tropes, structure, etc by reading content from featured articles, short story, poetry, travelogues, blogs, TV / radio scripts and songs.

CO4: Write featured articles, short stories, blogs, speeches, scripts for TV/radio.

BBA010603: COMPUTER FUNDAMENTALS

Unit1:

Brief history of development of Computers, Generations and its evolution, characteristics of computers, Hardware, software, computer languages.

Unit 2: Criteria for using the computers, main areas of applications. Basic Architecture, Components and Functions Of Computers, Computer Accessories.

Unit3: Types of Computers: Analog, Digital, Hybrid, General purpose and Special purpose computers, Micro Computers, Mini Computers, main frame computers and Super Computers.

Unit 4: Operating System and Office Automation: Booking concept, MS and open source operating systems, Introduction to system management, overview of languages, Compilers, interpreters, Assemblers, LAN, MAN, WAN, WiFi, Communication Channels.

Unit 5: Basic commands in MS Excel, Features, functions and uses of MS word, Mail Merge feature in MS Word, Basic Concepts of MS Powerpoint.

Unit 6: Information Technology: Fundamentals, Perspective, Applications and scope, Introduction to Internet, Browsers, applications and scope.

• **Suggested Books:**

1. Computer Fundamentals by D.P. Nagpal
2. First Course in Computers by Sanjay Saxena
3. Computer Fundamentals by V. Raja Raman
4. Introduction to Computers by Leon & Leon

COURSE OUTCOME (CO)

CO1: Distinguish between computer hardware and software

CO2: Distinguish between different types of computers

CO3: Distinguish between different operating systems

CO4: Demonstrate the basic commands in MS Excel and Mail Merge in MS Word

CO5: Prepare a Power point presentation

CO6: Discuss the application and scope of information technology

BBA010702: BUSINESS COMMUNICATION – 1

UnitI: Introduction, Types of communication, Process of Communication, Nature of Communication, Importance of communication, communication barriers.

UnitII: Business Letters, Quotation, Enquiry, Order, Complaints and Adjustments.

Unit III: Vocabulary: Common errors, Words misspelt, words often confused, Business terms and Idioms.

COURSE OUTCOME (CO)

CO1: Define the meaning of business communication, its types, and communication barriers.

CO2: Preparation of minutes, job application letter & create a resume.

CO3: Describe and illustrate the report writing process.

CO4: Develop vocabulary.

CO5: Prepare PowerPoint presentation.

Semester 2

BBA020104; BUSINESS ORGANIZATION AND SYSTEMS

Unit1: Nature and Purpose of Business; Economic and Non-economic activities, concept and nature of Business, Objectives and Importance of Business. Classification of business activities- trade, industry, commerce profession. Business as a system, Social Responsibility of Business

Unit2: Forms of Business Organization: Meaning, features, merits and limitations of different forms of Business Organization: Sole-proprietorship, Partnership, Joint-Stock companies, Cooperative Societies, Public Enterprises, Joint Sectors, Multinationals.

Unit3: Business Combinations: Meaning, causes, objectives. Types and Forms- Mergers, Take overs, Acquisitions.

Unit4: Internal Trade: Meaning, types and services and importance. Retail Trade and Wholesale Trade.

External Trade: Meaning, nature and importance. Export -Import procedure, export documentation.

Suggested Books:

1. Sherlekar, S. A. and Sherlekar, V. S., Modern Business Organization and Management Systems Approach, Mumbai, Himalaya Publishing House, 2000.
2. Agarwal, R. D., Organization and Management, New Delhi, Tata McGraw Hill, 2000
3. Tulsian, P. C., Business Organization, Pearson Education, New Delhi

COURSE OUTCOME (CO)

CO1: Describe the fundamentals of business activities & their responsibilities.

CO2: Explain the various forms of business organization.

CO3: Compare various combinations of business.

CO4: Distinguish between retail trade & wholesale trade.

CO5: Discuss external trade, the procedure for Export-Import and export documentation

BBA020204: BUSINESS MATHEMATICS AND STATISTICS

Unit1: Quadratic Equation: Definition and solutions Arithmetic Progression and Geometric Progression.

Unit2: Set Theory: Definition, Representation, Equality, Subset, Union, Intersection, Difference, Complement of set, Different types of set, Theorems related to cardinal numbers.

Unit3: Determinants: Minors and Cofactors, Properties of a Determinant and applications, Cramer's Rule.

Matrix: Difference between Determinants and Matrices, Types, Equality, Addition, Transpose, Adjoint, Inverse, Matrix multiplication of matrices, Matrix Inversion method.

Unit4: Probability: Meaning and need. Theorems of addition and multiplication. Conditional probability. Bayes' theorem, Random Variable - discrete and continuous. Probability Distribution: Meaning, characteristics (Expectation and variance) of Binomial, Poisson, and Normal distribution.

Unit 5: Measure of Central Tendency: Mean, Median, Mode, Relationship between averages, Merits and Limitations of averages. Measure of Dispersion: Absolute and Relative measures - Range, Quartile Deviation, Mean Deviation, Standard Deviation, Coefficient of Variation.

Suggested Books:

1. A Textbook of Business Mathematics: P.L. Hazarika
2. Business Mathematics: Dr. S.M. Shukla
3. Business Statistics: N.K. Nag & S.C. Chanda

COURSE OUTCOME (CO)

CO1: Solve quadratic equations and problems on Arithmetic Progression, and Geometric Progression.

CO2: Explain Set Theory and theorems related to cardinal numbers.

CO3: Distinguish between Matrices and Determinants and apply matrix multiplication

CO4: Apply Cramer's Rule to solve simultaneous equations

CO5: Explain the concept of Probability, Probability Rules and Probability Distributions.

CO6: Compute measures of Central Tendency and measures of Dispersion.

BBA020304; INDIAN ECONOMIC SCENARIO

Unit1: Business Environment- Meaning, Nature, types Macro, Micro, significance of Economic, Non-economic Environment of India. Industrial Policy, Monetary Policy.

Unit2: GATT/WTO: Objectives, Principles, Impact on India's Industrial and business sector. Economic Integration: Meaning, types, importance. Globalisation/Liberalisation: Concept Measures.

Unit3: Foreign Collaborations/Capital investments-FDI/Portfolio investments, Role of MNC's- Types, nature. Role of Foreign aid and World Bank. Balance of Payments: Concepts, Current account, Capital account, Dis-equilibrium, measures, Trade Policy.

Unit 4: Government Budget: Types, components, Fiscal deficit. Banks/Non-banking financial institutions-Types, importance. Planning in India: Objectives, achievements/failures, concept of De-centralized planning. Small and Medium scale industries: Problems and prospects.

Suggested Books:

1. Indian Economy – Dutt & Sundaram
2. Business Environment - H.L. Ahuja

COURSE OUTCOME (CO)

CO1: Examine economic and non-economic environment of India.

CO2: Describe GATT/WTO principles and explain the concept Economic Integration.

CO3: Examine the Foreign Direct Investments scenario in India.

CO4: Explain the concept of Balance of Payments

CO5: Describe the government budget & its types.

CO6: Discuss the problems and prospects of Small and Medium Scale industries.

BBA020402: ENVIRONMENTAL SCIENCE

Unit1: Introduction to Environmental Studies

- Multidisciplinary nature of environmental studies;
- Scope and importance;
- Concept of sustainable development

Unit2: Ecosystems

What is an ecosystem? Structure and function of ecosystem: Energy flow in an ecosystem: food chains, food web and ecological succession. Case studies of the following ecosystems:

- a) Forest ecosystem
- b) Grassland ecosystem
- c) Aquatic ecosystems (ponds, streams, lakes, rivers)
- d) Mountain ecosystem

Unit3: Natural Resources: Types, Renewable and Non-renewable Resources

- Land resources; land use change; land degradation, soil erosion and desertification
- Forest resources: Deforestation: Causes and impacts due to mining, Construction of big dams and their effects on forests and people.
- Water resources: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state: Indo-China, Indo-Bangladesh, Cauveri disputes).
- Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies—coal mining, crude oil extraction.

Unit4: Biodiversity and Conservation

- Level of biological diversity: genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots
- India as a mega-biodiversity nation; Endangered and endemic species of India
- Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.
- Ecosystem and diversity services: Ecological, economic, social, ethical, aesthetic and informational value.

Unit5: Environmental Pollution

- Environmental pollution: types, causes, effects and controls; Air, water, soil and noise pollution
- Nuclear hazards and human health risks
- Solid waste management: Control measures of urban and industrial waste.
- Pollution case studies—Bharalu river, Deepor Beel, Kolong river

Unit6: Environmental Policies & Practices

- Climate change, global warming, ozone layer depletion, acid rain and impact on human

- communities and agriculture
- Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and Control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements, policies and treaties; Montreal and Kyoto protocols and Convention on Biological Diversity (CBD), CITES
- Nature reserves, tribal populations and rights, and human wildlife conflicts in the context of Assam

Unit 7: Human Communities and the Environment

- Human population growth: Impact on environment, human health and welfare.
- Resettlement and rehabilitation of project affected persons; case studies.
- Disaster management: floods, earthquake, cyclones and landslides
- Environmental movements: Chipko, Silent valley, Narmada Bachao, Bishnoi of Rajasthan.
- Environmental ethics: Role of Indian and other religions and cultures in environmental conservation.
- Environmental communication and public awareness, case studies (CNG, electric vehicles, green energy, waste minimization)

Unit 8: Fieldwork

- Visit to an area to document environmental assets; river/forest/flora/fauna, etc
- Visit to local polluted site - Urban/Rural/Industrial/Agricultural.
- Study of common plants, insects, birds and basic principles of identification.
- Study of simple ecosystems - pond, river, stream (Equivalent to 8 lectures)

Suggested Readings:

1. Bharucha Erach; Textbook on Environmental Studies, UGC, New Delhi
2. Carson, R. 2002. Silent Spring. Houghton Mifflin Harcourt.
3. De A. K.: Environmental Chemistry, Wiley Eastern Ltd.
4. Kaushik Anubha and C. P. Kaushik; Perspective in Environmental Studies, New Age International
5. Rajagopalan, R. (2018). Environmental Studies. (3rd Edition) Oxford University Press
6. S. C. Santra (2011): Environmental Science, New Central Book Agency

COURSE OUTCOME (CO)

At the end of the course students will be able to:

- CO1:** Explain the Multidisciplinary Nature of Environmental Studies (Understanding)
- CO2:** Discuss the structure and function of an ecosystem and case studies of forest, grassland, aquatic and mountain ecosystems.
- CO3:** Describe issues related to use of different natural resources related to land, forest, water and energy.
- CO4:** Analyse the types of biodiversity and its conservation.
- CO5:** Assess the various sources of environmental pollution and the associated hazards.
- CO6:** Summarize environmental laws.

BBA020503; OFFICE MANAGEMENT AND PRACTICES

UNIT 1: Modern Office and Its

Functions: Meaning of Office, Office Work, Office Activities, the Purpose of an Office, Office Functions, Importance of Office, the Changing Office Scene

UNIT 2: Office Management: Elements of Office Management, Functions of Office Management, Office Manager, Functional Office Management, Administrative Office Management, Scientific Office Management

Office Organization: Meaning and Definitions, Benefits of Good Organization, Steps in organizing

UNIT 3: Administrative Arrangements and Physical Conditions: Office Accommodation and its Importance, Factors Influencing Choice of Office Accommodation, Office Layout- Meaning, Importance and Principles, Steps in Office Layout

UNIT 4: Office Automation: Definition, Scope of New Office Technology, Automation- Feasibility, Management Structure and Automation

Practicals:

Designing of Various Office Forms (Purchase Requisition Form, Progress Report, Employee Personal Information Form, Office Supply Order Form, Incident Reports, Quality Control, Contact Tracing, Feedback Form)

Suggested Books:

1. Office Management, R.K. Chopra, Himalaya Publishing House
2. Office Management, R.S.N. Pillai and Bagavathi, S.Chand
3. Modern Office Management, R.S.N. Pillai and Bagavathi, S.Chand

COURSE OUTCOME (CO)

CO1: Describe modern office and its functions

- CO2: Explain different concepts pertaining to office management.*
- CO3: Examine factors influencing choice of office accommodation.*
- CO4: Restate in own words the principles and steps in office layout.*
- CO5: Explain the scope of new office technology.*
- CO6: Design various office forms.*

BBA020603: MIS AND DATABASE MANAGEMENT

Unit 1: The meaning and use MIS, System View of Business, Process of MIS, Development of MIS within the organization, Management Process, Information Needs, System Approach in Planning Organizing and Controlling MIS.

Unit2: Planning, Implementation and Controlling of Management Information System; Fundamentals of Data Processing, Computer Operation of Manual Information System, Components of Computer Systems, Flow Chart, Conversion of Manual to Computer Based Systems, Computer Systems Software, Application Software, Telecommunication Modem.

Unit3: System Design: System design consideration, input/output design, forms design, file organization and database, data management, file design, program design, control and security.

Unit4: Introduction, Basic Concept and Definitions: Data and Information, Data Vs Information, Data Dictionary, Data Item or Field, Record, Definition of DBMS, Applications of DBMS, File processing system Vs DBMS, Advantages and Disadvantages of DBMS.

Users of DBMS: Database Designers, Application programmer, Sophisticated Users, End Users, Views of Data.

Unit 5: Data Models: Object Based Logical Model, Object Oriented Data Model, Entity Relationship Data Model, Record Base Logical Model: Relational Model, Network Model, Hierarchical Model, Entity Relationship Diagram (ERD), Examples of ERD

Practical Topics:

1. Installation of MySQL/Microsoft SQL (*anyone*)
2. Table Creation using SQL
3. Simple Queries
4. Nested Queries

Suggested Books:

2. Bhatnagar, S.C. and K.V. Ramani, Computers and Information Management, Prentice Hall of India Private Ltd.
3. Goyal D.P., Management Information Systems (MIS), Deep & Deep Publications.
4. Database Management Systems, Raghurama Krishnan, Johannes Gehrke, TATA McGraw Hill 3rd Edition.
5. Fundamentals of Database Systems, Elmasri Navathe, Pearson Education

COURSE OUTCOME (CO)

CO1: Explain the meaning and use of Management Information Systems.

CO2: Discuss the process of Planning, Implementation and Controlling of MIS

CO3: Explain System design considerations.

CO4: Explain the applications of Data Base Management Systems and identify its users.

CO5: Illustrate the types of data models viz., Network Model, Hierarchical Model & Entity Relationship Diagram (ERD) and illustrate them

CO6: Create Table using SQL

BBA020702: BUSINESS COMMUNICATION - 2

Unit I: Forms of Communication, Barriers of Communication, Audience analysis, Developing Positive attitude, Group Discussion.

Unit II: Business Writing, Memorandum, Circulars, Notices, Agenda, Minutes, Job application

Unit III: Report Writing – Importance, Types of Reports, Structure of reports, Characteristics of reports.

Unit IV: English Vocabulary, listening and speaking skills

COURSE OUTCOME (CO)

CO1: Define the meaning of business communication, its types, and communication barriers.

CO2: Prepare Memorandum, Circulars, Notices, Minutes and job application.

CO3: Discuss the importance, structure and types of reports.

CO4: Develop English vocabulary, listening and speaking skills.

Semester 3

BBA030104: ORGANIZATIONAL BEHAVIOUR

Unit 1: Introduction: Meaning and concept of OB, Key elements of OB, Nature and Scope of OB, Importance of studying OB, Contributing disciplines to OB, Models of OB.

Unit 2: Individual Behavior: Personality- Concept, Determinants, Types, and Theories: Type theory, Trait theory, Psychoanalytical theory, Social learning theory, Development of Personality: Erikson's Eight Life Stages

Perception-Meaning, Perceptual process, Factor affecting perception, Improvement of Perception, Application of perception in OB.

Learning- Meaning, Determinants of learning, Learning Theories: Classical Conditioning, Operant Learning, Cognitive Theory, Social Learning Theory. Meaning of Reinforcement: Schedules of Reinforcement, Punishment, Effect of Learning on Behaviour.

Unit3: Interpersonal Behaviour: Concept, Types, Skills for Cooperative Interpersonal Behaviour. Concept of TA.

Unit 4: Group Behaviour: Meaning of Group, Types of Groups, Reasons for formation of groups, Theories of Group formation, Stages of Group formation and development, Concept of Group Dynamics.

Unit5: Organizational Issues: Organizational Conflicts- Meaning and definition, Sources, Types, Advantages and Disadvantages, Process/ Stages, Conflict Management.

Suggested Books:

1. Organizational Behavior by L.M. Prasad
2. Organizational Behaviour by Rakesh Gupta
3. Organizational Behaviour by S.S. Khanka

COURSE OUTCOME (CO)

CO1: Describe the nature and scope of organizational behaviour.

CO2: Restate in own words the concept of Personality and the theories of individual behaviour

CO3: Compare different theories of learning.

CO4: Explain the role of Transactional Analysis

CO5: Illustrate the concept of group behaviour.

CO6: Analyze issues related to organizational conflicts..

BBA030204: FINANCIALMANAGEMENT

Unit 1: Nature of Financial Management: Finance and related disciplines; Scope of Financial Management; Profit Maximization, Wealth Maximization-Traditional and Modern Approach; Functions of finance–Finance Decision, Investment Decision, Dividend Decision; Objectives of Financial Management; Organization of finance function.

Unit 2: Time preference of money, Concept of Present Value and Future Value of Single Cash Flow, Annuity ; Long -term investment decisions: Capital Budgeting – Definition, Principles and Techniques; Nature and meaning of capital budgeting; Estimation of relevant cash flows and terminal value; Evaluation techniques; Concept and Measurement of Cost of Capital: Explicit and Implicit costs; Measurement of cost of capital; Cost of debt; Cost of perpetual debt; Cost of Equity Share; Cost of Preference Share.

Unit 3: Capital Structures: Basic Concept, Approaches to Capital Structure Theories – Net Income approach, Net Operating Income approach.

Unit 4: Working Capital Management: Basic Concept, Management of Cash-Preparation of Cash Budgets (Receipts and Payment Method only); Cash management technique, Receivables Management – Objectives; Credit Policy, Cash Discount, Debtors Inventory Management (Very Briefly) - ABC Analysis; Minimum Level; Maximum Level; Reorder Level; Safety Stock; EOQ, Determination of Working Capital.

Suggested Books:

1. M.Y.Khan & P.K.Jain: Financial Management Text Problem and Cases, Tata McGraw Hill. Ltd.
2. R.P.Rustogi; Financial Management: Theory Concepts and Practices, Taxman n Publication.
3. I.M.Pandey: Financial Management: Theory and Practices, Vikas Publishing House
4. R.A.Brealey, S.C.Myers, F.Allen & P.Mohanty: Principles of Corporate Finance, McGraw Hill Higher Education
5. J.V.Horne & J.M.Wachowicz: Fundamentals of Financial Management Prentice Hall

COURSE OUTCOME (CO)

- CO1: Describe the nature and scope of financial management.*
- CO2: Compute the Present Value and Future Value of Single Cash Flow, and Annuity.*
- CO3: Explain the techniques and principles of capital budgeting*
- CO4: Discuss capital structure theories*
- CO5: Compute cost of capital*
- CO6: Solve problems on Working Capital Management.*

BBA030304: PRINCIPLES OF MARKETING

Unit 1: Introduction: Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Company orientation - Production concept, Product concept, Selling concept, Marketing concept, Holistic marketing concept. Marketing Environment.

Unit 2: Segmentation, Targeting and Positioning: Levels of Market Segmentation, Basis for Segmenting Consumer Markets, Difference between Segmentation, Targeting and Positioning;

Unit 3: Product & Pricing Decisions: Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging & Labeling, New Product Development. Pricing Decisions: Determinants of Price, Pricing Methods (Non-mathematical treatment), Adapting Price (Geographical Pricing, Promotional Pricing and Differential Pricing).

Unit 4: Promotion Mix: Factors determining promotion mix, Promotional Tools – basics of Advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling.

Unit 5: Place (Marketing Channels): Channel functions, Channel Levels, Types of Intermediaries: Types of Retailers, Types of Wholesalers. Marketing of Services - Unique Characteristics of Services, Marketing strategies for service firms – 7Ps.

Readings:

- 1 Kotler, P. & Keller, K.L.: Marketing Management, Pearson.
- 2 Kotler, P., Armstrong, G., Agnihotri, P.Y., & UI Haq, E.: Principles of Marketing: A South Asian Perspective, Pearson.
- 3 Ramaswamy, V.S. & Namakumari, S.: Marketing Management: Global Perspective-Indian Context, Macmillan Publishers India Limited.

COURSE OUTCOME (CO)

CO1: Discuss the evolution of the marketing concept and the role of segmentation, Targeting and Positioning.

CO2: Elaborate on concepts related to product decisions.

CO3: Compare different pricing methods

CO4: Illustrate the use of different Promotion Mix tools by business organizations.

CO5: Describe the concept of marketing channels.

CO6: Explain the unique characteristics of services.

BBA030403: PERSONALITY AND PERSONAL SKILL DEVELOPMENT

Unit1: Personality–Meaning, Elements/Determinants, Types, Development of Personality, Personality Disorders, Concept of Self Esteem, Assertiveness, Interpersonal awareness (JOHARI), Empathy, Emotional intelligence, Time management, Stress management, Personal effectiveness, personal grooming, health & hygiene, body language gestures, Commitment Ethics and Morality, Growth Motivation.

Unit2: Attitudes and Values: Concept and Meaning of Attitude, Features, Sources of Attitudes, Types of attitudes at work place, modification of attitudes. Concept and meaning of values, types, factors affecting values.

Unit3: Teams & Groups–Meaning of Groups, Features, Types, Theories of Group formation, Reasons of Group formation, Group Performance, Group Roles, Group Norms, Group Cohesion, Problems/Difficulties of Informal Groups; Meaning of Teams, Types, Building Effective Team. Leadership skills

Unit4: Career Development and Planning–Meaning of Career, Meaning of Career Planning, Need/Importance of Career Planning, Steps in the Career Planning process.

Unit5: Business Etiquettes & Manners– Meaning of Business Etiquettes, Advantages/Benefits. Etiquette of the written word, Telephone Etiquettes, Business Meetings, Types, Handling business meetings.

Suggested books:

1. Sharma P. (2019). *Soft Skills: Personality Development for Life Success*. BPB publications
2. Vaughn, G.R., & Roth, C.B. *Effective Personality Building*. McGraw-Hill Book Company.

COURSE OUTCOME (CO)

CO1: Categorize personality types and identify traits of each type.

CO2: Illustrate the concept of JOHARI window.

CO3: Explain concepts related to attitudes and values.

CO4: Role play concepts relating to team building.

CO5: Explain the importance of career planning and the process involved.

CO6: Illustrate etiquettes in different business situations.

BBA030503: COMPUTER APPLICATIONS

- Unit1. **Internet** – evolution & Applications, **Web services:** chat, email, video conferencing, e-Learning, e-Banking, eShopping, e-Reservation, e-Governance, e-Groups, social networking, Mobile technologies: SMS, MMS, 3G, 4G, **Internet Protocols:** SMTP, POP3, HTTP, HTTPS. Remote login and file transfer protocols: SSH, SFTP, FTP, SCP, TELNET, SMTP, TCP/IP, **World Wide Web (WWW)** – Evolution, Basic features. Clients & servers, URL, HTTP, HTML, XML, multimedia, WWW Browsers, WWW Servers, using a Web Browser e.g. Chrome, Bing, etc.
- Unit2. **E –mail**– E-mail basics, E – mail networks, Protocols, working, Format of an E- mail message, Basic E – mail functions
- Unit3. **Internet & Web Security**–Needs and threats, Firewall, Firewall Architecture, Types of Firewalls
- Unit4. **Word Processing:** text creation & manipulation, Formatting Text and Table manipulation, **Spreadsheet:** concept of worksheets and workbooks, creating charts and graphics in MS Excel, **PowerPoint presentation:** Creating graphs, tables, charts, use of animation and multimedia
- Unit5. **Tally:** Basic definition of Tally, Features of Tally, Advantage and disadvantage of Tally, Tally accounting, manual accounting, and financial accounting.
- Unit6. How to functionalize Tally.ERP 9 and create or set up a company in Tally.ERP 9, **Accounting Masters in Tally.ERP 9:** Concepts related to F11: Features, F12: Configurations, and setting up account heads, **Voucher Entry in Tally.ERP 9:** Concepts related to invoicing, inventory vouchers, and accounting vouchers, **TDS:** What is TDS, how to configure TDS in Tally ERP 9, creating masters, processing transactions, and generating TDS reports.

PRACTICAL TOPICS

1. Installation of Tally.ERP 9
2. Preparation of Profit & Loss Account and Balance Sheet using Tally.

SUGGESTED BOOKS (for reading & reference):

1. Official Guide to Financial Acc. using Tally.ERP 9 with GST by Tally Education Pvt. Ltd.
2. Computer Basics with Office Automation, Archana Kumar, Dreamtech Press.
3. Internet and Web Technology, 1st Edition, Bedi D.S., Khanna Publishers.
4. Internet Technology and Web Design, 1st edition, R.K. Jain, Khanna Book Publishing Company.

COURSE OUTCOME (CO)

CO1: Discuss applications of internet.

CO2: Demonstrate use of E-mail functions.

CO3: Create text and Tables in MS Word.

CO4: Create charts and graphics in MS Excel.

CO5: Creating graphs, tables, charts using animation and multimedia with Powerpoint.

CO6: Demonstrate use of Tally ERP 9.

CO7: Prepare Profit & Loss Account and Balance Sheet using Tally.

BBA030604: MINOR PROJECT

The preparation of a minor project is an essential requirement under the BBA curriculum to give the students an off- the -classroom and field-based research experience. It provides the students an opportunity to get a learning experience of the actual issues encountered while doing business or any other activity. This gives the students an opportunity to show their analytical capacity and creativity to prepare an original work in their area of interest.

Guidelines:

1. The students of BBA 3rd Sem under FYUGP have to undergo an internship for a period of one month during the summer break. The internship is mandatory for all the students.
2. The Minor Project carries 4 credit (60 marks). Out of 60 marks, 40 marks is allotted to the project report and 20 for Viva-voce, 40 marks will be for internal evaluation.
3. Two copies of the Project Report in printed form shall have to be submitted to the college before the commencement of the end-semester examinations. It is advisable that students keep a copy of the Project Report with them for preparation for the Viva-Voce and also for their own records.
4. All the students will be allotted supervisors (guides) for guiding the students throughout the research period.
5. The selection of the topic of the Project Report should be done by the students in consultation with their allotted supervisor and can be related to any area of commerce and management.
6. No two students should do their project on the same topic in the same organization.
7. A No Objection Certificate (NOC) if required will be issued to the students by the College for carrying on the Internship if asked for by the respective organization.
8. The students shall apply for permission to the Principal for conducting Field Survey/Library Works.
9. Survey Method would be regarded as the ideal method for preparing the Project Report.
10. The printed project should be in the following format:
 - Microsoft Word Format
 - Font: Times New Roman
 - Font Size Body: 12
 - Font Size Heading: 14
 - Alignment: Justified
 - Figures and Tables should be properly named and numbered.
 - Figures in the form of bar diagram, pie charts and graphs can be used.

- Report should be supported by proper citations and references.

Semester 4

BBA040104: HUMAN RESOURCE MANAGEMENT

Unit 1: Human Resource Management: Concept, Objectives, Importance, Functions, roles, skills & competencies, HRD definition, Goals and Challenges. The changing environment of HRM – globalization, cultural environment, technological advances, workforce diversity, corporate downsizing, changing skill requirement.

Unit 2: Human Resource Planning: Process, Forecasting demand & supply, Skill inventories. Succession planning, Job analysis – Uses, Methods, Job description & Job specifications. Recruitment, Selection & Orientation: internal & external sources, e- recruitment, selection process, orientation process.

Unit 3: Training: Concept, Needs, Systematic approach to training, Methods of training. Management development: Concept & Methods. Performance Appraisal system: Concept, Process, Uses of performance appraisal, performance appraisal methods, factors that distort appraisal, appraisal interview. Motivation: Meaning, importance, theories of Motivation Compensation: Steps of determining compensation, job evaluation, components of pay structure, factors influencing compensation levels, wage differentials & incentives, profit sharing, gainsharing, employees stock option plans.

Unit 4: Industrial Relations: Introduction to Industrial Relations, Trade union's role, types, functions, problems, industrial dispute concept, causes & machinery for settlement of disputes-grievance, concepts, causes & grievance redressal machinery.

Suggested Books:

1. DeCenzo, D.A. & Robbins: Fundamentals of Human Resource Management, New York: John Wiley & Sons.
 2. Dessler, G.: Human Resource Management, Pearson.
 3. Monappa & Saiyaddin: Personnel Management, Tata McGraw Hill.
- Rao, V.S.P.: Human Resource Management - Text and Cases, Excel Books

COURSE OUTCOME (CO)

- CO1: Define the HRM concept, functions, and its challenges.*
CO2: Examine the changing environment of HRM
CO3: Explain human resource planning process.
CO4: Analyse various Human Resource Development Training approaches.
CO5: Explain concepts related to compensation management.
CO6: Discuss theories of motivation.
CO7: Restate in own words the role of trade union in industrial relations.

BBA040204: MANAGEMENT ACCOUNTING

Unit1: Introduction Meaning, Objectives, Nature and Scope of management accounting, Difference between cost accounting and management accounting, Application of Cost concepts for managerial decision making;

Unit 2: Financial Statement Analysis: Meaning and objectives of Financial Statement Analysis; Techniques of Financial Statement analysis – Comparative Statement, Common size Statement and Trend Analysis. Meaning of Accounting Ratio, Classification of Accounting Ratios; objectives of Ratio Analysis; Advantage and Limitations of Ratio Analysis.

Unit 3: Budgetary Control Budgeting and Budgetary Control: Concept of budget, budgeting and budgetary control, objectives, merits, and limitations. Functional budgets. Cash Budget. Fixed and flexible budgets. Preparation of Cash Budget and flexible budgets.

Unit4: Standard Costing Standard Costing and Variance Analysis: Meaning of standard cost and standard costing, advantages, limitations and applications. Disposition of Variances.

Unit5: Marginal Costing Variable Costing: Distinctive features and income determination. Cost-Volume-Profit Analysis, Profit/Volumeratio. Break-even analysis-algebraic methods. Angle of incidence, margin of safety.

Suggested Books:

1. Arora, M.N. Management Accounting. Vikas Publishing House, New Delhi
2. Maheshwari, S.N. and S.N. Management Accounting. Shree Mahavir Book Depot, New Delhi.
3. Singh, S.K. and Gupta Lovleen. Management Accounting – Theory and Practice. Pinnacle Publishing House.
4. M.Y. Kahn and Jain, P.K. Management Accounting. McGraw Hill Education.

COURSE OUTCOME (CO)

CO1: Distinguish between cost accounting and management accounting.

CO2: Analyze financial statements.

CO3: Interpret financial ratios.

CO4: Prepare of Cash Budget and flexible budgets.

CO5: Explain concepts related to Standard Costing, Marginal costing and Variance Analysis.

CO6: Conduct break-even analysis

BBA040304: CONSUMER BEHAVIOUR

Unit1: Consumer Behaviour: Nature, scope & application: Importance of consumer behavior in marketing decisions, characteristics of consumer behaviour, role of consumer research, consumer behavior -interdisciplinary approach.

Unit2: Consumer Needs & Motivation: Characteristics of motivation, arousal of motives, Theories of needs & motivation: Maslow's hierarchy of needs, McLelland's APA theory, Murray's list of psychogenic needs, Bayton's classification of motives, self-concept & its Importance, types of involvement. Personality & Consumer Behaviour ; Perceptual Process: selection, organization & interpretation. Learning & Consumer Involvement: Importance of learning on consumer behaviour, learning theories: classical conditioning, instrumental conditioning, cognitive learning & Involvement theory. Consumer Attitudes: Formation of attitudes, functions performed by attitudes, models of attitudes.

Unit 3: Group Dynamics & consumer reference groups, Family & Consumer Behaviour: Consumer socialization process, consumer roles within a family, purchase influences and role played by children, familylife cycle.Social Class & Consumer behaviour: Determinants of social class, measuring & characteristics of social class. Culture & Consumer Behaviour: Opinion Leadership Process: Characteristics & needs of opinion leaders & opinion receivers, interpersonal flow of communication.

Unit 4: Diffusion of Innovation: Definition of innovation, product characteristics influencing diffusion, resistance to innovation, adoption process. Consumer Decision making process: Process- problem recognition, pre-purchase search in flucences, information evaluation, purchase decision, post purchase evaluation;

SuggestedBooks:

1. Leon G.Schiffman & Leslie L.Kanuk: Consumer Behaviour, Prentice Hall Publication, latest Edition
2. Solomon,M.R.:ConsumerBehaviour–Buying,Having,andBeing,PearsonPrenticeHall.
3. Blackwell,R.D.,Miniard,P.W.,&Engel,J.F.:ConsumerBehaviour,CengageLearning.
4. Kotler,P.&Keller,K.L.:MarketingManagement(GlobalEdition)Pearson

COURSE OUTCOME (CO)

CO1: Explain the role of consumer behaviour in marketing decisions.

CO2: Analyze theories of needs and motivation.

CO3: Discuss the role of learning theories in consumer behaviour.

CO4: Evaluate the role of group dynamics, social class, culture and opinion leadership in consumer behaviour.

CO5: Explain innovation diffusion process.

CO6: Illustrate the consumer decision making process.

BBA040404: OPERATIONS MANAGEMENT AND CONTROL

Unit 1: Production management- definition, scope, importance, functions, system concept of production, types of production system.

Unit 2: Product design and analysis- concept, steps of product design, process planning and design, value analysis, standardization and simplification. Capacity planning and investment decisions- determination of plant capacity .

Unit 3: Facility location- factors affecting plant location, facility location problems- single facility location problem, multi facility location problem.

Unit 4: Material Management and inventory control- Integrated Material Management, components of integrated Material Management, inventory control, models of inventory, purchasing management, store management- ABC analysis, XYZ analysis, VED analysis.

Production planning and control- objectives, importance, production planning and control procedure.

Unit 5: Work study- method study, time study, work sampling

Quality control- objectives, importance, classification of quality control techniques,

Suggested books:

1. Production and operation management- R. Panneerselvam
2. Operations Management and Control- Dr C. B. Gupta

COURSE OUTCOME (CO)

CO1: Explain the scope and function of Production management.

CO2: Describe steps of product design, and apply the concept of Capacity planning and investment decision.

CO3: Determine plant capacity.

CO4: Discuss the factors affecting facility location.

CO5: Conduct ABC Analysis, XYZ Analysis and VED Analysis.

CO6: Categorize quality control techniques.

BBA040504: BUSINESS RESEARCH METHODOLOGY

Unit1: Nature and scope of Research, Role and Applications, Steps in Research process; Elements of Research Process; Formulation of problems, Objectives

Unit2: Nature of Research Design; Research Design Process; Types of Research Design; Exploratory, Descriptive, Causal & Experiments .

Unit3: Primary Data Collection: Survey, Observations, Interview method; Comparison of self-administered, Telephone, mail, emails technique; Evaluation of Primary Data ; Advantages & Limitations of Primary data.

Secondary Data: Definition, Sources of Secondary data, Merits & Limitations of Secondary data, Criteria for evaluating Secondary sources; Evaluation of Secondary data.

Unit4: Measurement and Scaling: Primary scales of measurement Nominal, Ordinal, Interval & Ratio scale.

Unit5: Sampling: Different types of Sampling Techniques, Determination of Sample Size. Univariate Data Analysis; Report Writing and Presentation of Results

Suggested Books:

1. Business Research Methods: Donald R. Cooper & Pamela S. Schindler (McGraw Hill Education)
2. Research Methods: Ram Ahuja
3. Research Methodology (Methods and Techniques): C.R. Kothari

COURSE OUTCOME (CO)

CO1: Explain the research process.

CO2: Compare different research designs.

CO3: Distinguish between primary and secondary methods of data collection.

CO4: Distinguish between different scales of measurement and illustrate their use in a questionnaire.

CO5: Explain different sampling techniques and determine sample size.

CO6: Write reports and present findings.

BBA040602: Yoga Education

Theory:

General Introduction of Yoga: Meaning, Definition, Nature of Yoga, importance of yoga, Misconceptions related with Yoga.

Nature: Nature of Yoga in various scriptures: Vedas, Upanishads, Bhagwad Gita, Yoga Vashistha, Ayurveda.

Types of Yoga: Types of Yoga: Jnana Yoga, Bhakti Yoga, Karma Yoga, Hatha Yoga, Raja Yoga. Yoga texts: Foundation & Philosophy of Yogic Science, Introduction to Patanjali Yoga Sutras

Practicals:

Practical knowledge of Yogasanas, Mudras, Bandhas and Pranayama

SUGGESTED READINGS:

The Basic Principles of Yoga: Dr. Kulratan Singh, Dr. Pavan Singh, Dr. Roma Anand

The Yoga Sutras of Patanjali: Sri Swami Satchidananda

COURSE OUTCOME (CO)

CO1: Restate in own words the concept of Yoga.

CO2: Discuss about the myths regarding yoga.

CO3: Summarise about the nature of yoga in different scriptures

CO4: Distinguish between different types of Yoga.

CO5: Demonstrate yoga postures and practice pranayama.

Semester 5

BBA050104: MANAGEMENT OF INDUSTRIAL RELATIONS

Unit1: Concept of ind

ustrial relations, aspects of industrial relations, conflict and Cooperation, parties in industrial relations, workers employers and government, trade unions, objectives collective bargaining.

Unit2: Worker's participation in management, levels of participation, mode of Participation Works Committee, Joint Management councils, Grievance Procedure, Quality Circles.

Unit3: Trade Union Act 1926, Immunity granted to Registered Trade Unions, Recognition of Trade Unions. The Industrial Disputes Act 1947, forum for settlement of disputes, instruments of Economic coercion, strikes, lockouts and closure.

Unit 4: Salient features, coverage of employees and employers, rules and benefits relating to The Payment of Wages Act 1936, The Payment of Gratuity Act 1972, The Minimum Wages Act 1948, The Payment of Bonus Act 1965. The Workmen's Compensation Act, 1923: Objective, Definition, Appeals, Employer's Liability for Compensation.

Suggested Books:

1. SCSrivastava: Industrial Relations and Labour Laws, Vikas Publishing House.
2. TN Chhabra: Industrial Relations and Labour Laws, Dhanpat Rai Publishing House.

COURSE OUTCOME (CO)

- CO1: Explain the basic concept, evolution, and approaches of industrial relations and objectives of collective bargaining.*
- CO2: Describe the evolution of Worker's participation in management and its levels of participation.*
- CO3: Interpret clauses in the Trade Union Act 1926 and the Industrial Disputes Act 1947.*
- CO4: Explain the rules and benefits relating to the Payment of Wages Act 1936, the Payment of Gratuity Act 1972, the Minimum Wages Act 1948, the Payment of Bonus Act 1965 and the Workmen's Compensation Act, 1923.*
- CO5: Describe the Workmen's Compensation Act, 1923.*

BBA050204: INDIAN FINANCIAL MARKETS AND OPERATIONS

UNIT I; Evolution of Indian Capital Markets, Functions of Capital Market, Segments of Capital Market; New Issue Market: Features, objectives and functions, Recent Developments including the concept of book building. Modes of procuring long term funds: Public issue, Rights issue, Bonus issue, Private placement.

UNIT II: Participants in Capital Market, Capital Market Instruments; Relevance of various interest/return rates; Gross and Net interest rate – their difference, Nominal and Real interest rate; Relationship between interest rate and economic progress, Administered and Market determined interest rate.

UNIT III: Share Trading in Secondary Market, Trading and Settlement, Functions of Stock Exchanges; BSE, NSE, NCDEX, MCX; Listing of securities.

UNIT IV; Basics of Money Market, Money Market Instruments: Treasury Bills, Certificate of Deposits, Commercial Paper, Call money Commercial bills, Inter-corporate deposits, Inter-bank participation certificates; Acceptance Houses, Discount Houses, Call money market;

UNIT V: Mutual Fund Operations: Introduction, Schemes of Mutual Fund, Return & Tax Relief, AMFI, NAV Calculation Grievances concerning Stock Exchange dealings & their removal, Grievance Redressal Cell in Stock Exchanges, Role AND Functions of The SEBI.

Suggested Books:

1. Indian Financial System by Bharati V. Pathak (Pearson Education)
2. Financial Institutions and Markets: Structure, Growth & Innovation by L. M. Bhole (Mcgraw Hill)

COURSE OUTCOME (CO)

CO1: Explain the functions of capital markets and recent developments in the capital market.

CO2: Discuss the relevance of various interest rates.

CO3: Discuss the functions of different stock exchanges viz., BSE, NSE, NCDEX, MCX.

CO4: Categorize different money market instruments.

CO5: Examine Mutual Fund schemes in India with respect to return and tax relief.

CO6: Summarize the role and functions of SEBI.

BBA050304: SALES MANAGEMENT

UNIT I: Basic Concepts of Selling, Selling Functions, Types of Selling and Emerging Dimensions, Direct Selling, Institutional Selling, Tele Marketing, Sampling, Follow the Customer and other Concepts

UNIT II: Theories of Selling: Canned Approach, AIDA Model, Right Set of Circumstances, Buying Formula Theory, Behavioral Equation Theory
Selling Process: Prospecting, Pre-Approach, Presentation and Demonstration, Handling Objections, Closing the Sale, Post Sale Activities, Quality of a Successful Sales Person

UNIT III: Sales Management: Importance, Scope and Functions of Sales Management, Organization of Sales, Sales Planning- Market Potential Analysis, Sales Forecasting. Fixing Sales Objectives, Sales Territory, Sales Quota

UNIT IV: Sales Force Management: Sales Force Planning, Recruitment and Selection, Training and Development, Placement of Sales Personnel, Compensation and Incentive to Sales Persons, Motivation and Leadership for Sales Persons, Evaluation of Sales Performance

Suggested Books:

1. Sales and Distribution Management, R.R. Still, E.W. Cundiff, N.A.P. Govoni, S. Puri, Pearson
2. Sales Management Decisions, Strategy and Cases, R. R. Still, E.W. Cundiff, N.A. P. Govoni, Pearson
3. Sales Management, P.K. Mallik, Oxford University Press

COURSE OUTCOME (CO)

- CO1: Discuss function of selling and distinguish between different types of selling,*
- CO2: Explain the theories of selling and demonstrate the selling process.*
- CO3: Conduct sales forecasting and explain market potential analysis*
- CO4: Discuss the scope and function of sales management, & techniques of sales forecasting.*
- CO5: Discuss the issues related to sales force management.*
- CO6: Summarize the parameters on which sales performance is evaluated.*

BBA050404: BUSINESS POLICY AND STRATEGIC MANAGEMENT

Unit 1: Meaning, Nature & importance of business policy & strategy, Introduction to the strategic management process and related concepts, Difference between Strategy and Policy; Characteristics of corporate, business & functional level strategic management decisions.

Company's vision and mission: Meaning, characteristics essentials, benefits for a mission and vision statement, criteria for evaluating a mission statement, formulation of mission statement, difference between mission and vision statement.

Unit 2: Environmental Analysis & Diagnosis: Analysis of company's external environment Environmental impact on organizations policy and strategy, organization's dependence on the environment, analysis of remote environment, analysis of specific environment- Michael E. Porter's 5 Forces model; Internal analysis: Importance of organization's capabilities, competitive advantage and core competence, Michael E. Porter's Value Chain Analysis.

Unit 3: Formulation of competitive strategies: Michael E. Porter's generic competitive Strategies, implementing competitive strategies- offensive & defensive moves.

Formulating Corporate Strategies: Introduction to strategies of growth, stability and Renewal, Types of growth strategies—concentrated growth, product development, Integration, diversification, international expansion (multi domestic approach, Franchising, licensing and joint ventures.

Unit 4: Strategic Framework: Strategic analysis & choice, Strategic gap analyses, Portfolio analysis – BCG, GE, product market evolution matrix, experience curve, directional policy matrix, life cycle portfolio matrix, grand strategy selection matrix.

Suggested Books:

1. J.A. Pearce & R.B. Robinson: Strategic Management formulation implementation and control, TMH
2. Arthur A. Thompson Jr. & A.J. Strickland III: Crafting and executing strategy, TMH
3. Gerry Johnson & Kevan Scholes, Exploring corporate strategies, PHI
4. Upendra Kachru: Strategic Management, Excelbooks

COURSE OUTCOME (CO)

- CO1:** Explain the strategic management process and the features of strategic decisions at different levels.
- CO2:** Distinguish between vision and mission and explain their role in strategic management.
- CO3:** Analyze the external business environment of an industry.
- CO4:** Explain the concepts of organization's capabilities, competitive advantage and core competence
- CO5:** Compare different growth strategies and distinguish between offensive and defensive moves.
- CO6:** Demonstrate the use of portfolio analysis tools such as BCG, GE, , product market evolution matrix .

BBA050504: BANKING AND INSURANCE

- Unit1:** Introduction- Bank Functions Banking History in India, Function and operations – RBI, Commercial Banks, RRBs, Cooperative Banks and NABARD; regulatory issues for governance of banking sector– role of RBI and Ministry of Finance; Role of technology in banking
- Unit2:** Negotiable Instruments- Definition, features, types of negotiable instruments, holder and holder in due course, endorsements- meaning, kinds; Different types of Accounts- Fixed deposit account, Current Account, Savings account. Operations of savings and current account. Joint account, Partnership account, minor customers.
- Unit3:** Component of ALM and their management; liquidity management, interest rate management, management of credit and operational risk; treasury operations and management; managing capital adequacy and profit planning; managing NPAs
- Unit4:** Principles of Insurance: Introduction, History of Insurance Policies, Types, Policies Conditions and Principles of Insurance Management; Nature of Insurance Business: Nature of Insurance contract; Principles of General Insurance' Function Personal General Insurance Products, Commercial General Insurance Products

Suggested Readings:

- 1 . Black, Kenneth jr. & Skipper, Harold D. jr., Life and Health Insurance, Pearson Education, Delhi
2. Rejda, George E, Principles of Risk Management and Insurance, Pearson Education, Delhi
3. Shekhar, K.C. and Shekhar, Lekshmy, Banking Theories

COURSE OUTCOME (CO)

- CO1: Define Banking History in India, Function, and operations of RBI and Commercial Banks.*
- CO2: Describe the features and types of Negotiable Instruments.*
- CO3: Distinguish between different types of bank accounts*
- CO4: Discuss the concepts related to Asset Liability Management.*
- CO5: Discuss the history of Insurance Policies, their types, Conditions, and Principles of Insurance Management.*
- CO6: Examine Person General Insurance Products and Commercial General Insurance Products.*

BBA050602: Functional Usage of English-1

- Unit1:** Developing Conversational Skills Small Talk
Group Communication/discussion Presentation Skills
- Unit2:** Soft Skills, Interpersonal skills, Negotiating Skills, Collaborative Skills, Leadership Skills, Critical Thinking
- Unit 3:** English Vocabulary Business Terms Business Idioms
- Unit4:** Exercises to test topics from Unit 1&2

COURSE OUTCOME (CO)

- CO1: Develop communication skills and presentation skill.*
- CO2: Demonstrate interpersonal skills in negotiation and team participation.*
- CO3: Demonstrate leadership skills.*
- CO4: Demonstrate use of business terms and idioms.*

Semester 6

BBA060104: INVESTMENT BANKING AND FINANCIAL SERVICES

UNIT- 1: Introduction:AnOverviewofIndianFinancialSystem,InvestmentBankinginIndia, Recent Developments and Challenges ahead, Institutionalstructure and Functions of Investment / Merchant Banking; SEBI guidelines for Merchant Bankers.

UNITII: IssueManagement:Understandingofvarioustypesofissues;Eligibilitynorms; SEBI's role in an issue; Pricing of Issues; Concept of Book Building process and Green Shoe Option;Contents of offer document.

UNITIII: LeasingandHirePurchase:Conceptsofleasing,typesofleasing–financial&operating Lease, direct lease and sales & lease back, advantages and limitations of leasing, Lease Rental determination; Hire Purchase interest &Installment.

UNITIV: Venture Capital: Concept, history and evolution of VC, the venture investment process, variousstepsinventurefinancing;CreditRatings:Introduction,typesofcreditrating, advantagesanddisadvantagesofcreditratings,Creditratingagenciesandtheirmethodology,

REFERENCES

- 1.M.Y.Khan:FinancialServices,TataMcGraw–Hill.
3. J.C.Verma:AManualofMerchantBanking,BharathPublishingHouse.
4. K.Sriram:HandBookofLeasing,HirePurchase&Factoring,ICFAI,Hyderabad.

COURSE OUTCOME (CO)

CO1: Describe the Indian Financial System.

CO2: Discuss the process of Issues management and SEBI's role in an Issue.

CO3: Discuss the concepts related to Leasing and Hire purchase.

CO4: Explain the venture investment process and steps in venture financing.

CO5: Discuss the methodology of credit rating agencies.

CO6: Examine different types of credit ratings.

BBA060204: HUMAN RESOURCE DEVELOPMENT: SYSTEMS AND STRATEGIES

Unit1: Human Resource Development (HRD): Concept, Origin and Need, Relationship between human resource management and human resource development; HRD as a Total System; Activity Areas of HRD: Training, Education and Development; Roles and competencies of HRD professionals.

Unit2: HRD Process: Assessing need for HRD; Designing and developing effective HRD programs; Implementing HRD programs; Evaluating HRD programs.

Unit 3:

HRD Interventions: Integrated Human Resource Development Systems, Staffing for HRD; Physical and Financial Resources for HRD. HRD and diversity management.

Unit 4: HRD Applications: Coaching and mentoring, Career management and development; Employee counseling; Competency mapping, High Performance Work Systems, Balanced Score Card, Appreciative inquiry. Integrating HRD with technology.

Unit5: Evaluating the HRD Effort; Data Gathering; Analysis and Feedback; Industrial relations and HRD. HRD Experience in Indian Organizations, International HRD experience, Future of HRD.

Suggested Books:

1. Rao T.V. and Pareek, Udai: Designing and Managing Human Resource Systems, Oxford and IBH Publication Ltd.
2. Rao T.V.: Reading in human Resource Development, Oxford IBH Publication. Ltd.
3. Rao T.V.: Human Resource Development, Sage publication.
4. Kapur, Sashi: Human resource Development and Training in Practice, Beacon Books.

COURSE OUTCOME (CO)

CO1: Compare human resource management(HRM) and human resource development (HRD).

CO2: Explain theHRD Process.

CO3: Illustrate HRD Interventions.

CO4: Describe the areas of HRD Applications.

CO5: Explain the process of evaluating HRD programmes.

CO6: Illustrate the HRD effort of Indian organizations.

BBA060304: INCOME TAX LAW AND PRACTICE

Unit1: Introduction

*Basicconcepts:*Income,agriculturalincome,person,assessee,assessmentyear,previous year, gross total income, total income.

*Residentialstatus;*ScopeoftotalincomeonthebasisofresidentialstatusExemptedincome under section 10

Unit2: ComputationofIncomeunderdifferentheads-1

IncomefromSalaries;Incomefromhouseproperty

Unit3: ComputationofIncomeunderdifferentheads-2

Profitsandgainsofbusinessorprofession;

Unit4: ComputationofTotalIncomeandTaxLiability

Income of other persons included in assessee's total income; Deductions from gross total income;RebatesandreliefsComputationoftotalincomeofindividualsandfirms;Taxliability of an individual and a firm

Unit5: PreparationofReturnofIncomePractical

Filingofreturns:Manually,On-linefilingofReturnsofIncome&TDS;Provision&Procedures of Compulsory On-Line filing of returns for specified assesses, Permanent Account Number (PAN).

Suggestedreadings:

Journals

1. *IncomeTaxReports*.CompanyLawInstituteofIndiaPvt.Ltd.,Chennai.
2. *Taxman*.TaxmanAlliedServicesPvt.Ltd.,NewDelhi.
3. *CurrentTaxReporter*.CurrentTaxReporter,Jodhpur.

Software

1. VinodKumarSinghania,
e-filingofIncomeTaxReturnsandComputationofTax, Taxmann Publication Pvt. Ltd, New Delhi. Latest version
2. 'ExcelUtility' available at incometaxindiaefiling.gov.in

COURSE OUTCOME (CO)

CO1: Define the basic concepts of income tax law.

CO2: Interpret the income heads for individuals (salary and house property) and for business or profession.

CO3: Cite the Rebates and Reliefs related to Income Tax Law

CO4: Compute total income and tax liability of individuals.

CO5: Demonstrate online filing of returns

CO6: Discuss the provisions and procedures related to online return filing for specified assessee.

BBA060404: LEGAL ASPECTS OF BUSINESS

UnitI:

The Indian Contract Act 1872: Meaning and Essentials of contract; Kinds of contract- Based on: validity, formation & performance, law relating to offer and acceptance,

Consideration, competency to contract, free consent, Void agreements, performance of Contracts, discharge of contracts, breach of contracts and quasi contract, Special Contracts: contract of indemnity and guarantee, bailment and pledge, and agency.

UnitII:

Sale of Goods Act 1930: Sale and agreement to sell, implied conditions and warranties, Sale by non-owners, rights of unpaid seller; Negotiable Instruments Act 1881: Meaning of negotiable instruments, type of negotiable instruments, promissory Note, bill of exchange, Cheque.

UnitIII:

The Companies Act 2013:

Meaning and types, Incorporation, Memorandum & Articles of association, Prospectus, Issue of shares and bonus shares, rights issue, sweat equity, role of Directors, share qualification, company meetings.

The Limited Liability Partnership Act 2008:

Meaning and nature of limited partnership, formation, partners & their relations, extent and limitation of liability.

UnitIV:

Consumer Protection Act 1986: Objectives and machinery for consumer protection, defects and deficiency removal, rights of consumers; The Right to Information Act 2005:

Salient features and coverage of the act, definition of terms information, right, record, public authority; obligations of public authorities, requesting information and functions of PIO.

Readings:

1. M.C.Kucchal: Business Law/Mercantile Law, Vikas Publishing House (P) Ltd.
2. M.C.Kucchal, & Vivek Kucchal: Business Legislation for Management, Vikas Publishing House (P) Ltd.

3. Dr.G.K.Kapoor&SanjayDhamija:CompanyLawandPractice-Acomprehensiv
e textbook on Companies Act 2013, latest edition, Taxmann.

COURSE OUTCOME (CO)

- CO1: Explain the features of the Indian Contract Act 1872.*
CO2: Describe the Sale of Goods Act, 1930 and the Negotiable Instruments Act, 1881.
CO3: Discuss the clauses of Companies Act, 2013 related to incorporation of companies, role of Directors , Issue of shares.
CO4: Distinguish between different types of companies.
CO5: Explain the salient features of the Limited Liability Partnership Act, 2008.
CO6: Explain the salient features of the Consumer Protection Act, 1986 and the Right to Information Act, 2005.

BBA060504: ENTREPRENEURSHIP DEVELOPMENT

Unit-1

Entrepreneurship- Defination, Characteristic of an Entrepreneur, Function of an Entrepreneur,
TypesofEntrepreneur,EntrepreneurialTraits,DistinctionbetweenEntrepreneurandManager,
EntrepreneurandIntrapreneur,EntrepreneurandEntrepreneurship,RoleofEntrepreneurshipi
n Economic Development

Unit-2

EntrepreneurshipDevelopmentProgramme-Defination,TypesofEDP,ProcessofEDP,
Objectives and Benefits, Phases Involved

StartUps-Meaning,RoleandImportance,RecentdevelopmentinStart-upMovementinIndia&As
sam

Unit-3

FinancingofEnterprise-Needsforfinancialplanning,Sourcesoffinance,CapitalStructur
e, Term-loan, Sources of short term finance
VentureCapital-Meaning, Types, Importance, RoleofVentureCapitalinEntrepreneurship
Development

Unit-4

Industrial Finance to Entrepreneurs-Commercial Bank, Financial Institutions-Central
Level(NABARD,SIDBI,IFCI,IDBIetc.)StateLevel(DICs,SFCsetc.)andvariouspecialized
institutions, Government Policyfor MSMEs-Tax Incentives and Concessions

Unit-5

Women Entrepreneurship-Meaning, Importance and need, Roles and Challenges ahead,
ProblemsfacedbywomenEntrepreneurs, WomenEntrepreneurshipincontexttoIndiaand
Assam

SuggestedBooks:

1. Gupta,C.B.&Srinivasan,N.P-*EntrepreneurialDevelopment*
2. Khanka,SS,*EntrepreneurshipDevelopment,S.Chand,NewDelhi*
3. SangeethaSharma,*EntrepreneurshipDevelopment,PHILearning*

COURSE OUTCOME (CO)

CO1: Distinguish between entrepreneurs and managers; entrepreneur and intrapreneur.

CO2: Explain the types, and Process of .Entrepreneurship Development Programme.

CO3: Analyze the start-up movement in India and Assam.

CO4: Explain the role Venture capital in entrepreneurship development.

CO5: Identify the various sources of industrial Finance to Entrepreneurs, and discuss their role in entrepreneurship promotion.

CO6: Discuss the women entrepreneurship scenario of India and Assam.

BBA060602: Functional Usage of English-2

Unit1:

Speaking&ListeningSkills

E.Q Skills

NegotiatingS

kills

SkillsrequiredwhilefacinganIntervie

w 7 C's of Communication.

Unit2:

UseofEnglishinwriting:

C.V

Resume Report

ExecutiveSumm

ary Summary

Precis

SocialCorrespondence

Unit3:

EnglishVocabulary

Phrases,Idioms,Synonyms,Antonyms, Use of Grammar

COURSE OUTCOME (CO)

CO1: Develop speaking, listening and negotiation skills.

CO2: Explain the 7 Cs of communication.

CO3: Develop writing skills for resume building, executive summary and social correspondence.

CO4: Create CVs and Executive summary.

CO5: Demonstrate use phrases, idioms, synonyms and antonyms.

Semester 7

BBA070104: MACRO ECONOMICS:

Unit 1:Introduction to Macro-economics and National income:

Introduction-Meaning and scope of Macro-Economics: Concepts of national Income; GNP, NNP, NDP, Per capita income, Personal and Disposal income. Methods and difficulties of measurement of National income; Circular flow of national income, closed economy and open economy.

Unit 2:Consumption and Investment

Consumption and Investment: Say's law of market; Keynesian theory of income and Employment, Theory of Effective demand; Consumption Function; Investment Function; Marginal efficiency of Capital and Rate of Interest-Investment Multiplier., Acceleration Principle.

Unit 3:Business Cycle, Inflation and deflation

Introduction, Phases of Trade Cycle, Inflation, deflation.

Unit 4:Supply and Demand for Money

Supply of money: Determinants of Money supply, Velocity of circulation of Money Supply; RBI's approach to measurement of Money Supply; Demand for money-Classical, Keynesian and Friedman's approaches.

Unit 5:Monetary and Fiscal policies

Monetary and Fiscal policies for Economic Growth.

Recommended Books:

1. H.L Ahuja, Macro-economics theory and Policy, S. Chand and company Ltd, New Delhi
2. D.N Dwivedi, macro-economics theory and policy, Tata McGraw-Hill publication company Ltd, New Delhi
3. N. Gregory Mnakiv, Principles of Macro Economics,7th Edition, Cengage Learning.

COURSE OUTCOME (CO)

CO1: Explain the meaning, and features of macro economics and national income.

CO2: Define consumption and investment.

CO3: Explain business cycle inflation and deflation.

CO4: Define supply and demand for money.

CO5: Discuss monetary and fiscal policy for economic growth.

BBA070204: E-Commerce and Digital Marketing:

Unit 1: Introduction to E-Commerce, Needs and advantages of e-commerce; Electronic commerce Vs Traditional commerce; Challenges of e-commerce, Business to Business (B2B), Business to customer (B2C) e-commerce.

Unit 2: Electronic Payment Systems and Legal Aspects of e-commerce: Online Electronic Payment Systems, Prepaid and Post Paid Electronic Payment Systems, e-Cash, e-cheque, credit cards, debit cards, smart cards; E-Banking,; Cyber laws –aims and salient provisions; Cyber laws in India and their limitations.

Unit 3: Introduction to Digital Marketing: Concept of Digital Media, Digital Assets, Securing Digital Assets, Paid, Owned, Earned and Shared Media, Digital Beyond marketing.

Unit 4: Effective Inbound Marketing using Search Engine Optimisation (SEO), SERP.

Search Engine Marketing: TROM (Targeting, Real Time Bidding, Outcome based Pricing and Real Time Measurement of Outcome).

Paid Outbound Marketing: Concept of Demand Side platform (DSP), Supply Side Platform(SSP).

Unit 5: E-mail Marketing, Mobile Marketing- SMS marketing, use of QR Code and Proximity marketing, Marketing mobile app using Adword and Social Media, Digital Marketing Strategy.

Recommended books:

1. E-Commerce – Cutting Edge of Business- Kamlesh K Bajaj, Debjani Nag – Tata McGraw Hill
2. E-Commerce – an Indian perspective – P T Joseph – Prentice Hall, 2/e, 2005
3. E-Commerce concepts, Models, Strategies – C S V Moorthy –Himalaya Publications
4. Business on the Net: What's and How's of E-Commerce, Agarwala, K.N. and D. Agarwala, McMillan

COURSE OUTCOME (CO)

CO1: Identify different types of electronic commerce.

CO2: Discuss the e-commerce payment system and legal aspects of e-commerce.

CO3: Explain the basic concepts of digital marketing.

CO4: Discuss Fundamentals of search engine optimisation.

CO5: Explain the various online marketing tools- e-mail marketing, proximity marketing and digital marketing tools.

BBA070304: Strategic HRM:

Unit 1: Introduction to Strategic HRM

Concept of Strategic HRM, Strategic HRM vs Traditional HRM, Role of SHRM in Strategic Management, Models of SHRM, Advantages and Challenges of SHRM, Human resources as Strategic partners, Human resources as Strategic Assets, Process of SHRM, External Fit and Internal Fit (Integration of SHRM and Strategies of Organization)

Unit 2: Strategic HRP and Talent Acquisition/ Staffing

Concept of SHRP, Objectives, Advantages, Challenges, Strategic HRP process, Difference between SHRP and Traditional HRP, Approach to strategic talent acquisition, Staffing Decisions, Recruitment, Selection and Induction.

Unit 3: Retention of Human Resources and SHRM

Concept of Employee Retention, Importance of retention strategies, Challenges of Employee Retention, Concept of: Employee Churn/ turnover, reasons of employee churn, types, strategic management approach to turnover, Concept of Talent Management, Importance of TM, Strategies of TM, Process of TM

Unit 4: Strategic Career Management and Knowledge Management

Concept of Career, Career Stages, Concept of Career Planning, Objectives, Features, Importance, Process, Benefits, Challenges in CP, Strategies of Knowledge Management: Aligning individual needs with Organization, Reward system, Knowledge Audit, Benchmarking

Recommended Books:

1. Strategic Human Resource management, Das Pulak, Cengage Learning
2. Strategic Human resource management, Charles R. Greer, Pearson
3. Gary Dessler, Human Resource Management, PHI, New Delhi
4. Charles R. Greer, Strategic Human Resource Management, Pearson Education

COURSE OUTCOME (CO)

CO1: Define strategic human resource management, role and models of human resource management.

CO2: Explain strategic human resource planning, and approaches to acquisition.

CO3: Describe retention of human resources.

CO4: Discuss the concept of career, career management techniques.

CO5: Summarise the concept of knowledge audit and benchmarking.

BBA070404: Investment Analysis and Portfolio Management:

Unit I:

Investment: concept of investment, investment objectives, security and non-security form of investment, concept of portfolio management, phases of portfolio management; risk and return, types of risk, measurement of risk.

Unit II:

Technical analysis and Fundamental Analysis, Difference between technical and fundamental analysis, Dow theory-Principles and Hypothesis, Charts and Patterns in Dow Theory, Efficient market hypothesis.

Unit III:

Portfolio Analysis: meaning, portfolio risk and return, Markowitz risk-return optimization, Sharpe index model, Capital Asset Pricing Model(CAPM)-characteristics assumptions.

Unit IV:

Portfolio Revision: meaning, significance and strategies; portfolio evaluation meaning, performance measurement of portfolios, Sharpe's, Treynor's and Jensens's measure of portfolio performance.

Derivative: Meaning and evaluation of derivatives, options, futures, portfolio management using futures and options, Mutual Funds-Introduction, Calculation of Net asset value of a fund, Advantages and disadvantages of investing through mutual funds.

Recommended Books:

1. Investment Analysis and Portfolio Management- M. Ranganathanam and R. Madhumathi, Pearson Education.
2. Security Analysis and Portfolio Management- V.A. Avadhani, Himalaya Publishing House.
3. Security Analysis and Portfolio Management- Jordan and Gordon, Prentice Hall India.
4. Portfolio Management –Samir K. Barua, J. Verma & V. Raghunathan, Tata McGraw Hill.
5. Investment Analysis and Portfolio Management- Prasanna Chandra.
6. Security Analysis and Portfolio Management-S. Kevin

COURSE OUTCOME (CO)

- CO1: Explain concept of investment, risk and return.*
CO2: Identify basics of technical analysis.
CO3: Estimate portfolio risk and return.
CO4: Evaluation of portfolio and revision of portfolio.
CO5: Illustrate the concept of options, portfolio and mutual fund.

BBA070504: Tools & Techniques in Business Research

- Unit 1:** Primary Scales, Comparative and Non- Comparative Scales (Likert, Semantic), Concept of Reliability and Validity; Questionnaire design
- Unit 2:** Sampling design: Probability Sampling; Sample size determination; Non-response issues in sampling
- Unit 3:** Basics of data analysis – Frequency distribution; Cross tabulation; Hypothesis testing – chi-square, t test, F test. ANOVA; Correlation and regression analysis
- Unit 4:** Tools for Multivariate Analysis: Multiple Regression, Factor Analysis and Cluster Analysis; Concept of Discriminant and Logit analysis.
- Unit 5:** Report Preparation and Presentation: Report format; report writing guidelines; Guidelines for tables and Graphs.

Recommended Books:

- 1) Marketing Research – An applied Orientation (latest edition) by Naresh K Malhotra, Pearson Publication
- 2) Research Methodology – Ranjit Kumar (Oxford Press)

COURSE OUTCOME (CO)

- CO1: Understand the sampling design process and the use of sampling techniques.*
CO2: Distinguish between the different scaling techniques
CO3: Develop a questionnaire using measurement scales.
CO4: Formulate hypotheses and conduct hypothesis test on real life business problems
CO5: Compare and contrast different multivariate tools for analysis.

Semester 8

BBA080104: International Business:

Unit 1: Introduction: Concept of International business; Reasons international expansion of Business; Domestic versus international business; Challenges faced in international business

Unit 2: International Trade: Overview of world trade; India's foreign trade; Balance of payments; Foreign Direct Investment- Types and FDI trends in India;

Unit 3: International Economic Integration: Forms of international economic integration; Major Regional Trade Agreements; Regional Trade Agreements vis-à-vis Multilateral Trading System under WTO.

Unit 4: International Business Environment: Economic environment; Cultural Environment; Political and Legal environment

Unit 5: International Business Strategies: Country Evaluation and Selection; Modes of International Business Expansion; Multinational Enterprises

Recommended Books:

1. International Business by Rakesh Mohan Joshi, Oxford University Press, 2009.
2. International Business- Environment and Operations by Daniels, Radebaugh, Sullivan & Salwan, Pearson.

COURSE OUTCOME (CO)

CO1: Distinguish between international business and domestic business.

CO2: Identify trends in the international business environment.

CO3: Understand regional trading agreements under the WTO framework and evaluate different regional trading groups.

CO4: Identify major opportunity and risk variables to consider in country selection for international business.

CO5: Evaluate different modes of international expansion.

BBA080204: Marketing of Services:

Unit I: Emergence of Service Sector in Economy: Contributory Factors, Unique Aspects of Services, Goods versus Services, Service Industries: Education, Banking & Insurance, Finance, Transportation, Tourism & Hospitality, Healthcare, Telecommunication etc., Significance and Growth of Service Sector in Indian Economy.

Unit II: Service Marketing Concepts: Significance of Service Marketing, Marketing Mix, 7Ps of Service Marketing, Goods Marketing versus Service Marketing.

Unit III: Service Product: Basic Service Package, Flower of Service, Development of a New Service, Service Product Mix, Service Life Cycle, Pricing of Services: Objectives and Approaches to Pricing, Distribution Flows of Services: Design of a Service Distribution System, Service Locations and Service Providers, Promotion Mix for Service Marketing, Physical Evidence in Service Marketing.

Unit IV: Service Marketing Strategy, Market Segmentation, Service Branding and Positioning, Service Quality Management: SERVQUAL Model, Gap Model, Service Failures and Recovery, International Marketing of Services.

Recommended Books:

1. Fisk, R. P., Grove, S. J., & John, J.: Interactive Services Marketing. New York. Houghton Mifflin.
2. Rao, K.R.M., Services Marketing, Pearson, Delhi

References:

1. Gronroos, C.: Service Management and Marketing - A customer relationship management approach, New York: John Wiley.

- Hoffman, K. D., & John, E. G. B.: Marketing of services: Concepts strategies and cases, Thomson-South Western.
- Shanker, R. (2002). Services Marketing: The Indian perspective, Excel Books.

COURSE OUTCOME (CO)

CO1: Define characteristics of service industries.

CO2: Examine the service marketing concepts.

CO3: Outline the 7p's of service marketing.

CO4: Illustrate service marketing strategy.

CO5: Explain SERVQUAL scale and estimate gap model of service quality.

BBA080304: International HRM:

Unit I: International Human Resource Management (IHRM): Introduction

Meaning, Objectives, Functions, Features, Difference between IHRM and Domestic HRM, International Employees, IHRM practices: International staffing, pre-departure training, repatriation, performance management in international assignments, Compensating Expatriates, Challenges in IHRM

Unit II: International Recruitment and Selection

International HRP, Global Labour Market: Parent Country Nationals, Host Country Nationals, International Recruitment and Selection, International Selection Process, Selection Criteria of Expatriates, Approaches to International Staffing, Trends in International Staffing, International Staffing Challenges and Solutions

Unit III: Repatriation

Concept, Repatriation Process, Challenges in Repatriation, Designing a Repatriation Programme, Considerations for successful Repatriation

Unit IV: Cross-Cultural Issues in IHRM

Meaning of Culture, Elements, Functions, Cultural Sensitivity, Cross-Cultural Theories, Cross- Cultural Strategies, Negotiation in Cross-Culture, Challenges in Cross-Cultural IHRM

Unit V: Industrial relations and Ethical Issues in IHRM

International Labour Relations, Major issues in International Labour Relations, Unions and International Labour relations, Ethics in IHRM

Recommended Books:

- International Human Resource Management-P.Subba Rao, Himalya Publishing House
- International Human Resource Management-S.K.Bhatia, Deep and Deep Publications

3. K. Aswathappa - International Human Resource Management Sadhna Dash Text and Cases, Tata McGraw Hill Publishing Company Ltd

COURSE OUTCOME (CO)

- CO1: Define IHRM objectives, functions and practices.*
CO2: Explain the IHRM recruitment and selection process.
CO3: Define concept and challenges of the repatriation process.
CO4: Outline the meaning of cross-cultural issues in IHRM.
CO5: Discuss industrial relation and ethical issues.

BBA080404: International Finance:

- Unit I:** International Finance- Importance, Finance function in Multinational Firm, International Business, Theories of International trade, Gains from International trade and investment, Balance of Payments-components. Currency convertibility, concept of revenue account and capital account convertibility.
- Unit II:** International Monetary System. Exchange Rate Regimes- the Gold standard, the Bretton woods system, European Monetary System, European Monetary Union, IMF World Bank-Functions
- Unit III:** Foreign Exchange Market-wholesale and Domestic Market, Structure of Foreign Exchange Markets and participants, Type of Transactions, Mechanism of Currency Dealing, Exchange Rate Quotations, Arbitrage, Forward Rates. Foreign Exchange Market in India.
- Unit IV:** Exchange Rate Theories: Purchasing Power Parity Theory, Interest Rate Parity, future spot exchange rate, methods of forecasting exchanges rates.
- Unit V:** Nature and measurement of exposure and risk- defining foreign exchange exposure, transactions exposure, translation exposure, operating exposure, hedging strategies.

Recommended Books:

1. International Financial Management- P.G. Apte, Tata McGraw Hill.
2. International Financial Institutions and Monetary Management- S. Sikidar, D. Bhorali, Kalyani Publishers.
3. International Financial Management- P.K. Jain
4. Multinational Financial Management- Shapiro, Prentice Hall India.
5. International Financial Management- V. Sharan, Prentice Hall of India, New Delhi.

COURSE OUTCOME (CO)

CO1: Define finance function in multinational firms and international business.

CO2: Explain basics of international monetary system.

CO3: Define concept of foreign exchange market.

CO4: Outline the exchange rate theories.

CO5: Discuss nature and measurement of exposure and risk.

BBA080504: Seminar/Project: