<table>
<thead>
<tr>
<th>1st Semester</th>
<th>2nd Semester</th>
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<tbody>
<tr>
<td>PBBA101. Business Organization (3+0)</td>
<td>PBBA201. Financial Management (3+0)</td>
</tr>
<tr>
<td>PBBA102. Fundamentals of Accounting (3+0)</td>
<td>PBBA202. Entrepreneurship Development (3+0)</td>
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<tr>
<td>PBBA103. Managerial Economics (3+0)</td>
<td>PBBA203. Strategic Management (3+0)</td>
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<tr>
<td>PBBA104. Business Communication (3+0)</td>
<td>PBBA204. Human Resource Management (3+0)</td>
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<tr>
<td>PBBA105. Fundamentals of Computers (1+2)</td>
<td>PBBA205. Company Law (3+0)</td>
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<tr>
<td>PBBA106. Business Law (3+0)</td>
<td>PBBA206. Principles and Practices of Management (3+0)</td>
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<tr>
<th>3rd Semester</th>
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<tr>
<td>PBBA301. Marketing Management (3+0)</td>
<td>PBBA401. Business Mathematics (3+0)</td>
</tr>
<tr>
<td>PBBA302. Marketing of Services (3+0)</td>
<td>PBBA402. Advertising and Sales Promotion (3+0)</td>
</tr>
<tr>
<td>PBBA303. Risk and Insurance Management (3+0)</td>
<td>PBBA403. Consumer Behavior and Marketing Research (3+0)</td>
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<tr>
<td>PBBA304. Industrial Management (3+0)</td>
<td>PBBA404. International Business (3+0)</td>
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<tr>
<td>PBBA305. Personality Development (3+0)</td>
<td>PBBA405. Research Methods in Business Management (3+0)</td>
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<tr>
<td>PBBA306. Business Statistics (3+0)</td>
<td>PBBA406. Seminar Presentation (0+3)</td>
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<tr>
<th>5th Semester</th>
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<tr>
<td>PBBA501. Management Accounting (3+0)</td>
<td>PBBA601. Cost Accounting (3+0)</td>
</tr>
<tr>
<td>PBBA502. Organizational Behavior &amp; Development (3+0)</td>
<td>PBBA602. Compensation Management (3+0)</td>
</tr>
<tr>
<td>PBBA503. Quantitative Techniques (3+0)</td>
<td>PBBA603. Retail Management (3+0)</td>
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<tr>
<td>PBBA504. Business Budgeting (3+0)</td>
<td>PBBA604. Management Information System (3+0)</td>
</tr>
<tr>
<td>PBBA505. Operations Management (3+0)</td>
<td>PBBA605. Fundamentals of Banking (3+0)</td>
</tr>
<tr>
<td>PBBA506. Project Report and Viva (0+3)</td>
<td>PBBA606. Group Discussion &amp; Presentation (0+3)</td>
</tr>
</tbody>
</table>
Code PBBA101  BUSINESS ORGANIZATION

COURSE OBJECTIVE: To familiarize the students with the concept of entrepreneurship and the role of Government and other agencies in providing finance and other assistance.

COURSE CONTENTS

Section A
Introduction: Meaning, Features, Importance and Scope of Business, Knowledge of Trade, Industry and Commerce, Types of Industries. (Sessions 8)
Forms of Business Organization: Sole Proprietorship, Partnership, Company, Co-operative Society, Joint Sector Public Enterprises – Features, Merits & Demerits and Suitability. (Sessions 8)

Section B
Channels of Distribution: Wholesale and Retail Trade, Recent Trends in Wholesale and Retail Market, Malls and Supermarket, Green Business Practices. (Sessions 10)
Business and Society: Changing Concept and Objectives of Business, Business Ethics, Business and Culture, Social Responsibility of Business. (Sessions 8)

Section C
Liberalization, Privatization and Globalization: Concept, Merits, Demerits and their Implications in Indian Context. (Sessions 8)
Finance: Need and Importance of Finance, A Brief Study of Rajasthan Finance Corporation. (Sessions 8)

Books Recommended:
1. Saxena, S.C -Business Administration, Sahitya Bhawan, Agra.
Code PBBA 102 FUNDAMENTALS OF ACCOUNTING

COURSE OBJECTIVE: To provide basic fundamental of accounting and application of accounting to sole business. Also provide knowledge about accounting of non–profit organization.

COURSE CONTENTS

Section -A
Accounting: Definition, Need for Accounting, Learning Objectives, Functions of Accounting; Book Keeping and Accounting, Branches of Accounting, Financial Accounting, Cost Accounting and Management Accounting. (Sessions 8)

Section -B
Rectification of Errors, Depreciation Accounting, Preparation of Final Accounts with and without adjustment including Manufacturing Accounts. (Sessions 12)

Section -C
Computer Accounting: Accounting Package, Tally Micro Studies. Bank Reconciliation Statement: Advantages of Keeping Bank Account, Cause of Difference, Meaning and Objective of Reconciliation, Technique for Preparation. (Sessions 16)

Books Recommended:
1. Sharma & Bhardwaj - Book-keeping & Accounting, RBD, Jaipur.
Code PBBA 103  MANAGERIAL ECONOMICS

COURSE OBJECTIVE: To provide the knowledge of economic theories and their application for managerial decisions.

COURSE CONTENTS

Section-A
Demand: Meaning, Law of Demand, Elasticity of Demand: Significance and Methods to Measure its Price Elasticity, Analysis and uses for Managerial Decision Making and Revenue. (Sessions 10)

Section-B
Cost and Production Analysis: Production Concept and Analysis, Production Function- with one Variable Input and two Variable Input, Laws of Returns to Scale, Optimal Combination of Inputs, Cost - Concept and Types, Short-run and Long-run Cost, Curve and its Implications, Firms Equilibrium. (Sessions 8)
Market Structures: Needs and Types of Market, Perfect Competition, Monopoly, Oligopoly, kinked Demand, Monopolistic Competition: Definition and Characteristics – Equilibrium Price and Output Determination (Sessions 9)

Section-C
National Income: Concepts and Measurement.(Sessions 8)

Books Recommended:
5. Choudhary, C. M. Jain, Vipin - Managerial Economics, RBD, Jaipur.
6. Agarwal, M.D. Agarwal, Somdev -Managerial Economics, RBD, Jaipur
**Code PBBA 104 BUSINESS COMMUNICATION**

**COURSE OBJECTIVE:** To enable the students with various communication related aspects and to refine their communication skills for better and improved organizational effectiveness.

**COURSE CONTENTS**

**Section A**
Business Communication: Meaning, Importance & Objectives; Process of Communication, Effective Communication. *(Sessions 8)*
Media of Communication, 7 C”s of Communication, Types of Communication-Oral, Written, Non-Verbal, Formal & Informal. *(Sessions 12)*

**Section B**
Barriers of Communication-on the part of sender, receiver & organization; Overcoming barriers, Effective Listening, Public Speaking; Seminar; Presentation; Interview; Group Discussion. *(Sessions 13)*

**Section C**
Business Letters: Layout, Kinds-Interview, Appointment, Acknowledgement, Promotion, Inquiries, Replies, Orders, Sales, Circulars, Complaints, Report Writing. *(Sessions 10)*
Resume Writing: Preparing the Resume, Do”s & Don”ts of Resume. *(Sessions 7)*

**Books Recommended**
1. Mathew, M.J - Business Communication, RBSA Publication, Jaipur
**Code PBBA 105 FUNDAMENTALS OF COMPUTER**

**COURSE OBJECTIVE:** To impart the necessary computer education to the students of management.

**COURSE CONTENTS**

**Section A**

**Section B**

**Section C**
PowerPoint: Creating and Viewing a Presentation, Managing Slide Shows, Navigation through a presentation, Using Hyperlinks, Advance Navigation with Action Setting and Action Buttons, Organizing Formats with Master Slides, Appling and Modifying Designs Adding Graphic, Multi Media and Special Effects, Internet: Intranet Tools: E-mail: Anatomy of e-mail, e-mail Address, Adding Signature, Attaching Files, Managing e-mail Account, Computer Virus and Antivirus Software *(Sessions-20)*

**Books Recommended:**
COURSE OBJECTIVE: To understand the basic concept behind procedural substance and protective legislation related to Business.

COURSE CONTENTS

Section A


Section B


Section C

The Consumer Protection Act, 1985: Introduction to the Consumer Protection Act; Consumer Protection Councils; Dispute Redressal Agencies-I (The District Forum); Dispute Redressal Agencies –II (The State & National Commission). (Sessions 15)

Books Recommended:

5. Sharma N.M.- Mercantila Law, Shivam Book Depot, Jaipur
Code PBBA 201 FINANCIAL MANAGEMENT

COURSE OBJECTIVE: To familiarized student basic knowledge of financial management that can be helpful for a beginner in financial decision making.

COURSE CONTENTS

Section – A

Financial Management: Meaning, Importance and Objectives, Financial Decisions, Financial Planning – Objectives and Principles of Sound Financial Planning, Relations of Finance Department with other Departments, Role of Finance Manager. (Sessions 8)

Section – B

Management of Cash & Inventory: Cash management and Inventory Management. (Sessions 8)

Section – C

Capital Budgeting Techniques (Sessions 10)
Cost of Capital- Concept, Infrastructure, Classification and Determination of Cost of Capital, Factors influencing Capital Structure. (Sessions 8)

Books Recommended:

1. Agarwal & Agarwal - Financial Management, RBD, Jaipur
COURSE OBJECTIVE: To make students aware about the entrepreneurship qualities and developing entrepreneurial skills for their future endeavors.

COURSE CONTENTS

Section A
Concept of Entrepreneurship, Role of Entrepreneurship, Types of Entrepreneurship, Entrepreneurship Traits, Entrepreneurship and Managers, Problems of Entrepreneurship (Sessions 7)
Entrepreneurship Training and Development, Government Encouragement to Entrepreneurship (Sessions 8)

Section B
Concept of Small and Medium Enterprises, Role of SMEs, Policies Governing Small Enterprises in India (Sessions 7)
Project Feasibility, Business Idea Generation Techniques, Identification of Business Opportunities. Management of Small Business Enterprises, Role of DICs in Promoting Small Scale Entrepreneurs (Sessions 10)

Section C
Start up Process of Small Enterprises, Organizational Structure of Small Scale Industries in India, Taxation Benefits and Concessions to Small Scale Industries, Problems of Small Scale Industries and Properties. (Sessions 12)
Entrepreneurial Development in India - History, Objectives, Stages of Growth, Target Group, Programmes. (Sessions 6)

Books Recommended:
Course Objective: To make student aware of measurement of performance in various business and effect of strategies.

Course Contents

Section A
Strategic Management: Concept, Need, Role of SM in Business and Non-Business Organizations, Limitations, Strategic Management Process, Organizational Mission, Vision, Objectives, Goals and Ethics. (Sessions 10)

Section B
External Environment: Social, Ethical, Economic, Technological, Legal/Political, Global Environment. (Sessions 10)
The Internal Environment: Organization Managers, Owners, Employees & Human Resource Management, and Internal Resources, Core Competence and Competitive Advantage. (Sessions 10)

Section C

Books Recommended:
Code PBBA 204 HUMAN RESOURCE MANAGEMENT

COURSE OBJECTIVE: To sensitize students to various facets of managing people and to create an understanding of the various policies and practices of human resource management.

COURSE CONTENTS

Section A
Meaning, Nature, Scope, Objectives, Importance, Problems of HRM, Difference between HRM and Personnel Management, HRM as Profession, Role of HR Manager, Characteristics and Qualities of HR Manager, HR Environment in India, Human Resource Planning: Features, Methods, Process and Objectives. (Sessions 8)

Section B
Recruitment: Importance, Sources, Process, Types and Techniques, Factors Affecting Recruitment. (Sessions 5)
Selection: Factors Affecting Selection, Selection Policy, Steps and Techniques, Placement and Induction of Employees. (Sessions 8)
Job Analysis: Purpose, Steps, Techniques, Job Description, Purpose, Contents, Preparation and Characteristics of Good Job Description (Sessions 5)

Section C
Performance Appraisal: Types, Need Methods and Steps. (Sessions 8)
Training: Objectives, Need, Methods and Advantages, Management Development: Concept, Methods of MD, Evaluation of Training program. (Sessions 8)
Discipline & Grievance handling: Disciplinary Procedure, Grievance Handling Procedure. (8 Sessions)

Books Recommended:
COURSE OBJECTIVE: To provide knowledge of Indian Companies Act 1956, to gain insight into legal matters of corporate sector

COURSE CONTENTS

Section A.
Introduction to Company Law- Meaning and Nature of Company, Classification of Companies, Principle of Separate Legal Existence, Functions, Liabilities and Rights of Promoters, Difference between Private Company and Public Company. (Sessions 10)
Shares and Share Capital – Types of Shares and Share Capital, Allotment of Shares, Share Certificates and Share Warrants. Transfer and Transmission of Share, Forfeiture of Shares, Re-issue of Forfeited Shares. (Sessions 10)

Section B
Important Documents -Memorandum of Association and Articles of Association: Meaning, Contents and Alteration. (Sessions10)
Company Secretary: Definition, Appointment, Qualities, Duties and Role. (Sessions 10)

Section C
Meetings – Notice, Agenda, Quorum, Resolution, Minutes, General Principles of Meeting. Types of Meetings- Statutory Meetings, Directors Meeting, Annual General Meetings and Extra Ordinary General Meeting (Sessions 10)

Books Recommended:
COURSE OBJECTIVE: To understand and evaluate firm’s management philosophy and their impact on organization and operation of the business.

COURSE CONTENTS

Section A
Functions of Management, Planning: Nature, Objectives and Significance, Types of Plans, Process, Barriers to Effective Planning. (Sessions 8)

Section B
Organizing: Definition, Principles of Management, Forms of Organization Structure, Formal and Informal Organizational, Delegation of Authority. (Sessions 8)
Staffing: Definition, Characteristics, Need and Importance & Elements. (Sessions 7)

Section C
Motivation and Leadership: Motivation, Need and Importance, Techniques of Motivation, Theories of Motivation McGregor Theory, Maslow”s Need Hierarchy Theory, Herzberg”s Theory, Alderjer”s Theory, Mc Clelland Theory, Expectancy Theory, Poter & Lawler”s Performance Satisfaction Model. (Sessions 7)
Leadership: Functions of Leaders, Leadership Style, Leadership Development, Theories of Leadership. (Sessions 7)

Books Recommended:

3. Banerjee, Mritunjoy- Business Administration, Asia Publication House, University of Michigan
Code PBBA 301 MARKETING MANAGEMENT

COURSE OBJECTIVE: To develop the knowledge and skills necessary to formulate, implement and control marketing strategies and to identify and analyze opportunities within marketing environments using various strategic marketing management techniques.

COURSE CONTENTS

Section A
Marketing: Concept of Marketing, Distinction between Marketing and Selling, Scope and Importance of Marketing, Customer Value, Customer Satisfaction. (Sessions 8)
Market Segmentation: Basis for Market Segmentation, Benefits and Requirements of Market Segmentation, Target Marketing, Product Positioning. (Sessions 7)

Section B
Distribution Channels – Concept, Intermediaries – Types and Roles, Channel Design Decisions; Channel Management Decisions. (Sessions 10)

Section C
Marketing Research: Meaning, Objects, Need and Importance, Techniques, Process and Limitations. (Sessions 8)

Books Recommended:
3. Ramaswamy V.S. & Namakumari S. - Marking Management planning Implementation and Control The Indian context (Macmillan India Ltd., Delhi)
4. Varshney R.L. & Gupta S.L. - Marketing Management (An Indian Perspective) Text and cases (Sultan Chand & Sons, New Delhi)
Code PBBA 302 MARKETING OF SERVICES

COURSE OBJECTIVES: To equip students to become more effective managers of service organizations by familiarizing them with the characteristics of services.

COURSE CONTENTS

Section A
(Sessions 8)

(Sessions 8)

Section B
(Sessions 8)

Services Marketing: Specific Industries: Tourism, Travel, Transportation Service Marketing, Financial Services; Education and Professional Service, Telecom and Courier.
(Sessions 9)

Section C
Employees’ roles in Service Delivery: Delivering Service through Intermediaries and Electronic Channels, the Role of the Customer in Service Delivery. Emerging Trends in Service Industry
(Sessions 9)

(Sessions 8)

Books Recommended:
2. Shajahan S. - Services Marketing, Himalaya Publishing House, Mumbai
4. Reddy P.N., Appannarian H.R., Kumar S. Anil, Nirmala- Services Marketing (Himalaya Publishing House, Mumbai)
5. Mehta, Khivasara - Marketing of Service, RBD, Jaipur
**Code PBBA 303 RISK AND INSURANCE MANAGEMENT**

**COURSE OBJECTIVES:** The objective of this course is to enable the students to understand various types of insurance, computation of risk and premium.

**COURSE CONTENTS**

**Section-A**

**Section-B**
Marine Insurance- Meaning, Scope, Procedure of Issuing policy, Types of Marine Insurance policy, Condition, Calculation of Premium, Marine Losses and Settlement of Claims. *(Sessions 10)*
Life Insurance-Meaning need functions and Development of life insurance in India, Important plans of LIC Whole life Endowment, Annuity insurance plans, Group insurance plans, Unit link insurance, Liberalization and life insurance *(Sessions 10)*

**Section-C**
General Insurance- Meaning, Scope, Settlement of Claims, Working of General Insurance Companies GiCI, Prospects and Challenges. *(Sessions 10)*

**Books Recommended:**
1. Kothari R.K. and Jain Mukesh - RBD Jaipur
Code PBBA 304 INDUSTRIAL MANAGEMENT

COURSE OBJECTIVES: To make students aware about the Industry Set-up, Work environment and plant layout.

COURSE CONTENTS

Section –A
Evolution of Industrial Management – Evolution –Importance of Industrial Management-Scientific Management- Meaning and Definition, Principals, Importance and Criticism (Sessions 10)

Section –B
Factory Location- Factory Determining Location of factory, Steps in Location, Selection of Region, Selection of Locality, Selection of Exact Site, Technology Parks, SEZ etc. Role of Government Agencies in Providing Assistance, Location related Decisions. (Sessions 12)
Plant Layout-Nature, Objectives, Importance, Factors Influencing Layout, Types of Layout, Problems of Layout. (Sessions 11)

Section-C
Industrial Safety: MSDS-GLP-GMP, Introduction to Non Conventional Energy Sources LPG, CNG and Hydrogen as Fuels. (Sessions 5)

Books Recommended:
2. Russel; Smith -Elements of Industrial Management, Hard Press
3. Jain, J.- Industrial Management, Kitab Mahal; Allahabad
COURSE OBJECTIVES: The objective of this course is to enable the students with the various communication related aspects and to refine the personality skills for better and improved organizational effectiveness.

COURSE CONTENTS

Section- A
Personality Formation Structure – Mind Mapping, Competence Mapping and 360° Assessment and development, Types of Person: Extrovert, Introvert, Ambivert Person. (Sessions 10)

Section- B
Understanding Human Nature- Basis of Human – Influence of Environment and Heredity, Concept of Attitude, Concept of Self. (Sessions 9)
Effective Thinking- Thinking Skills, Thinking Styles, Concept of Six Thinking Hats. (Sessions 6)

Section- C
Individual Interaction and Skills-Basis of Interaction Skills Personal and interpersonal, Inter Personal Skills- Concept, Definition, Meaning of Skills, Conceptual, Supervising, Technical, Managerial and Decision Making Skills, Group Influence on Interaction Skills. (Sessions 10)

Books Recommended
1. Sudha G.S.-Personality Development and Human Resources, Malik & Company, Jaipur
2. Covey; Stephen- 8 Habits, -Simon & Schuster, U.K.
3. Khera; Shiv -You Can Win
Code PBBA 306 BUSINESS STATISTICS

COURSE OBJECTIVE: The objective of the course is to equip the students with basic statistical tools and to enable them to do analytical evaluation for arriving at logical conclusions and inferences.

COURSE CONTENTS

Section A
Statistics: Definition, Use in Business, Limitations, Data Collection: Primary and Secondary Data, Classification, Frequency Distribution and Tabulation of Data, Graphic Presentation of Data (Sessions 8)
Measures of Central Tendency: Meaning, Functions, Requisites of Good Average, Types, Computation and Uses of Arithmetic Mean, Geometric Mean, Harmonic Mean, Median and Mode, Weighted Mean, Partition Values, Empirical Relationship between Averages. (Sessions 9)

Section B
Dispersion: Meaning, Objectives, Absolute and Relative Measures. Range and its Types, Quartile Deviation, Mean Deviation, Standard Deviation, Coefficient of Variation Lorenz curva. Skewness: Meaning, Types, Karl Pearson’s and Bowley’s Measures. (Sessions 9)
Correlation Analysis: Meaning, Uses, Types, Karl Pearson’s Coefficient, Coefficient of Determination and Non-determination, Probable Error, Rank Correlation, Concurrent Deviation Methods, Lag and Lead in Correction. (Sessions 8)

Section C
Regression Analysis: Meaning, Uses, Types, Least Squares Principles, Methods, Standard Error of Estimate. Association of Attributes: Two Attribute Situations. (Sessions 8)
Index Number: Meaning, Types and Uses, Methods of Constructing Price and Quantity indices (simple and aggregate): Tests of Adequacy, Chain-base Index Numbers; Base Shifting, Splicing, and Deflating, Problems in Constructing Index Numbers, Consumer Price Index. (Sessions 8)

Books Recommended:
COURSE OBJECTIVE: To provide basic knowledge of mathematics and application of mathematics to commercial situations.

COURSE CONTENTS

Section - A
Ratio, Proportion and Percentage – Ratio: Definition, Continued Ratio, Inverse Ratio, Proportion, Continued Proportion, Direct Proportion, Inverse Proportion, Variation, Inverse Variation, Joint Variation, Percentage- Computations of Percentages. (Sessions 8)
Profit and Loss - Terms and Formulae, Trade Discount, Cash Discount, Problems involving Cost Price, Selling Price, Trade Discount and Cash Discount. Overview of Commission and Brokerage, Problems on Commission and brokerage (Sessions 8)

Section - B
Interest -Simple Interest, Compound Interest (Reducing Balance & Flat Interest Rate of Interest), Equated Monthly Installments (EMI), Problems (Sessions 8)
Matrices and Determinants (upto order 3 only): Multivariable Data, Definition of a Matrix, Types of Matrices, Algebra of Matrices, Determinants, Adjoint of a Matrix, Inverse of a Matrix via adjoint Matrix, Homogeneous System of Linear Equations, Condition for Uniqueness for the Homogeneous system, Solution of Non-homogeneous System of Linear Equations (not more than three variables), Condition for Existence and Uniqueness of Solution, Solution using Inverse of the Coefficient Matrix, Problems. (Sessions 8)

Section - C
Functions: Definition of Function, Constants, Variables, Continuous Real Variable, Domain or Interval, Types of Functions, One Valued Function, Explicit Function, Algebraic Functions, Polynomial Functions, Absolute Value Function, Inverse Function, Rational and Irrational Function, Monotone Function, Even and Odd Function, Supply/ Demand Function, Cost Function, Total Revenue Function (Sessions 10)
Profit Function, Production Function, Utility Function, Consumption Function. (Sessions 8)

Books Recommended:
1. Dorai Raj- Business Mathematics, Sahitya Bhawan, Agra
Code PBBA 402 ADVERTISING AND SALES PROMOTION

COURSE OBJECTIVE: The objective of this course is to deliver the knowledge from setting of advertisement; its launch in the appropriate media and measurement of effectiveness of the campaign.

COURSE CONTENTS

Section A
Introduction to Advertising: Objects and Role of Advertising in the National Economy and Importance of Advertising in Modern Marketing, Personal Selling, Public Relation. Types of Advertising: Commercial and Non Commercial Advertising, Primary Demand and Selective Demand Advertising, Classified and Display Advertising, Comparative Advertising. (Sessions 20)

Section B
Advertising Media: Types of Media- Print Media, Electronic Media and Other Media (Out door and Direct Mail), Media Selection, Advertising Appeals, Advertising Budget Decisions. (Sessions 10)

Section C
Sales Promotion: Nature of Sales Promotion, Distinction with Advertising and Personal Selling, Role and Importance of Sales Promotion, Functions of Sales Promotion Department, Limitation in a Sort Economy. Types of Sales Promotion: Internal Organization, Dealer Promotion, Consumer Promotion, Sales Promotion of Industrial and Consumer Products. (Sessions 20)

Books Recommended:
1. Sudha, G.S.- Advertising and Sales Management, RBD, Jaipur
2. Prasad, S. Shyam, Kumar Sumit –Advertising Management, RBD, Jaipur
5. Bhatia, Tej K. -Advertising & Marketing in Rural India, MacMillan India Ltd. 2007.
Code PBBA 403 CONSUMER BEHAVIOUR and MARKETING RESEARCH

COURSE OBJECTIVES: To help the students understand the buying motives and consequent purchase decision process of a buyer.

COURSE CONTENTS

Section A

Section B

Section C
Marketing Research: Definition and Planning of Research, Research Design, Marketing Plans and Proposals, Sampling- Process, Selection and Size, Data Processing Analysis and Interpretation, Reporting the Research Findings, Application of Marketing Research, Scope of Marketing. (Sessions 14)

Books Recommended:
1. Sharma, Chouhan, Saini- consumer Behaviour, RBD, Jaipur
2. Alenas, AHR- Marketing Research
4. Loudon , David L - Consumer Behavior, Tata Mc Graw Hill
5. Batra, Satish .K.-Consumer Behavior, Excel Books
6. Solomon, Michael R - Consumer Behavior, Pearson
7. Lindquist, Jay D Sirgy, M. Joseph -Consumer Behavior, Biztantra
COURSE OBJECTIVES: To equip the students about the global scenario of business and to give knowledge about the art of managing business across domestic borders.

COURSE CONTENTS

Section-A

Section-B

Section-C
Foreign Direct Investment-Reasons, Volume and directions, Foreign Exchange Transactions and Terminology (Sessions 10)
Books Recommended:
4. Shiva, Ramu- International Business, A. H. Wheeler Publishing Co. Ltd., India
Code PBBA 405 RESEARCH METHODS IN BUSINESS MANAGEMENT

COURSE OBJECTIVES: The Objective of the course is to enable the students, in developing the most appropriate methodology for their research studies and to make familiar with the art of using different research methods and techniques.

COURSE CONTENTS

Section -A
Fundamentals of Research-Definition, Scope, Limitations & Types, Objectives, Research Process, Application of Research in the Various Functions of Management, Research Designs (Sessions 10)

Section -B

Section -C
Sampling: Meaning, Importance. Types of Sampling Techniques, Population Sample Types of Data, Primary & Secondary Data. Methods of Collection of Data, Data Analysis and Interpretation. (Sessions 10)

Concept of Hypothesis, Introduction to Hypothesis Testing for Small and Large Samples.

Report Writing and Presentation, Bibliography & References (Sessions 10)

Books Recommended:
1. Jain Rita, Saxena Nishith - Research Methodology, RBSA Publication
2. Kothari, C.R. - Research Methodology, New Age Publication
4. Young, P.V. - Scientific Social Surveys and Research, Prentice Hall New York
5. Saunders Lewis Thorn hill - Research Methods for Business Students, Pearson Education
Students in the seminar work in a collaborative environment with a faculty to develop a write up that builds on previous liberal arts and BBA course work. Through the exploration of ethical, historical, social and cultural aspects of current business issues, students have the opportunity to develop a well-rounded perspective that is valued in the global environment of business.

This is an individual activity in which student has to prepare and present a seminar along with report on some latest topic related with business and management.

**COMPREHENSIVE VIVA:**

The comprehensive viva voce is scheduled at the end of IV Semester in order to judge the understanding as well as application of the knowledge gained by the students by the end of 4th Semester of the course. This is also to see the articulation of what is being learnt by them.

The idea is to see that students are able to digest what is being taught in two full year and see their relevance not only in the practical field but also their inter relationship.

The viva voce is of 100 marks each to be conducted by the external examiner appointed by the college.
A Project Report on Title/Topic

Submitted in Partial Fulfillment for the Degree of Bachelor of Business Administration

S.S. JAIN SUBODH P.G. (AUTONOMOUS) COLLEGE, JAIPUR (2017-18)

SUBMITTED BY
Name of the Student
B.B.A. IV Sem.

SUBMITTED To
Faculty Guide
NAME:
DESIGNATION:
CERTIFICATE

This is to certify that the Project Report entitled “TITLE OF THE PROJECT” is a record of project work done independently by Mr. /Ms. NAME OF STUDENT under my guidance and supervision and that it has not previously formed the basis for the award of any degree, fellowship or associate ship.

NAME OF FACULTY

DESIGNATION

S.S. Jain Subodh P.G. (Autonomous) College

Jaipur
DECLARATION

I, NAME OF STUDENT student of BBA Sem IV hereby declare that the project work presented in this report is my own work and has been carried out under the supervision of NAME OF FACULTY GUIDE of S.S Jain Subodh P.G(Autonomous) College.

This work has not been previously submitted to any other university for any examination.

Name of the Student
S.S.Jain Subodh P.G.(Autonomous)College
Jaipur
ACKNOWLEDGEMENT

It is not often in life that you get a chance of appreciating and expressing your feelings in black and white to thank the people who have been a crucial part of your successes, your accomplishments, and your being what you are today. I take this opportunity to first of all thank the Faculty at S.S. Jain Subodh P.G.(Autonomous)College, especially Prof. K.B.Sharma, Principal, and Dr. Chitra Rathore, Head, Department of BBA for inculcating and instilling me the knowledge, learning, will-power, values and the competitiveness and professionalism required by me as a management student.

I would like to give special thanks to Dr./Ms/Mr. ------------------ (Faculty Guide) for educating me silver lining in every dark cloud. Her/His enduring efforts, guidance, patience and enthusiasm have given a sense of direction and purposefulness to this project and ultimately made it a success.

I express my sincere and heartiest thanks to everyone who has contributed towards the successful completion of the Project.

Last but not the least; I would like to thank my family: my parents for supporting me spiritually throughout my life.

The errors and inconsistencies remain my own.

Name of the Student
Guidelines of Writing the Project Report

NUMBER OF PAGES:
Minimum 40 pages
Maximum 60 pages

TYPING INSTRUCTIONS:
Border Indents
Top, Bottom & Right – 1 Inch
Left – 1.5 Inch
Page Numbering – Bottom centered
Font Type – Times New Roman
Font Color – Black only
Font Size – Uniform & Consistent throughout the report
Chapter Heading – 16 (Bold)
Titles – 14 (Bold)
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BINDING INSTRUCTIONS:
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PRINTING INSTRUCTIONS:
First Copy - Original in all respects.
Second Copy originally printed / photocopy of the FIRST copy.
Printing Both Sides.
SUBMITTING PROJECT REPORT:

Project Report is to be submitted to the faculty in charge.

Note: Format can be downloaded from the college Website.

Preparation of Research Report

Chapterisation

1. Introduction of the topic

A brief introduction of the topic. For Example: In a Project of “Green HRM Practices of IT Sector”, explain the Concept, Features, Importance, and Practices of Green HRM. A brief theoretical backdrop about the project is required to be given like referring to some standard text books, journals, magazines, newspaper, etc. Attempt should be made to collect latest information by scanning latest articles published in periodicals, journals, etc.

2. Profile of the Company

2.1. Overview of Industry as whole

2.2. Profile of the Organization

2.3. Problems of the Organization

2.4. Competition Information

2.5. S.W.O.T Analysis of the Organization

3. Research Methodology

3.1. Overview of the Project

3.2. Objective of Study

3.3. Data Sources

3.4. Limitations of the Study

4. Analysis and Presentation

Example: Green HRM Practices of IT Sector: Than explain the Green HRM Practices of any 5 companies.
5. Findings

5.1 Conclusion and Recommendations
5.2 Scope of further study

Appendices

Bibliography

BIBLIOGRAPHY

Reference Books, Journals, Newspapers, Websites, Reports, etc are to be listed out here.

Examples as how to write are given below:


Magazines, Journals & Newspapers:

Name of article - Business Today, 15 – 22 May, 2007
Name of article - The Times of India, Mumbai, 21st May, 2007

Internet:

www.crm.com/papers/php.html

(Complete URL Required)
COURSE OBJECTIVES: To develop an understanding of the importance, language and techniques of Management accounting.

COURSE CONTENTS

Section - A
Introduction to Management Accounting: Meaning, Functions, Responsibilities and Qualities of a Management Accountant. Management Accounting vs. Traditional Accounting and Limitations of Management Accounting (Sessions 10)

Introduction of Financial Statement, Comparative and Common size Income Statements and Balance Sheets, Trend Analysis (Sessions 5)

Section - B

Ratio Analysis: Elementary Ratio Analysis – Meaning, Classification of Ratios, Calculation & Interpretation of Ratio. (Sessions 10)

Long Term and Short Term Finance: Equity Share Capital, Debentures, Long Term Loans, Short term Loans (Sessions 5)

Section - C

Cash Flow Analysis: Meaning and Concept, Preparation of Cash Flow Statements, Comparison between Fund Flow and Cash Flow Statement. (Sessions 12)

Types of Leverage: Operating, Financial and Combined Leverage. (Sessions 8)

Books Recommended:
1. Agrawal & Agrawal - Management Accounting, RBD, Jaipur.
4. Pandey I. M. - Management Accounting, S. Chand & Sons, Delhi.
**Code PBBA 502 ORGANISATIONAL BEHAVIOUR**

**COURSE OBJECTIVE:** To understand management and its behaviour which are essential to guide large and small, profit and non-profit organizations.

**COURSE CONTENTS**

**Section A**


**Motivation & Group Dynamics:** Primary and Secondary Motives, Theories of Motivation: Content and Process-Theories - Vroom’s Expectancy Theory. Alderfer’s ERG Theory, McClelland’s Need Theory. *(Sessions 8)*

**Section B**

**Group Dynamics:** Theories of Groups, Group Norms and Roles, **Cohesiveness the Dynamics** of Informal Groups Team and Team Build-up. *(Sessions 7)*

**Management of Conflicts:** Reasons and Types of Conflicts. Process of Conflict. Positive and Negative Aspects of Conflict. Management of Interpersonal Conflicts and Organizational Conflicts. *(Sessions 10)*

**Section C**


**Books Recommended:**

4. Dwivedi, R.S. - Human Relations and Organizational Behaviour, RBD, Jaipur.
5. Aswathappa, K. - Organizational Behaviour, Himalaya publications
6. Chandan - Organizational Behaviour (Vikas publications)
COURSE OBJECTIVES: To enable students for analytical evaluation and arrive at logical conclusions and inferences to the decisions.

COURSE CONTENTS

Section A
Quantitative Techniques: An Introduction to Statistical and Operational Research Techniques, scope, applications and limitations of quantitative techniques, Role and Scope in Business and Industry. (Sessions 11)
Linear Programming: Graphical and Simplex Solution of LPP, Primal and its Dual (Sessions 10)

Section B
Transport and Assignment Problems. (Sessions 10)
Theory of Games and Queuing Models: Two Persons Zero Sum Game, Pure and Mixed Strategy and Application of Queuing Theory in Business Decision Making (Sessions 7)

Section C
Network Analysis, Programme Evaluation and Review Technique (PERT) and Critical Path Method (CPM), Cost Analysis and Crashing the Network (Sessions 12)

Books Recommended:
1. Srivastav, Shenoy and Sharma- Quantitative Techniques, newage international , united publishers, new delhi.
Code PBBA 504 BUSINESS BUDGETING

COURSE OBJECTIVES: To familiarize the students with various concepts of budgets.

COURSE CONTENTS

Section-A
Operating Business Budgets: Sales Budget, Production Budget, Materials budget, Labour Budget, Overheads Budget, Financial Budgets- Cash Budget, Master Budget, Human Resource Budget, Research and Development Budgets. (Sessions 12)

Section-B
Capital Budgeting: Types of Capital Expenditure, Capital Expenditure and Investment Banking, Techniques: Pay back, Average Rate of Return, Net Present Value and Internal Rate of Return. (Sessions 8)

Section-C
Performance Budgeting: Concept, Evolution and its uses in Business Decisions- Preparation of Performance Budgets, Follow-up and Monitoring. (Sessions 10)
Zero Base Budgeting: Concept Evolution and its Practical utility in Business Decisions, Information System for Business Budget. (Sessions 10)

Books Recommended:
Code PBBA 505OPERATION MANAGEMENT

COURSE OBJECTIVES: To acquaint the students with the basic concepts and process of production and operations management and to develop an understanding about the role of production and operations management in business.

COURSE CONTENTS

Section A

Introduction: Production and Operations Management, Meaning, Nature, Significance, Scope, Role and Functions, Types of Productions Systems: Continuous and Mass Production, Intermittent Production, Batch, Job-shop Production and Job Lots. (Sessions 10)


Section B


Inventory and Materials Management, Material Requirement Planning; JIT Manufacturing, EOQ Model, ABC Analysis. (Sessions 8)

Section C

Quality: Meaning, Statistical Quality Control and TQM, ISO 9002, Industrial Safety and Safety Management (Sessions 8)

Maintenance Management, Warehouse & Stores Management, Need for Stock Verification. (Sessions 8)

Books Recommended:
3. Chunawalla, Patel- Production and Operations Management, Himalaya Publication House, India
5. Goel & Gupta- Production Management, Pragati Prakashan, India.
Code PBBA 506 Project Report & Viva Voce

Allocation of Marks:
- Project Report: 50 Marks
- Viva Voce: 50 Marks

SCOPE OF THE PROJECT REPORT AND VIVA VOCE

The project study is to be based on the functional area (such as Marketing, Finance, HRM) that the student opted as major in third and fourth semester. Before commencement of project study, each student is to develop a synopsis in consultation with his/her guide in the chosen functional area covering the broad aspects on which the data is proposed to be collected and analysis is to be conducted. It may be noted that the chosen functional area is not restrictive. If the student finds any other area interesting or otherwise, they must explore it and comment on it in his/her report. Each student is required to carry out the work and submit the report individually.

OBJECTIVES

1. To work & gain knowledge of real time business environment.
2. To explore the various functional areas and analyze how theoretical concepts taught are applied in real life situations.
3. To analyze best practices, system, processes, procedures and policies of a company/industry in different functional areas and bring forward the deviations.
4. To develop skills in report writing through data collection, data analysis, data extraction, and presentation and draw lessons vis-à-vis firm or company.
Project Report

on

Title / Topic

Submitted in Partial Fulfillment for the Degree of

Bachelor of Business Administration

S.S. JAIN SUBODH P.G ( Autonomous) COLLEGE JAIPUR

(2018-19)

SUBMITTED BY

SUBMITTED To

Name of the Student

Faculty Guide

B.B.A. V Sem.
TO WHOM SO EVER IT MAY CONCERN

This is to certify that __________ (Name of the Student) student of BBA V Sem from S.S. Jain Subodh P.G.(Autonomous) College; Jaipur has successfully completed his 45 days project training in our organisation.

His research is very beneficial for the company. His work was excellent. We wish all success for his future endeavours.

Company Seal

Mentor Name and Signature
CERTIFICATE

Certified that this project report entitled ______________________
___________________________________
_________ is a record of project work done independently by Mr. /Ms. _______
under my guidance and supervision and that it has not previously formed the
basis for the award of any degree, fellowship or associate ship to his/her.

Faculty Guide
S.S.Jain Subodh P.G.(Autonomous)College
Jaipur
DECLARATION

I hereby declare that this project report entitled _________________________________(Title of the project) is a bonafide record of work done by me during the course of summer project work and that it has not previously formed the basis for the award to me for any degree/diploma, associate ship, fellowship or other similar title of any other institute/society.

Name of the Student

S.S. Jain Subodh P.G.(Autonomous) College

Jaipur
ACKNOWLEDGEMENT

It is not often in life that you get a chance of appreciating and expressing your feelings in black and white to thank the people who have been a crucial part of your successes, your accomplishments, and your being what you are today. I take this opportunity to first of all thank the Faculty at S.S. Jain Subodh P.G.(Autonomous)College, especially Prof. K.B.Sharma, Principal, and Dr. Chitra Rathore for inculcating and instilling in me the knowledge, learning, will-power, values and the competitiveness and professionalism required by me as a management student.

I would like to give special thanks to Dr./ Ms/ Mr. ---------------------- (Faculty Guide) for educating me silver lining in every dark cloud. Her enduring efforts, guidance, patience and enthusiasm have given a sense of direction and purposefulness to this project and ultimately made it a success.

I express my sincere and heartiest thanks to everyone who has contributed towards the successful completion of the Project, undertaken by me at ---------------------- (Name of the Training Organisation).

Last but not the least; I would like to thank my family: my parents, for supporting me spiritually throughout my life.

The errors and inconsistencies remain my own.

Name of the Student
Preparation of Research Report

Format

Chapter 1  Introduction of the topic

Chapter 2  Profile of the Company (where student has done his internship)

Chapter 3  Research Methodology
  • Objective of the study
  • Methodology (for the purpose of study which data is to be used –primary /secondary)
  • Limitations of Study

Chapter 4  Analysis and interpretation (Based on statistical tools)

Chapter 5  Summary of Findings
  • Conclusion and Recommendations
  • Scope of further study

Appendices
  • References
  • Questionnaire

Only cited works be included in the ‘References’ which should appear alphabetically at the end of the report. Follow the reference citation in accordance to the following examples:


Guidelines of Writing the Project Report

NUMBER OF PAGES:
Minimum 80 pages
Maximum 100 pages

TYPOGRAPHICAL INSTRUCTIONS:
- Border Indents
  Top, Bottom & Right – 1 Inch
- Left – 1.5 Inch
- Page Numbering – Bottom centered
- Font Type – Times New Roman
- Font Color – Black only
- Font Size – Uniform & Consistent throughout the report
  - Chapter Heading – 16 (Bold)
  - Titles – 14 (Bold)
  - Normal Text – 12 (Regular)
- Line Spacing – 1.5
- Graphical Presentation – Color / Black & White
- Reference Number – Each and every Table / Exhibit / Figure must be assigned its reference number. E.g. – Table 1.1, Fig 1.1, etc.

BINDING INSTRUCTIONS:
- Two Copies – Spiral Binding

PRINTING INSTRUCTIONS:
- Paper – A4 Double Side Printing
- First Copy – Original in all respects.
- Second Copy – originally printed / photocopy of the FIRST copy.

SUBMITTING PROJECT REPORT:
Project Report is to be submitted to the faculty in charge.

Note:
It is mandatory to mail certificate of company after the training on the mail id-bbasubodh2018@gmail.com
Code PBBA 601 COST ACCOUNTING

COURSE OBJECTIVES: To develop an understanding of cost classification, allocation and how the costing techniques are useful in the process of managerial decision-making.

COURSE CONTENTS

Section -A

Section -B
Costing Methods - Single Output or Unit Costing. Operating Costing (Sessions 6)
Job and Contract Costing and Process Costing-Job and Contract Costing. Determination of Profit or Loss on Contracts, when Contract has been Complete, Uncompleted and Nearer to Completion. Accounting of Process Costing. Material Losses & its Treatment. Inter Process Profit. (Sessions 8)

Section -C
Budgetary Control: Meaning, Importance, Different Types of Budget, Limitation. (Sessions 8)
Cost Volume Profit Analysis – P/V Ratio, BEP, Margin of Safety. (Sessions 8)

Books Recommended:
1. Jain, Khandelwal, Pareek - Cost Accounting, Ajmera Book depot, Jaipur.
2. Oswal, Managal, Bidawat - Cost Accounting, RBD, Jaipur.
4. Oswal, Maheshwari, Modi - Cost accounting, Cost Accounting, RBD, Jaipur.
5. Agarwal, Jain, Sharma, Shah, Mangal - Cost Accounting, RBD, Jaipur
COURSE OBJECTIVES: To learn how system operates to attract, retain and motivate competent work force and to assess and diagnose compensation management, issues and problems.

COURSE CONTENTS

Section - A

Section - B
Compensation Management: Compensation Decisions, Internal and Employee Equities. (Sessions 9)
Developing Compensation Programs - Basic systems – Time Wage, Piece Wage, Incentives, Wage Payments & Total Salary Structure; Principles of Reward Strategy. (Sessions 9)

Section - C
Job Evaluation –Purpose, Methods, component- Basic Salary, D.A., Fringe Benefits, Bonus, Incentives, Performance, Link Reward System, Profit Sharing and Stock .(Sessions 7)
National Policy – Wage Board and Commission, Corporate Consideration in Compensation. (Sessions 7)

Books Recommended:
1.. Singh, B. D - Compensation and Reward Management, Excel Books, India.
3. Aguins- Performance Management, Pearson education, Canada.
Code PBBA 603 RETAIL MANAGEMENT

COURSE OBJECTIVES: To develop an understanding of the core and contemporary concepts of retail management.

COURSE CONTENTS

Section-A
Retail: Nature, Scope, History, Retail Institutions, Types, Retail Management Process, Indian Retailing Scenario, e- Retailing (Sessions 8)
Retail Managers – Roles, Skills and Scope, Evolution of Management Theory, Organizational Environment in Retail Sector, Ethical Issues in Retailing (Sessions 8)

Section-B
Retail Planning and Organization - Strategic Retail Planning, Process and Evaluation, Decision Making-Concepts and Tools, Retail Organization: Design and Structure (Sessions 10)
Job Opportunities in Retail Industry- Personality Traits of Retailers, Retail Entrepreneur, Employment Opportunities, Future of Retailing (Sessions 8)

Section C
Store Planning: Location, Layout, Store Operations: POS (Point of Sale) / Cash Process, Customer Service and Accommodation, Retail Floor and Shelf Management, Retail Accounting and Cash Management, Setting up Stores before Opening, Working with Floor Plans and Store Requirements (Sessions 16)

Books Recommended:
Code PBBA 604 MANAGEMENT INFORMATION SYSTEM

COURSE OBJECTIVES: To manage the information systematically for effective decision making.

COURSE CONTENTS

Section-A
Introduction to MIS: Concept, Role, Objects, Emergence of MIS, MIS and Computers, Impact of MIS, Systems Approach to MIS. (Sessions 10)

Information Concept Data and Information: Meaning and Importance, Relevance of Information in Decision Making, Sources and Types of Information, Cost Benefit Analysis, Quantitative Aspect, Assessing Information Needs of the Organization. (Sessions 10)

Section-B
Information System for Decision Making: Decision Making and MIS, Decision Making Concept, Organizational Decision Making and Decision Making Concept, MIS as Technique of Program Decisions, Decision Support System, MIS and Role of MIS. (Sessions 10)

Network: Introduction, Topology, LAN and VAN, Data Communication. (Sessions 10)

Section-C
MIS in Functional Areas: Production Information Systems, Financial Information Systems, Marketing Information Systems, Human Resources Information System. (Sessions 10)

Books Recommended:
Code PBBA 605 FUNDAMENTALS OF BANKING

COURSE OBJECTIVES: To familiarize the students with regard to structure, organization and working of financial system in India.

COURSE CONTENTS

Section-A
Indian Banking Sector- Structure of Indian Banking Sector, Sources of Funds for a Bank, Various Deposits Products. (Sessions 10)
Types of Bank Financing-Fund Based and Non Fund Base, Cash Credit, Bank Overdraft, Term Loan, Export/Import Financing, Rural / Farm Lending, etc. Bank Guarantee, Introduction to NPA and its Management, Classification of NPAs and Recovery Strategy. (Sessions 10)

Section-B
Central Banking Concept- Function and Role of RBI- Money Creator, Credit Regulator, Supervision of Banking Sector, Reforms in Indian Banking- Narsimhan Committe I and II. (Sessions 15)

Section-C
Fundamentals of Investment Banking- Fund based and Fee based Services, Innovation in Banking; E-Banking. (Sessions 8)
Introduction of NBFCs – Role and Classification. (Sessions 7)

Books Recommended:
Code PBBA 606 Group Discussion and Presentation

Allocation of Marks:

Group Discussion: 50 Marks
Presentation of Project Report: 50 Marks

1. The students of BBA VI Sem. Paper Code PBBA 606 must be divided into groups. Each group must consist at least five students.
2. These groups of students should be given separate Current Theme/Topic for preparing Group Discussion and Presentation.
3. The Theme/Topic among the groups should not be repeated.
4. Presentation shall be given in the presence of Internal and External Examiners and rest of other four students of the group.
5. After presentation of the project, the group members shall participate in the group discussion.
6. The External Examiner shall evaluate performance of each student on the basis of merit.
A
Project Report
On
Title/ Topic

Submitted in Partial Fulfillment for the Degree of Bachelor of Business Administration

S.S. JAIN SUBODH P.G. (AUTONOMOUS) COLLEGE, JAIPUR
(2017-18)

SUBMITTED BY
Name of the Student 1
Name of the Student 2
Name of the Student 3
Name of the Student 4
Name of the Student 5
(VI Semester)

SUBMITTED To
Faculty Guide
Designation
CERTIFICATE

This is to certify that the Project Report entitled “TITLE OF THE PROJECT” is a record of project work done independently by Mr. /Ms. NAME OF STUDENT under my guidance and supervision and that it has not previously formed the basis for the award of any degree, fellowship or associate ship.

NAME OF FACULTY
DESIGNATION
S.S. Jain Subodh P.G. (Autonomous) College
Jaipur
DECLARATION

I, NAME OF STUDENT student of BBA Sem IV hereby declare that the project work presented in this report is my own work and has been carried out under the supervision of NAME OF FACULTY GUIDE of S.S Jain Subodh P.G(Autonomous) College.

This work has not been previously submitted to any other university for any examination.

Name of the Student
S.S.Jain Subodh P.G.(Autonomous)College
Jaipur
ACKNOWLEDGEMENT

It is not often in life that you get a chance of appreciating and expressing your feelings in black and white to thank the people who have been a crucial part of your successes, your accomplishments, and your being what you are today. I take this opportunity to first of all thank the Faculty at S.S. Jain Subodh P.G.(Autonomous) College, especially Prof. K.B.Sharma, Principal, and Dr. Chitra Rathore, Head, Department of BBA for inculcating and instilling me the knowledge, learning, will-power, values and the competitiveness and professionalism required by me as a management student.

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2. Profile of the Company

2.1. Overview of Industry as whole

2.2. Profile of the Organization

2.3. Problems of the Organization

2.4. Competition Information

2.5. S.W.O.T Analysis of the Organization

3. Review of Literature

A literature review is an evaluative report of information found in the literature related to your selected area of study. The review should describe, summaries, evaluate and clarify this literature. It should give a theoretical base for the research and help you (the author) determine the nature of your research. It includes the study of the Journals, newspapers, articles, books
4. Research Methodology

2.1 Overview of the Project
2.2. Objective of Study
2.3 Hypothesis
2.4 Data Sources
2.4 Sampling
2.4 Data Analysis and Presentation
(Only explain the method of Analysis and Presentation)
2.4 Limitations of the Study

4. Analysis and Presentation

Example: Green HRM Practices of IT Sector: Than explain the Green HRM Practices of any 5 companies. Analyse the data collected through mean /median/standard deviation/co-relation/ regression and present it through graphs.

5. Findings

Conclusion and Recommendations
Scope of further study

Appendices

Bibliography
Questionnaire

BIBLIOGRAPHY

Reference Books, Journals, Newspapers, Websites, Reports, etc are to be listed out here.

Examples as how to write are given below:


Magazines, Journals & Newspapers:

Name of article - Business Today, 15 – 22 May, 2007

Name of article - The Times of India, Mumbai, 21st May, 2007

Internet:

www.crm.com/papers/php.html

(Complete URL Required)