

**S. S. Jain Subodh P.G. College**  
**(Autonomous)**  
**(Department of Business Administration)**  
**Bachelor of Business Administration**  
**(BBA)**

**Scheme of Examinations & Syllabus w. e. f. session 2022-23**

**(Semester -I)**

Paper No.	Paper Code	Nomenclature of the Paper	No. of Hours per week	Theory	Internal	Total	Time (End Sem. Exam)
1	PBBA 101	Principles and Practices of Management	03	70	30	100	3 Hrs.
2	PBBA 102	Business Communication	03	70	30	100	3 Hrs.
3	PBBA 103	Business Law	03	70	30	100	3 Hrs.
4	PBBA 104	Fundamentals of Computers	03	70	30	100	3 Hrs.
5	PBBA 105	Managerial Economics	03	70	30	100	3 Hrs.
6	PBBA 106	Fundamentals of Accounting	03	70	30	100	3 Hrs.

**(Semester - II)**

Paper No.	Paper Code	Nomenclature of the Paper	No. of Hours per week	Theory	Internal	Total	Time (end sem. exam)
1	PBBA 201	Entrepreneurship and Start up Management	03	70	30	100	3 Hrs.
2	PBBA 202	Human Resource Management	03	70	30	100	3 Hrs.
3	PBBA 203	Company Law	03	70	30	100	3 Hrs.
4	PBBA 204	Strategic Management	03	70	30	100	3 Hrs.
5	PBBA 205	Macro Economics	03	70	30	100	3 Hrs.
6	PBBA 206	Financial Management and Accounting	03	70	30	100	3 Hrs.

**(Semester - III)**

Paper No.	Paper Code	Nomenclature of the Paper	No. of Hours per week	Theory	Internal	Total	Time (end sem. exam)
1	PBBA 301	Indian Management Thought	03	70	30	100	3 Hrs.
2	PBBA 302	Marketing Management	03	70	30	100	3 Hrs.
3	PBBA 303	Personality Development	03	70	30	100	3 Hrs.
4	PBBA 304	Industrial and Production Management	03	70	30	100	3 Hrs.
5	PBBA 305	Fundamentals of Banking	03	70	30	100	3 Hrs.
6	PBBA 306	Business Statistics	03	70	30	100	3 Hrs.

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**(Semester - IV)**

Paper No.	Paper Code	Nomenclature of the Paper	No. of Hours per week	Theory	Internal	Total	Time (end sem. exam)
1	PBBA 401	Green Management and Sustainability	03	70	30	100	3 Hrs.
2	PBBA 402	Organizational Behavior	03	70	30	100	3 Hrs.
3	PBBA 403	Advertising and Sales Promotion	03	70	30	100	3 Hrs.
4	PBBA 404	E-Commerce	03	70	30	100	3 Hrs.
5	PBBA 405	Research Methods in Business Management	03	70	30	100	3 Hrs.
6	PBBA 406	Quantitative Techniques	03	70	30	100	3 Hrs.

**(Semester -V)**

Paper No.	Paper Code	Nomenclature of the Paper	No. of Hours per week	Theory	Internal	Total	Time (end sem. exam)
1	PBBA 501	Ethics and Corporate Social Responsibility	03	70	30	100	3 Hrs.
2	PBBA 502	Consumer Behavior and Marketing Research	03	70	30	100	3 Hrs.
3	PBBA 503	International Business	03	70	30	100	3 Hrs.
4	PBBA 504	Project Report and Viva-Voce	03	70	30	100	3 Hrs.
5	PBBA 505	Business Budgeting	03	70	30	100	3 Hrs.
6	PBBA 506	Management Accounting		50	50	100	

**(Semester - VI)**

Paper No.	Paper Code	Nomenclature of the Paper	No. of Hours per week	Theory	Internal	Total	Time (end sem. exam)
1	PBBA 601	Retail Management	03	70	30	100	3 Hrs.
2	PBBA 602	Compensation Management	03	70	30	100	3 Hrs.
3	PBBA 603	Management Information System	03	70	30	100	3 Hrs.
4	PBBA 604	Group Project and Presentation	03	70	30	100	3 Hrs.
5	PBBA 605	Risk and Insurance Management	03	70	30	100	3 Hrs.
6	PBBA 606	Cost Accounting		50	50	100	

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**Examination Question Paper Pattern for all semester Exams**

**Attempt all questions**

<b>I</b>	10 Questions ( very short answer questions)	10 * 1 Mark	-	10
<b>II</b>	5 Questions (short answer questions)	5 * 3 Marks	-	15
<b>III</b>	3 Questions ( 1 question from each unit with internal choice	3 * 15 Marks	-	45
	Total of End Sem. Exam		-	70
	Internal Assessment		-	30
	Maximum Marks		-	100
	Minimum Marks		-	40

# **Bachelor of Business Administration**

## **Semester I**

**Paper I**

**PBBA 101**

### **Principles and Practices of Management**

**Time: 3 Hours**

**Theory Marks: 70**

**Internal Marks: 30**

**100**

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

#### **COURSE CONTENTS**

##### **Unit – I**

Management: Concept, Nature, Importance; Management Vs. Administration, Levels of Management, Characteristics of Managers, Principles of Management.

Functions of Management, Planning: Nature, Objectives and Significance, Types of Plans, Process, and Barriers to Effective Planning, MBO: Concept, Significance and Process.

##### **Unit – II**

Organizing: Definition, Forms of Organization Structure, Formal and Informal Organizations, Delegation of Authority.

Staffing: Definition, Characteristics, Need, Importance & Elements.

Direction: Concept, Importance, and Elements. Supervision: Role of Supervisor

##### **Unit – III**

Motivation: Need and Importance, Techniques, Theories of Motivation McGregor Theory, Maslow's Need Hierarchy Theory, Herzberg's Theory, Alderfer's Theory, Mc Clelland Theory, Expectancy Theory

Leadership: Need and Importance, Functions of Leaders, Leadership Styles, Basic idea of Trait, Behavioral and Contingency theories of Leadership, Communication: Concept, Importance

Control: Nature, Process and Techniques.

#### **Books Recommended:**

1. Mathur, B.S.- Principles of Management, Oscar publications, Delhi.
2. Chatterjee, Satya Saran- Introduction of Management, World Press, Delhi.
3. Banerjee, Mritunjoy- Business Administration, Asia Publication House, University of Michigan
4. Sarlekar, S. - Business Management, Kitab Mahal, Allahabad.

# **Bachelor of Business Administration**

## **Semester I**

**Paper II  
PBBA 102**

### **Business Communication**

<b>Time: 3 Hours</b>	<b>Theory Marks:</b>	<b>70</b>
	<b>Internal Marks:</b>	<b><u>30</u></b>
		<b>100</b>

**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**

##### **Unit – I**

Business Communication: Meaning, Nature, Importance, Objectives; Process of Communication, Effective Communication, Media of Communication, 7 C's of Communication, Types of Communication

##### **Unit – II**

Barriers of Communication, Overcoming Barriers, Effective Listening, Public Speaking, Seminar, Presentation, Interview, Group Discussion

##### **Unit – III**

Business Letters: Layout, Kinds, Report Writing: Format, Types of Report, Application for Employment, Resume Writing: Preparing the Resume, Do's & Don'ts of Resume.

#### **Suggested Readings:**

1. Chaturvedi & Chaturvedi, Business Communication, Pearson Education, Delhi
2. Mathew, M.J, Business Communication, RBSA Publication, Jaipur
3. Diwan, Parag, Communication Management, Deep Publication Pvt. Ltd, Delhi
4. Pandey, H.S. & Pareek, Neelima, Business Communication, RBD Publication, Jaipur
5. Rajendra Pal and J.S. Korhali, Essentials of Business Communication, Sultan Chand & Sons, New Delhi

# Bachelor of Business Administration

## Semester I

Paper III  
PBBA-103  
Business Law

Time: 3 Hours

Theory Marks:	70
Internal Marks:	<u>30</u>
	100

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

### COURSE CONTENT

#### Unit – I

Indian Contract Act, 1872: Definition, Essentials, Nature, Classification, Proposal-Acceptance, Capacity to Contract, Free Consent. Consideration, Performance of Contract

#### Unit – II

Legality of Contract, Agreements declared Void, Discharge of Contract, Remedies for Breach of Contract.

Special Contracts: Contract of Indemnity and Guarantee, Contract of Bailment and Pledge, Contract of Agency.

#### Unit – III

Sales of Goods Act, 1930: The Contract of Sales of Goods Act & Hire –Purchase; Conditions & Warranties; Transfer of Property in Goods; Performance of Contract; Unpaid Seller; Remedies for Breach of Contract & Auction Sale.

#### Suggested Readings:

1. Arora Sushma, Business Laws, Taxmann Publications Pvt. Ltd., New Delhi
2. Kuchhal MC, Kuchhal Vivek, Business Law, Vikas Publishing House Pvt. Ltd., New Delhi
3. Nolakha, R.L., Business Law, Ramesh Book Depot, Jaipur.
4. Tulsian, P.C., Business Law, Tata Mc Graw Hill Publishing Company, New Delhi.
5. Kapoor, N.D., Elements of Mercantile Law, Sultan Chand & Sons, New Delhi.
6. Agarwal, Rohini, Student's Guide to Mercantile & Commercial Law, Taxmann Allied Services Pvt. Ltd.

# Bachelor of Business Administration

## Semester I

Paper IV

PBBA-104

### Fundamentals of Computers

Time: 3 Hour

Theory Marks:	70
Internal Marks:	<u>30</u>
	100

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

#### COURSE CONTENT

##### Unit I

Fundamentals of Computer: Definition, Characteristics, Generation, Classification, Data Organization- Drives, Directories, Files. Input and Output Devices, Memory and Storage Devices, Different Ports and its uses, Different type of Printers, Number System

##### Unit II

Software: System Software and Application Software, Programming Languages, Operating System- Windows Operating Environment, Features of MS Window, Control Panel, Task Bar, Desktop, Formatting Disk, Windows Application, Icons, Window's Accessories, MS-Word: Formatting Text and Paragraphs, Working with Tables, Graphics and Frames, Spelling and Grammar Checkers, Thesaurus, Mail Merge, Macro, MS-Excel: Working and Editing in Workbooks, Creating Formats and Links, Formatting a Worksheet, Creating Graphs, Formatting and Analyzing Data

##### Unit III

Power Point: Creating and Viewing a Presentation, Managing Slide Shows, Using Hyperlinks, Advance Navigation with Action Setting and Action Buttons, Organizing Formats with Master Slides, Applying 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

#### Suggested Readings:

1. Sinha, P.K., Computer Fundamentals, BPB Publication, Jaipur
2. Norton, Peter, Introduction to Computers, Tata McGraw Hills, New Delhi
3. Taxali, R.K., PC Software for Windows 98, Tata McGraw Hills, New Delhi
4. Swamy, E. Balguru, Programming in ANSI 'C', McGraw Hills, New Delhi
5. Jain, Anubha, Deep Shikha Bhargav, Computer Fundamentals, RBD, Jaipur

# Bachelor of Business Administration

## Semester I

Paper V  
PBBA 105

### Managerial Economics

Time: 3 Hours

Theory Marks:	70
Internal Marks:	<u>30</u>
	100

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

#### COURSE CONTENT

##### Unit – I

Managerial Economics: Definition, Nature, Scope, General economics v/s Managerial economics, Role of managerial economics in formulation of Business Policies.

Utility Analysis: Concept, Measurement of Utility, Law of Diminishing Marginal Utility, Indifference Curve, Consumers' Surplus.

Theory of Demand: Concept and Determinants of Demand, Law of Demand, Elasticity of Demand, Methods to Measure its Price Elasticity.

Theory of Supply: Concept, Determinants of Supply.

##### Unit – II

Cost Analysis: Concept and Classification, Short-run and Long-run Cost curve.

Revenue Analysis: Concept and Classification. Firm's equilibrium.

Production Function: Concept, Cobb-Douglas Production Function, Law of Variable Proportions and Laws of Returns to Scale, Producer's Equilibrium.

##### Unit – III

Market Structures: Characteristics, Equilibrium, Price and Output Determination of Perfect Competition, Monopoly, Oligopoly, Monopolistic Competition and Discriminating Monopoly

#### Suggested Readings:

1. Mathur, N.D., Business Economics, Shivam Book House (P) Ltd., Jaipur
2. Mehta, P.L., Managerial Economics, S.Chand & Sons Publication, New Delhi
3. Agarwal, Som Deo, Business Economics, RBD, Jaipur
4. Paul, Keat & Young, K. Y., Managerial Economics, Prentice Hall, New Jersey
5. Choudhary, C. M. Jain, Vipin, Managerial Economics, RBD, Jaipur
6. Agarwal, M.D. Agarwal, Somdev, Managerial Economics, RBD, Jaipur
7. Divedi, D.N., Managerial Economics, Vikas Publishing House, New Delhi



# **Bachelor of Business Administration**

## **Semester I**

**Paper VI**  
**PBBA-106**

### **Fundamentals of Accounting**

**Time: 3 Hours**

<b>Theory Marks:</b>	<b>70</b>
<b>Internal Marks:</b>	<b><u>30</u></b>
	<b>100</b>

**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**

##### **Unit – I**

Accounting: Definition, Need for Accounting, Learning Objectives, Functions of Accounting; Book Keeping and Accounting, Branches of Accounting, Financial Accounting, Cost Accounting and Management Accounting. Basic Accounting Principle, Accounting Concepts, Accounting Conventions, Accounting Standards, Systems of Book Keeping, Journal, Rules of Debit and Credit, Journal Entries with GST, Ledger Posting, Trial Balance, Revenue & Capital Expenditure, Cash Book and other Subsidiary Books.

##### **Unit – II**

Rectification of Errors, Depreciation Accounting, Preparation of Final Accounts with and without adjustment including Manufacturing Accounts.

##### **Unit – III**

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.

#### **Books Recommended:**

1. Sharma & Bhardwaj - Book-keeping & Accounting, RBD, Jaipur.
2. Sharma, Shah & Agarwal - Financial Accounting, Shiv Book Depot, Jaipur.
3. Monga, Sehgal, Ahuja - Advanced Accounts, RBSA, Jaipur.
4. Jain, Khandelwal & Pareek -Fundamentals of Accounting, Vol. I, RBD, Jaipur.
5. Agarwal, Shah, Goyal & Sharma - Fundamentals of Accounting, Vol. I, NBH, New Delhi.

# **Bachelor of Business Administration**

## **Semester II**

**Paper I**

**PBBA-201**

### **Entrepreneurship and Start up Management**

**Time: 3 Hours**

**Theory Marks: 70**

**Internal Marks: 30**

**100**

**COURSE OBJECTIVE:** To make students aware about the entrepreneurship qualities and developing entrepreneurial skills for their future endeavors.

#### **COURSE CONTENTS**

##### **Unit – I**

Entrepreneurship: Concept, Role, Types of Entrepreneurship, Entrepreneurship Traits, Entrepreneurs and Managers, Problems of Entrepreneurship (**Sessions 7**)

Entrepreneurship Training and Development, Government Encouragement to Entrepreneurship

##### **Unit – II**

Concept of Small and Medium Enterprises, Role of SMEs, Policies Governing Small Enterprises in India, Problems and Suggestions

Project Feasibility, Management of Small Business Enterprises, Role of DICs in Promoting Small Scale Entrepreneurs

##### **Unit – III**

Concept of Startups and Venture Capital, Brief Overview of Venture Capital financing for Startups, Procedure for setting up a new Start Ups. Entrepreneurial and Startup Success Stories in India: Ola, Oyo, Flipkart Swiggy. Paytm, BYJUS, Udaan, CRED

#### **Books Recommended:**

1. Shukla M. B. – Entrepreneurship of Small Scale Industries, Kitab Mahal, Delhi.
2. Sudha, G. S. - Fundamentals of Entrepreneurship, RBD, Jaipur.
3. Sudha, G.S. - Entrepreneurship Development, RBD, Jaipur.
4. Vasant, Desai – Dynamics of Entrepreneurship Development and Management, Himalaya Publishing House, Bombay.
5. Desai, Vasant – Small Scale Industries and Entrepreneurship, Himalaya Publishing House, Bombay.
6. Kilby, Peter (Ed) – Entrepreneurship and Economics Development, The Free Press New York
7. Joshi, Vivek-Start-Up to Scale-Up: Entrepreneur's Guide to Venture Capital, notionpress.com
8. Goyal, Pankaj-Before You Start Up, Finger Print

# **Bachelor of Business Administration**

## **Semester II**

**Paper II**  
**PBBA-202**

### **Human Resource Management**

**Time: 3 Hours**

<b>Theory Marks:</b>	<b>70</b>
<b>Internal Marks:</b>	<b><u>30</u></b>
	<b>100</b>

**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 CONTENT**

##### **Unit – I**

Human Resource Management: Meaning, Nature, Scope, Objectives, Importance, Problems, Role of HR Manager, Job Analysis: Purpose, Steps, Techniques, Job Description, Purpose, Contents, Preparation and Characteristics of Good Job Description Human Resource Planning: Features, Objectives, Process, Limitations

##### **Unit – II**

Recruitment: Importance, Sources, Process, Types and Techniques, Factors affecting Recruitment, Selection: Factors affecting Selection, Selection Policy, Steps and Techniques, Placement and Induction of Employees. Training: Need, Importance, Process, Methods, Difference between Training and Development

##### **Unit – III**

Performance Appraisal: Types, Need, Methods and Steps, Compensation: Concept, components, Monetary and Non Monetary Rewards, Discipline: Concept, Causes of Indiscipline, Types of Discipline, Disciplinary Measures Grievance Handling: Concept, Need, Causes, Grievance Handling Procedure

#### **Suggested Readings:**

1. Jeffrey A. Mello, Strategic Human Resource Management, South Western Publication, U.S.A., Mason.
2. Handblin, A.C., Evaluation and Control of Training, McGraw Hills, University of Michigan.
3. Aswathappa, K., Human Resource Management, Mc Graw Hills, University of Michigan.
4. Sudha, G.S., Human Resource Management, RBD, Jaipur.
5. Mehta, A. & Upadhayay Payal, Human Resource Management, RBD, Jaipur.
6. Subba Rao, P., Essentials of Human Resource Management and Industrial Relations, Konark Publishers, New Delhi

# **Bachelor of Business Administration**

## **Semester II**

**Paper III**

**PBBA-203**

### **Company Law**

**Time: 3 Hours**

**Theory Marks:**

**70**

**Internal Marks:**

**30**

**100**

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

#### **COURSE CONTENT**

##### **Unit – I**

Company: Meaning, Nature, Classification, Functions, Liabilities and Rights of Promoters, Difference between Private Company and Public Company, One Person Company- Meaning, Features, Provisions to formation, Privileges of OPC over MPC, Change of Nominee, Contract by OPC with the member, Difference between OPC and MPC, Benefits, Limitations, Difference between OPC and Sole Proprietorship, Cessation of OPC, Conversion of OPC into Public or Private Company, Conversion of Private Company into OPC

##### **Unit – II**

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, Memorandum of Association and Articles of Association: Meaning, Contents and Alteration, Company Secretary: Definition, Appointment, Qualities, Duties and Role

##### **Unit – III**

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

#### **Suggested Readings:**

1. Majumdar and Kapoor, Company Law and Practice, Taxmann, New Delhi
2. Nolakha, R.L., Company Law, RBD, Jaipur
3. Mathew, M.J., Company Law, RBSA Publications, Jaipur
4. Singh, Avtar, Company Law, Eastern Book Company, Lucknow

# **Bachelor of Business Administration**

## **Semester II**

**Paper IV**

**PBBA -204**

### **Strategic Management**

**Time: 3 Hours**

<b>Theory Marks:</b>	<b>70</b>
<b>Internal Marks:</b>	<b><u>30</u></b>
	<b>100</b>

**COURSE OBJECTIVE:** To make student aware of measurement of performance in various business and effect of strategies.

#### **COURSE CONTENTS**

##### **Unit – I**

Strategic Management: Concept, Need, Role of Strategic Management in Business and Non-Business Organizations, Limitations, Strategic Management Process, Organizational Mission, Vision, Objectives, Goals and Ethics

##### **Unit – II**

External Environment, Internal Environment, Core Competence and Competitive Advantage, Developing Strategic Alternatives, Classification of Strategies: Stability, Growth, Retrenchment and Combination, Evaluation of Strategic Alternatives: Generic Competitive Strategies, Offensive and Defensive Strategies, Functional Strategies, Matching Strategies.

##### **Unit – III**

Strategic Choice-Concept, Process, Factors, Strategic Implementation: Concept and Major Issues, Strategic Evaluation: Concept and Process, Strategic Control: Concept and Techniques

#### **Suggested Readings:**

1. David F.R., Cases in Strategic Management, Prentice Hall, New Jersey.
2. Ramaswamy V.S. and Namakumari S., Strategic Planning Formulation of Corporate Strategy Macmillan India, New Delhi.
3. Jain, P.C., Strategic Management, RBD, Jaipur.
4. Prasad L.M., Business Policy & Strategy, Sultan Chand & Sons, New Delhi.
5. Grigspy D.W. and Stahl, M.J., Cases in Strategic Managements, Blackwell Publishers Ltd.

# **Bachelor of Business Administration**

## **Semester II**

**Paper V**  
**PBBA-205**  
**Macro Economics**

**Time: 3 Hours**

<b>Theory Marks:</b>	<b>70</b>
<b>Internal Marks:</b>	<b><u>30</u></b>
	<b>100</b>

**COURSE OBJECTIVE** The course aims to familiarize the students with the broad framework of aggregate demand, and aggregate supply, national income, growth, and business cycle.

### **Unit – I**

#### **COURSE CONTENT**

Macro Economics: Meaning, Definition, Nature, Scope, Micro v/s Macro Economics, Types of Macro Economics: Macro Static, Macro Dynamic and Comparative Static, Significance of Macro Economics in Business Decisions, Importance and Limitations of Macro Economics.

### **Unit – II**

Classical Theory of Employment- A study of complete classical model, Say's Law, Criticism of Classical Theory. Keynesian theory of Employment and Output- Aggregate Supply, Aggregate Demand, Effective Demand, Comparison between Classical and Keynesian contribution.

### **Unit – III**

Business Cycles - Meaning, Characteristics, Phases of Business Cycle-Recovery, Prosperity, Recession, Depression, Control of business Cycle. National Income: Concepts and Measurement; Value-added Method, Income Method, Expenditure Method and Social Accounting Method; Significances and Limitations in estimation of National Income.

#### **Suggested Readings:**

1. Shapiro Edward ,Macro Economic Analysis, Galgotia Publication, Delhi.
2. Seth M.L.& Agarwal Narayan Laxmi , Macro Economic Theory M, Agra.
3. Vaish M.C. Macro Economic Theory-,Wishwa Prakashan, New Delhi.
4. Ahuja H.L., Macro Economic Theory, S. Chand & Sons Publication, Delhi.
5. R.G Dipsey & Cheystal, Principles of Economy, Oxford University Press.
6. Ghadoliya M.K., Macro Economics:. RBSA Publishers, Jaipur.

# **Bachelor of Business Administration**

## **Semester II**

**Paper VI**

**PBBA-206**

### **Financial Management and Accounting**

**Time: 3 Hours**

<b>Theory Marks:</b>	<b>70</b>
<b>Internal Marks:</b>	<b><u>30</u></b>
	<b>100</b>

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

#### **COURSE CONTENT**

##### **Unit – I**

Financial Management: Meaning, Importance, Objectives, Financial Decisions, Financial Planning: Objectives, Principles of Sound Financial Planning, Relations of Finance Department with other Departments, Role of Finance Manager, Capital Structure: Factors Influencing Capital Structure - EBIT - EPS Analysis

##### **Unit – II**

Working Capital Management: Working Capital Management: Meaning, Importance of Working Capital, Excess or Inadequate Working Capital, Determinants of Working Capital Requirements, Inventory Management

##### **Unit – III**

Capital Budgeting: Meaning, Importance and Techniques, Cost of Capital- Concept, Significance, Infrastructure, Classification and Determination of Cost of Capital.

#### **Suggested Readings:**

1. Khan & Jain, Financial Management, Mc-Graw Hill Education, New Delhi
2. Agarwal & Agarwal, Financial Management, RBD, Jaipur
3. Agarwal, M.R, Financial Management, Malik & Company, Jaipur
4. Pandey, I.M., Financial Management, Vikas Publication House Pvt. Ltd, Noida

# **Bachelor of Business Administration**

## **Semester II**

**Paper I**

**PBBA-301**

### **Indian Management Thought**

**Time: 3 Hours**

**Theory Marks:**

**70**

**Internal Marks:**

**30**

**100**

**COURSE OBJECTIVE:** To develop an understanding about the relevance of Indian ethos in organizations and stimulate correlation of Indian Management concept to modern day business practices

#### **COURSE CONTENTS**

##### **Unit – I**

Indian Style of Management and Indian Ethos: Concept, Evolution, Salient Features, Difference between Western and Indian Management thought, Wisdom Worker Vs Knowledge Worker, Total Quality Mind for Total Quality Management Concept and need for Values in Management, Secular versus Spiritual values in Management

##### **Unit – II**

Indian Epics and Management: Dimensions of Vedic Management, Bhagwad Gita, Ramayana, Kautilya's Arthashastra

Holistic Approach for Managers in Decision Making: Doctrine of Karma (Nishkam Karmayoga), Guna Theory (SRT i.e. Sat, Raj and Tam Model), Theory of Sanskaras

##### **Unit – III**

Indian Thinkers: Swami Vivekanand, Mahatama Gandhi, S.K. Chakraborty, C.K. Prahalad

Indian Business Leaders: JRD Tata, Ram Krishna Bajaj, G.D. Birla, Dhirubhai Ambani

#### **Books Recommended**

1. Chakraborty, S.K. and Bhattacharya, Pradip: Human Values, New Age International (P) Ltd. Publishers
2. Khanna, S.: Vedic Management, Taxman Publications (P) Ltd.
3. Bhagwad Gita as viewed by Swami Vivekananda: Vedanta Press and Bookshop
4. Mehta, J. and Gupta, P.: Business Ethics and Ethos, Pragati Prakashan
5. Rajgopalachari, C.: Ramayana, Bhartiya Vidhya Bhawan



# **Bachelor of Business Administration**

## **Semester III**

**Paper II**

**PBBA 302**

### **Marketing Management**

**Time: 3 Hours**

**Theory Marks:**

**70**

**Internal Marks:**

**30**

**100**

**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**

##### **Unit – I**

Marketing: Concept, Scope, Importance of Marketing, Difference between Marketing and Selling, Market Segmentation: Basis, Benefits of Market, Target Marketing, Product Positioning: Concept, Process, Strategies, 4 P's of Marketing

##### **Unit – II**

Product: Product Classification, Product Line Decision, Product Life Cycle and Strategies, Price: Concept, Price Setting: Objectives, Pricing Decisions, Pricing Strategies, Distribution Channels: Concept, Types, Factors affecting choice of channels, Promotion: Sales Promotion, Advertising, Personal Selling, Publicity

##### **Unit – III**

Service Marketing: Introduction, Characteristics, Classification, Scope, Difference between Goods and Services, 7P's of Service Marketing, Services Industries: Tourism, Travel, Transportation, Financial Services; Education and Professional Service, Telecom and Courier

#### **Suggested Readings:**

1. Kotler Philip, Marketing Management, Prentice Hall of India Pvt., Ltd., New Delhi
2. Saxena Rajan, Marketing management, Tata Mc Grow-Hill Publishing Co., Ltd. New Delhi
3. Ramaswamy V.S. and Namakumari S., Marketing Management Planning Implementation and Control The Indian Context, Macmillan India Ltd., New Delhi
4. Varshney R.L. & Gupta S.L., Marketing Management (An Indian Perspective) Text and Cases, Sultan Chand & Sons, New Delhi
5. Shajahan S., Services Marketing, Himalaya Publishing House, Mumbai
6. Jha S.M., Services Marketing, Himalaya Publishing House, Mumbai
7. Gupta Rampal, Services Marketing, Galgotia Publishing Company, New Delhi
8. Reddy P.N., Appannarian H.R., Kumar S. Anil, Nirmla, Services Marketing, Himalaya Publishing House, Mumbai
9. Mehta, Khinvasara, Marketing of Service, RBD, Jaipur

# **Bachelor of Business Administration**

## **Semester III**

**Paper III**

**PBBA-303**

### **Personality Development**

**Time: 3 Hours**

**Theory Marks:**

**70**

**Internal Marks:**

**30**

**100**

**COURSE OBJECTIVE:** 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**

##### **Unit – I**

Personality: Concept, Traits influencing Behavior in Organisations: Perception and Personality, Individual Personality Factors: Factors of Association, Relationships at Home, Friends, Environment, Educational Factors, Conditional, Genetic, Cultural, Spiritual-Public Relation Factors.

Basics of Personality Formation Structure – Mind Mapping, Competence Mapping, 360<sup>0</sup> Assessment and development

Types of Persons: Extrovert, Introvert, Ambivert.

##### **Unit – II**

Human Nature: Understanding Human Nature, Influence of Environment and Heredity, Concept of Attitude, Concept of Self.

Thinking: Concept, Thinking Skills, Thinking Styles, Effective Thinking Six Thinking Hats.

##### **Unit –III**

Skills: Concept, Definition Need and Types, Personal and Intrapersonal Skills, Interpersonal Skills, Managerial Skills, Decision Making Skills, Interaction Skills.

#### **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
4. Mehta Anil & Chouhan, Bhumija- Organizational Behavior, RBD, Jaipur.

# Bachelor of Business Administration

## Semester III

Paper IV

PBBA 304

### Industrial and Production Management

**Time: 3 Hours**

<b>Theory Marks:</b>	<b>70</b>
<b>Internal Marks:</b>	<b><u>30</u></b>
	<b>100</b>

**COURSE OBJECTIVE:** To make students aware about the Industry Set-up, Work environment, plant layout and to develop the understanding about the role of production and operations management in business.

#### COURSE CONTENTS

##### Unit-I

Industrial Management- Meaning; Importance of Industrial Management Scientific Management: Meaning and Definition, Principles, Importance and Criticism. Work Study, Method Study, Work Measurement.

Production and Operations Management: Meaning, Nature, Significance, Scope, Role and Functions, Types of Productions Systems.

##### Unit-II

Plant Location: Meaning & Importance; Factors Influencing Selection of Plant Location Plant Layout: Nature, Objectives, Importance, Factors Influencing Layout, Types of Layout, and Problems of Layout. Production Development Techniques, Inventory Management Techniques and Materials Management.

##### Unit-III

Work Environment and Plant Utility- Meaning, Importance, Factors Affecting Work Environment, Industrial Safety and Safety Management, Stores Management, Production Planning and Control

#### Books Recommended:

- 1 Buffa, E.S.- Modern Production and Operations Management, John Willey and Sons, U.K.
- 2 Chunawalla, Patel- Production and Operations Management, Himalaya Publication House, India
- 3 Everett & Adam- Production and Operations Management, Prentice Hall, Cornell University.
- 4 Goel and Gupta- Production Management, Pragati Prakashan, India.
- 5 Jain, J. Industrial Management, Kitab Mahal; Allahabad
- 6 Kandelwal, Production and Operation Management, Ajmera Book Company, Jaipur

# **Bachelor of Business Administration**

## **Semester III**

**Paper V  
PBBA-305**

### **Fundamentals of Banking**

**Time: 3 Hours**

<b>Theory Marks:</b>	<b>70</b>
<b>Internal Marks:</b>	<b><u>30</u></b>
	<b>100</b>

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

#### **COURSE CONTENTS**

##### **Unit – I**

Indian Banking Sector- Structure and Functions of Indian Banking Sector, Sources of Funds for a Bank, Various Deposits Products, 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 NPA and Recovery Strategy

##### **Unit – II**

Central Banking Concept- Function and Role of RBI- Money Creator, Credit Regulator, Supervision of Banking Sector, Demonetization, Reforms in Indian Banking - Narsimhan Committee I and II.

##### **Unit – III**

Fundamentals of Investment Banking- Fund based and Fee based Services, Innovation in Banking; E-Banking, Introduction of NBFCs – Role and Classification

#### **Suggested Readings:**

1. Kohn, Meir, Financial Institutions and Markets, Oxford Printing Press
2. Bhole, L M, Financial Institutions and Markets, Mc Graw Hill
3. Desai, Vasantha, The Indian Financial System, Himalaya Publishing House
4. Khan, M Y, Indian Financial System, Tata Mac Graw Hill, New Delhi
5. Varshney, P N & Mittal, D K, Indian Financial System, Sulthan Chand & Sons, New Delhi
6. Gardon, E & Natarajan, K, Financial Markets & Services, Himalaya Publishing House, Mumbai
7. Pathak, Indian Financial System, Pearson, India

# **Bachelor of Business Administration**

## **Semester III**

**Paper VI**

**PBBA-306**

### **Business Statistics**

**Time: 3 Hours**

<b>Theory Marks:</b>	<b>70</b>
<b>Internal Marks:</b>	<b><u>30</u></b>
	<b>100</b>

**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**

##### **Unit – I**

Statistics: Definition, Utility, Limitations, Data Collection, Classification, Frequency Distribution and Tabulation of Data, Measures of Central Tendency: Functions, Requisites of Good Average, Types, Computation and Uses of Mean, Median and Mode

##### **Unit – II**

Dispersion: Objectives, Absolute and Relative Measures. Range and its Types, Quartile Deviation, Mean Deviation, Standard Deviation, Coefficient of Variation. Skewness: Meaning, Types, Karl Pearson's and Bowley's Measures.

##### **Unit – III**

Correlation Analysis: Uses, Types, Karl Pearson's Coefficient, Probable Error, Rank Correlation, Concurrent Deviation Methods. Regression Analysis: Meaning, Uses, Types, Least Squares Principles, Two Regression Lines and its coefficient

#### **Suggested Readings:**

1. Sancheti and Kapoor, Statistics: Theory and Practice, S. Chand & Sons, Delhi.
2. Jain Rita, Goyal R. K., Business Statistics, Ajmera Book Company, Jaipur
3. Kelash Nath Nagar, Statistical Methods, Vikas Publishing House, New Delhi.
4. Agarwal, Bhargav, Tiwari & Meena, Statistical Methods, RBD, Jaipur.
5. Oswal, Agrawal, Modi, Bhargava, Tiwari, Business Statistics, RBD, Jaipur.

# **Bachelor of Business Administration**

## **Semester IV**

**Paper I**

**PBBA-401**

### **Green Management and Sustainability**

**Time: 3 Hours**

<b>Theory Marks:</b>	<b>70</b>
<b>Internal Marks:</b>	<b><u>30</u></b>
	<b>100</b>

**COURSE OBJECTIVE:** The objective of this course is to deliver the knowledge on green management practices and sustainable development.

#### **COURSE CONTENTS**

##### **Unit – I**

Green Management: Meaning, Nature, Importance, Types (Green HRM, Green Marketing, Green Production, Green Finance, Green Supply Chain Management, Green Research and Development, Green Criminology), Relevance in 21<sup>st</sup> Century, Green Tax incentives and Rebates.

##### **Unit – II**

Sustainable Development: Meaning, Importance, Sustainable Initiatives by Companies, Triple Bottom Line (Sustainability Measurement), Environment and Sustainability Issues  
Sustainable/ Green Production: Meaning, Principles, Steps, Corporate Environmental Responsibility: Concept and Importance

##### **Unit – III**

Green Marketing: Concept, Importance, Green Marketing Mix, Challenges, Green Aspects in Services, Concept of Green Washing. Short Case Studies on Going Green: Coca Cola, McDonalds, Tesla Motors, ITC, SBI, Tata Group

#### **Suggested Readings:**

1. Kumar Sandeep and Bakshi Shweta, Green Management: Way to environmentally Benign Development, Manakin Press
2. Bhati Bharti and Shukla R.K, Green Marketing, Problems and Prospects, Book River Press
3. Verma P.K, Green Marketing Issues and Challenges, Yking Publisher
4. Ray Binayak, India Sustainable Development and Good Governance Issues, Atlantic Publishers & Distributers Pvt. Ltd.
5. Jazmin Seijas Nogarida, Green Management and Green Technologies: Exploring the Causal Relationship by, ZEW Publications.
6. Leo A. Meyer ,The Green Energy Management Book ,LAMA books References:
7. John F. Whaik Green Marketing and Management: A global Perspective, Qbase Technologies.

# Bachelor of Business Administration

## Semester IV

Paper II

PBBA-402

### Organizational Behaviour

Time: 3 Hours

Theory Marks:	70
Internal Marks:	<u>30</u>
	100

**COURSE OBJECTIVE:** To create understanding about the impact of behavior in organisations in order to enhance productivity.

#### COURSE CONTENTS

##### Unit – I

Introduction: Meaning of O.B., Disciplines Contributing to O. B. Field, Role of O.B. in Today's Business Organizations. Individual Behaviour: Personality: Features, Personality Determinants, Personality Characteristics Perception: Nature and Importance, Perceptual Process, Perceptual Errors, Learning: Theories and Reinforcement Schedules

##### Unit – II

Interpersonal Behaviour: Johari Window, Brief Overview of Transactional Analysis-Ego States, Types of Transactions, Life positions, Applications .Group Dynamics: Concept of Group and Group Dynamics; Types of Groups; Formal and Informal Groups; Stages of Group Development, Group Norms, Group Cohesiveness; Group Think and Group Shift. Team Vs. Group; Types of teams; Building and managing effective teams.Management of Conflicts: Reasons and Types of Conflicts, Positive and Negative Aspects of Conflict. Management of Conflicts

##### Unit – III

Power: Meaning, Source of Power, Implications for Performance and Satisfaction. Organizational Change: Major Forces of Change. Resistance to Change. Process of Change. Developing Supportfor Change, Change Model

Organization Culture: Concept, Functions, Socialization; Creating and sustaining culture

#### Books Recommended:

1. Rao, V.S.P.- Organisational Behaviour, Excel Books.
2. Robbins - Organizational Behaviour, Pearson Edition, New Delhi.
3. Pareek, Udai - Understanding Organizational Behaviour, Oxford Publications.
4. Dwivedi, R.S. - Human Relations and Organizational Behaviour, RBD, Jaipur.
5. Aswathappa, K. - Organizational Behaviour, Himalaya publications
6. Chandan - Organizational Behaviour (Vikas publications)

# **Bachelor of Business Administration**

## **Semester IV**

**Paper III**  
**PBBA-403**

### **Advertising and Sales Promotion**

**Time: 3 Hours**

<b>Theory Marks:</b>	<b>70</b>
<b>Internal Marks:</b>	<b><u>30</u></b>
	<b>100</b>

**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 CONTENT**

##### **Unit – I**

Advertising: Meaning, Objectives, Types of Advertising, DAGMAR Approach and 5 Model approach Role of Advertising in National Economy, Importance of Advertising in Modern Marketing, Personal Selling, Public Relation, Advertising agency

##### **Unit – II**

Advertising Media: Media planning and Selection, factors affecting selection of media, Types of Media, Advertising Appeals, Advertising Budget Decisions.

##### **Unit – III**

Sales Promotion: Nature of Sales Promotion, Distinction with Advertising and Personal Selling, Role and Importance of Sales Promotion, Techniques and Functions of Sales Promotion Department, Limitations in a Shortage Economy. Types of Sales Promotion: Dealer Promotion, Consumer Promotion, Sales Promotion of Industrial and Consumer Products. Evaluation of Sales Promotion Programme

#### **Suggested Readings:**

1. Aaker, Batra and Myers, Advertising Management, Prentice Hall of India
2. Chunawalla & K.C. Sethia, Fundamentals of Advertising, Theory and Practice, Himalya Publication House
3. Bhatia, Tej K. ,Advertising & Marketing in Rural India, MacMillan India Ltd.
4. Kazmi, S.H. Batra, Satish, Advertising & Sales Promotion, Excel Books
5. Sudha, G.S., Advertising and Sales Management, RBD, Jaipur
6. Prasad, S. Shyam, Kumar Sumit –Advertising Management, RBD, Jaipur



# **Bachelor of Business Administration**

## **Semester IV**

**Paper IV**  
**PBBA-404**  
**E-Commerce**

**Time: 3 Hours**

<b>Theory Marks:</b>	<b>70</b>
<b>Internal Marks:</b>	<b><u>30</u></b>
	<b>100</b>

**COURSE OBJECTIVE:** The objective of this course is to deliver the knowledge on emerging trends in e-commerce.

### **COURSE CONTENT**

#### **Unit – I**

Introduction to e-commerce: Meaning, Features, Scope, Types, e-Commerce v/s Traditional Commerce, Advantages and Challenges, Emerging Trends in e-commerce  
e-Business Models : Types and its Advantages and Disadvantages.

#### **UNIT – II**

Electronic Payment System: Introduction, Types of electronic payment system, Security Issues, Electronic Banking: Traditional Banking and E-Banking, Operation in E-Banking  
Electronic Trading: Concept and Advantages  
ERP-Meaning, Process, SAP Applications and Advantages, E-Commerce Security Issues and Prevention

#### **UNIT – III**

e-Marketing – Traditional Marketing Vs. e-Marketing, Objectives, Strategies, The e-Marketing Mix, Impact of e-Commerce on Market.

Mobile Commerce: Concept, Importance and Methods

### **ESSENTIAL READINGS:**

1. David Whiteley, E-Commerce, Tata McGraw Hill
2. C.S. Rayudu : E-Commerce and E-Business, Himalaya Publication
3. T.N. Chhabra, R.K.Suri, E-Commerce New Vistas for Business, Dhanpat Rai & Co.
4. Eframi Turban, Jae Lee, David King, K. Michale Chung, Electronic Commerce, Pearson Education
5. Diwan Parag and Sunil Sharma, Electronic Commerce –A Manager’s Guide to EBusiness, Vanity Books International, New Delhi.
6. Agarwal, K.N. and Deeksha Agarwal ,Business on the net, Macmillan, New Delhi

# **Bachelor of Business Administration**

## **Semester IV**

**Paper V**  
**PBBA-405**

### **Research Methods in Business Management**

**Time: 3 Hours**

<b>Theory Marks:</b>	<b>70</b>
<b>Internal Marks:</b>	<b><u>30</u></b>
	<b>100</b>

**COURSE OBJECTIVE:** 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 CONTENT**

##### **Unit – I**

Fundamentals of Research: Concept, Scope, Objectives, Research Process, Types, Significance. Research Design: Meaning, Components, Types: Exploratory Research Design, Descriptive Research Design and Hypothesis- testing research design.

##### **Unit – II**

Collection of Data: Concept, Types of Data, Methods of Collection of Data, Data Analysis and Interpretation. Sample Design: Meaning, Process, Types of Sampling: Probability, non-Probability Sampling. Determination of Sample size.

##### **Unit – III**

Hypothesis: Concept of Hypothesis, Qualities of a good Hypothesis, Hypothesis Testing: procedure for Hypothesis Testing, Tools of testing hypothesis: Parametric tests: non-Parametric tests: Z Test, T- Test, Chi Square, F Test, Analysis of Variance. Report Writing and Presentation, Bibliography & References.

#### **Suggested Readings:**

1. Rao, K.V., Research Methodology, Tata Mc Graw-Hill Publication, Delhi
2. Young, P.V., Scientific Social Surveys and Research, Prentice Hall New York
3. Saunders Lewis, Thorn Hill, Research Methods for Business Students, Pearson Education
4. Jain Rita, Saxena Nishith, Research Methodology, RBSA Publication
5. Kothari, C.R., Research Methodology, New Age Publication
6. Deepak & Sondhi, Neena, Research methodology: Concepts and Cases, Vikas Publishing House Pvt. Ltd. Delhi

# **Bachelor of Business Administration**

## **Semester IV**

**Paper VI**  
**PBBA-406**

### **Quantitative Techniques**

**Time: 3 Hours**

<b>Theory Marks:</b>	<b>70</b>
<b>Internal Marks:</b>	<b><u>30</u></b>
	<b>100</b>

**COURSE OBJECTIVE:** To enable students for analytical evaluation and arrive at logical conclusions and inferences to the decisions.

#### **COURSE CONTENT**

##### **Unit – I**

Quantitative Techniques: An Introduction to Statistical and Operational Research Techniques, scope, applications and limitations of quantitative techniques, Role and Scope in Business and Industry.

Linear Programming: Graphical and Simplex Solution of LPP, Primal and its Dual

##### **Unit – II**

Transport and Assignment Problems

Theory of Games: Two Persons Zero Sum Game, Pure and Mixed Strategy

##### **Unit –III**

Queuing Theory: Application of Queuing Theory in Business Decision Making

Network Analysis: Programme Evaluation and Review Technique (PERT) and Critical Path Method (CPM), Cost Analysis and Crashing the Network

#### **Books Recommended:**

1. Khandelwal, Gupta - Quantitative Techniques for Management, Ajmera Book Company, Jaipur
2. Agarwal, Agarwal - Quantitative Techniques for Management, RBD, Jaipur
3. Srivastav, Shenoy and Sharma- Quantitative Techniques, Newage International United Publishers, New Delhi.
4. Kothari, C.R. - Quantitative Techniques, Vikas Publishing House Pvt. Ltd., Delhi.
5. Kapoor, V.K. - Operation Research, Sultanchand & Sons, New Delhi

# **Bachelor of Business Administration**

## **Semester V**

**Paper I**

**PBBA-501**

### **Business Ethics and Corporate Social Responsibility**

**Time: 3 Hours**

<b>Theory Marks:</b>	<b>70</b>
<b>Internal Marks:</b>	<b><u>30</u></b>
	<b>100</b>

**COURSE OBJECTIVE:** To enable the students to understand the relevance of ethics in the sphere of Management and relate it's relationship with the individual, group and organizational processes.

#### **COURSE CONTENT**

##### **Unit – I**

Business Ethics: Meaning, Characteristics and Assumptions, Principles, Scope, Ethical Standards of Business, Types of Unethical Business Conduct, Causes of Unethical Conduct, Measures to improve ethical conduct in business.

Nature and Concept of Group Ethics, Ethical elements of Group Decision Making, Ethics and the Indian Manager

##### **Unit – II**

Corporate Social Responsibility: Nature, Scope and Importance, Corporate Governance: Concept, Importance

Concept, and Relevance of Gandhian Approach and Trusteeship in modern business, Gandhiji's Doctrine of Satya and Ahimsa, Green Business Practices

##### **Unit – III**

Ethical Issues related with Marketing, Finance, Science and Technology, Human Resource Management

Concept and Need for Values in Management, Universality of Values, Secular versus Spiritual Values in Management

#### **Books Recommended:**

1. Saneev, Rinku and Khanna, Parul: Ethics and Values in Business Management, Ane Books Pvt. Ltd.
2. Chakraborty, S.K. and Bhattacharya, Pradip: Human Values, New Age International (P) Ltd. Publishers
3. Mehta, J. and Gupta, P.: Business Ethics and Ethos, Pragati Prakashan
4. Chakraborty, Shitangsu K., Chatterjee, Samir R.: Applied Ethics in Management: Towards New Perspectives, Springer Science & Business Media
5. Collins, Dennis: Business Ethics; Best Practices for Designing and Managing Ethical Organizations, SAGE Publications Inc

# **Bachelor of Business Administration**

## **Semester V**

### **Paper II**

#### **PBBA-502**

#### **Consumer Behaviour and Marketing Research**

**Time: 3 Hours**

<b>Theory Marks:</b>	<b>70</b>
<b>Internal Marks:</b>	<b><u>30</u></b>
	<b>100</b>

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

#### **COURSE CONTENT**

##### **Unit – I**

Consumer Behaviour: Introduction, Consumer Needs and Buying Motivation, Personality, Self- Concept and Consumer Behaviour, Consumer Perception, Consumer Attitude, Consumer Psychographics, Psychographics vs Demographics, Group Dynamics and Consumer Reference Groups, Family and Cultural Influence on Buyer Behaviour

##### **Unit – II**

Consumer Decision Process: Pre and Post Purchase Behaviour, Purchase Process, Rationality in Buying, Models of Buying: Nicosia, Howard Sheth, Engle, Blackwell Kolas Model, Organizational Buying Behaviour

##### **Unit – III**

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

#### **Suggested Readings:**

1. Schiffman, Leon.G Kanuk, L.L, Consumer Behavior
2. Loudon, David L , Consumer Behavior, Mc Graw Hill
3. Batra, Satish .K., Consumer Behavior, Excel Books
4. Solomon, Michael R, Consumer Behavior, Pearson
5. Lindquist, Jay D Sirgy, M. Joseph ,Consumer Behavior, Biztantra
6. Sharma, Chouhan, Saini, Consumer Behaviour, RBD, Jaipur

# **Bachelor of Business Administration**

## **Semester V**

**Paper III**

**PBBA-503**

### **International Business**

**Time: 3 Hours**

<b>Theory Marks:</b>	<b>70</b>
<b>Internal Marks:</b>	<b><u>30</u></b>
	<b>100</b>

**COURSE OBJECTIVE:** To equip the students about the global scenario of business & to give knowledge about the art of managing business across domestic borders.

#### **COURSE CONTENT**

##### **Unit – I**

International Business: Meaning, Scope, Role, Driving forces, Cultural Environment: Definition, Components, Imperatives, Work Place and Market Place, Misconception about Culture, Political Environment: Concept, Importance, Political Systems: Democracy, Autocracy, Theocracy, Monocracy Dictatorship, Major Political Objectives: Political Sovereignty, National Security, Protection of Cultural Identity

##### **Unit – II**

The Global Economic Environment: The Global Economy, Bases of Eco, Wealth, Population, Natural Environment Technological Resources, Eco System: Market Allocation, Command Allocation, Mixes Allocation, Indicators of Eco, Wealth-National Product, Balance of Payment, Exchange Rate, Foreign Investment

Legal Environment: Legal Systems, Code VLS Common Law, Islamic Law Socialist Law, Agreements and Conversions, Bilateral, Multilateral, Global Laws relating to I.B. Market Entry Laws Product, Intellectual Property Laws, Warranties & Product Liabilities, Pricing and Channels of Distribution, Sales & Promotion, Tax Laws, Conflict of Laws

##### **Unit – III**

Foreign Direct Investment-Reasons, Volume and Directions, Foreign Exchange Transactions and Terminology

#### **Suggested Readings:**

1. Robinson, R.D., International Business Management- A Guide to Decision Making, Dryden Press.
2. Shiva, Ramu, International Business, A. H. Wheeler Publishing Co. Ltd.
3. Thakur and Mishra, International Business, Deep and Deep Publications, New Delhi
4. Diwan, J.M. and Sudarshan, K.N., International Business Management, Discovery Publications House, New Delhi.

# **Bachelor of Business Administration**

## **Semester V**

**Paper IV**  
**PBBA-504**

### **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 any of the functional area such as Marketing, Finance, HRM etc. It may be noted that the chosen functional area is not restrictive. If the student finds any other area interesting or otherwise, they can explore it and comment on it in his /her report. Each student is required to carry out the work based on primary or secondary data collected and submit the report individually.

#### **OBJECTIVES**

1. To work & gain knowledge of actual 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.

# **Bachelor of Business Administration**

## **Semester V**

**Paper V**

**PBBA-505**

### **Business Budgeting**

**Time: 3 Hours**

<b>Theory Marks:</b>	<b>70</b>
<b>Internal Marks:</b>	<b><u>30</u></b>
	<b>100</b>

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

#### **COURSE CONTENT**

##### **Unit-I**

Business Budgeting: Meaning, Origin, Features, Significance, Limitations, Types of Budget: Public and Private Budgets, Fixed and Flexible Budgets.

Operating Business Budgets: Sales Budget, Production Budget, Materials budget, Labour Budget, Overheads Budget, Financial Budgets- Cash Budget, Master Budget, Limitations of Business Budgets, Features of Sound Business Budgeting Systems.

##### **Unit-II**

Capital Budgeting: Techniques: Pay back, Average Rate of Return, Net Present Value and Internal Rate of Return, Budgetary Control and Variance Analysis; Material Cost Variances, Labour Cost Variance, Overhead Cost Variance and Sales Variance.

##### **Unit-III**

Performance Budgeting: Concept, Evolution, Uses in Business Decisions, Preparation of Performance Budgets, Follow- up and Monitoring, Zero Base Budgeting: Concept Evolution and its Practical utility in Business Decisions, Information System for Business Budget.

#### **Suggested Readings:**

1. Heckert J.B. and J.D. Wilson, Business Budgeting and Control, Biblio Bazaar.
2. Welsch, G. A Business Budgeting, Controllership Foundation, University of Michigan.
3. Agarwal, M. R. Business Budgeting, Garima Publications, Jaipur.
4. Ayclott, Julie, A. The Quick Guide to Small Business Budgeting, San Diego Business Accounting Solutions



# **Bachelor of Business Administration**

## **Semester V**

**Paper VI**

**PBBA-506**

### **Management Accounting**

**Time: 3 Hours**

**Theory Marks: 70**

**Internal Marks: 30**

**100**

**COURSE OBJECTIVE:** To develop an understanding of the importance, language and techniques of Management accounting.

#### **COURSE CONTENT**

##### **Unit-I**

Management Accounting: Meaning, Functions, Limitations, Responsibilities and Qualities of a Management Accountant, Management Accounting v/s Traditional Accounting, Financial Statement: Introduction, Comparative and Common size Income Statements and Balance Sheets, Trend Analysis

##### **Unit-II**

Ratio Analysis: Meaning, Classification of Ratios, Calculation and Interpretation of Ratio, Long Term and Short Term Finance: Equity Share Capital, Debentures, Long Term Loans, Short term Loans

##### **Unit-III**

Cash Flow Analysis: Concept, Preparation of Cash Flow Statements, Comparison between Fund Flow Statement and Cash Flow Statement, Leverage: Operating, Financial and Combined Leverage

#### **Suggested Readings:**

1. Lal Jawahar, Advanced Management Accounting Text and Cases, S. Chand & Co., New Delhi
2. Khan, Jain, Management Accounting, S. Chand & Sons. Delhi
3. Pandey I. M., Management Accounting, S. Chand & Sons, Delhi
4. Agrawal & Agrawal, Management Accounting, RBD, Jaipur
5. Agarwal M.R., Managerial Accounting, Garima Publications, Jaipur

# Bachelor of Business Administration

## Semester VI

### Paper I PBBA-601 Retail Management

**Time: 3 Hours**

<b>Theory Marks:</b>	<b>70</b>
<b>Internal Marks:</b>	<b><u>30</u></b>
	<b>100</b>

**COURSE OBJECTIVE:** To develop an understanding of the core and contemporary concepts of Retail Management.

### COURSE CONTENT

#### Unit – I

Retail: Nature, History, Role and Importance. Types of Retail Institutions in India, Retail Management Process, Indian Retailing Scenario, e- retailing

Retail Managers – Roles, Skills, Personality Traits and Job Opportunities. Retail Buying and Merchandise Management; Emerging Trends in Retailing: Franchising, Visual Merchandising, Private Labels, Role of Information Technology, Ethical Issues in Retailing

#### Unit – II

Strategic Planning in Retail: Planning Process and Evaluation, Concept of Shopping and Shopping Behavior, International Retailing: Impact of Culture, Entry Strategies

Retail Entrepreneurship: Concept, Major Retail Entrepreneurs in India

#### Unit – III

Store Planning: Location and Layout.

Brief Overview of Store Operations: Point of Purchase Communication, POS (Point of Sale), Customer Service and Accommodation, Floor and Shelf Management, Accounting and Cash Management, Setting up Stores before Opening, Store Requirements.

Relationship Marketing and Building Store Loyalty

#### Books Recommended:

1. Agarwal, Bansal, Yadav, Kumar-Retail Management, Pragati Prakashan, Meerut, 2008
2. Sinha, Uniyal-Managing Retailing, Oxford University Press, New Delhi, 2012
3. Levy Michael, Weitz Barton - Retailing Management, V Edition, Tata McGraw Hill, New York, 2006
4. Berman Berry, Evans J.R.- Retail Management- A Strategic Management Approach, IX Edition, Pearson Education, New York, 2006
5. Nair Suja- Retail Management, V Edition, HPH, Mumbai, 2006
6. Pradhan Swapna- Retailing Management-Text and Cases, II Edition, Tata McGraw Hill, India, 2007.

# **Bachelor of Business Administration**

## **Semester VI**

**Paper II**  
**PBBA-602**

### **Compensation Management**

**Time: 3 Hours**

<b>Theory Marks:</b>	<b>70</b>
<b>Internal Marks:</b>	<b><u>30</u></b>
	<b>100</b>

**COURSE OBJECTIVE** To learn how system operates to attract, retain and motivate competent work force and to assess and diagnose compensation management, issues and problems.

#### **COURSE CONTENT**

##### **Unit – I**

Compensation Management – Meaning, Role, factors Influencing Compensation Management, Role of Various Parties- Employees, Employers, Unions, & Government. Economics and Behavioural Issues, Wage Concept, Wage Theories

##### **Unit – II**

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

##### **Unit – III**

Job Evaluation: Purpose, Methods, Components, Bonus, Incentives, Performance, Link Reward System, Profit Sharing and Stock, National Policy: Wage Board and Commission, Corporate Consideration in Compensation

#### **Suggested Readings:**

1. Singh, B. D, Compensation and Reward Management, Excel Books, India.
2. Henderson, Compensation Management, Pearson Education, Canada.
3. Aguins, Performance Management, Pearson education, Canada.
4. Sahu, Performance Management System, Excel Books, New Delhi.
5. Chadha, Prem, Performance Management, Macmillan, India.

# **Bachelor of Business Administration**

## **Semester III**

**Paper V**

**PBBA-603**

### **Management Information System**

**Time: 3 Hours**

<b>Theory Marks:</b>	<b>70</b>
<b>Internal Marks:</b>	<b><u>30</u></b>
	<b>100</b>

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

**COURSE CONTENT:**

#### **Unit – I**

MIS: Concept, Role, Objects, Emergence of MIS, MIS and Computers, Impact of MIS, Systems Approach to MIS, 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

#### **Unit – II**

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, DBMS: Introduction, Types of Database Users, DBMS v/s Traditional File Management System, Network: Introduction, Topology, LAN and VAN, Data Communication

#### **Unit – III**

Introduction: E-Commerce, ERP, E-Enterprise, E-communication, Electronic Payment Processes, M-commerce, Security and Ethical Issues: Introduction, Security and Control Issues in Information Systems, Ethical Issues in Business, Data Privacy Issues, MIS in Functional Areas, Production Information Systems, Financial Information Systems, Marketing Information Systems, Human Resources Information System

**Suggested Readings:**

1. Goyal, D.P., Management Information Systems, MacMillan Publication, India
2. Davis & Olson, Management Information Systems Mc Graw-Hill, New York.
3. Murdick, Ross & Clagett, Information Systems for Management Prentice Hall Professional Technical Reference, New Delhi
4. Dickson, Gary W. Wetherbe, James C., The management of Information Systems, McGraw-Hill, Inc, New York
5. Bidgoli, Hossein, Handbook of Management Information Systems: A Managerial Perspective, Academic Press, Inc., California
6. Thomas Donaldson, Patricia H. Werhane, Margaret Cording , Ethical Issues in Business: A Philosophical Approach, Pearson

# **Bachelor of Business Administration**

## **Semester VI**

**Paper IV**

**PBBA-604**

### **Group Project 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 Project 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

# **Bachelor of Business Administration**

## **Semester VI**

**Paper V**

**PBBA-605**

### **Risk and Insurance Management**

**Time: 3 Hours**

**Theory Marks:**

**70**

**Internal Marks:**

**30**

**100**

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

#### **COURSE CONTENT**

##### **Unit – I**

Insurance- Origin and Development, Meaning, Characteristics, Functions, Social and Economic Significance of Insurance, Risk and Hazards, Management of Risks, Fire Insurance: Meaning, Scope, Issue of Fire Insurance Policy, Types of Plans, Conditions of Fire Insurance Policy

##### **Unit – II**

Marine Insurance- Meaning, Scope, Procedure of Issuing policy, Types of Marine Insurance policy, Condition, Calculation of Premium, Marine Losses and Settlement of Claims.

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

##### **Unit – III**

General Insurance- Meaning, Scope, Settlement of Claims, Working of General Insurance Companies GICI, Prospects and Challenges.

#### **Suggested Readings:**

1. Kothari R.K. and Jain Mukesh , RBD Jaipur
2. George, E. Rejda, Principles of Risk Management and Insurance, Pearson Education.
3. Dorfman, Marks S., Introduction to Risk Management and Insurance, Pearson
4. Gupta. P.K, Insurance and Risk Management, Himalaya Publishing House.
5. Mishra, M. N., Principles and Practices of Insurance, S. Chand and Sons.
6. Black, K. and H.D. Skipper, Life and Health insurance, Pearson Education
7. Crane, F., Insurance Principles and Practices, John Wiley and Sons, New York.

# Bachelor of Business Administration

## Semester VI

Paper I

PBBA-606

Cost Accounting

Time: 3 Hours

Theory Marks:	70
Internal Marks:	<u>30</u>
	100

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

### COURSE CONTENT

#### Unit – I

Costing-Meaning of Cost Accountancy, Cost Accounting and Costing, Distinction between Financial and Cost Accounting, Elements of Cost.

Material Costing: Purchasing, Storing and Pricing of Stores issued Inventory Control.

Labour Costing - Labour: Recording of Time and Wages, Methods of Remuneration, Incentive Plans, Allocation of Wages, Labour turn-over and Treatment of Idle-time, Over-time.

#### Unit – II

Overhead Costing: Meaning, Collection, Classifications, Apportionment Allocation and Absorption of Overheads, Calculation of Machine Hour Rate.

Costing Methods - Single Output or Unit Costing.

Operating Costing

#### Unit – III

Job and Contract Costing: Job and Contract Costing. Determination of Profit or Loss on Contracts, when Contract has been Completed, Uncompleted and Nearer to Completion.

Accounting of Process Costing: Material Losses & its Treatment, Inter Process Profit.

Cost Volume Profit Analysis: P/V Ratio, BEP, Margin of Safety.

#### Books Recommended:

1. Sharma, Shah, Mangal - Cost Accounting, RBD, Jaipur
2. Jain, Khandelwal, Pareek - Cost Accounting, Ajmera Book depot, Jaipur.
3. Saxena and Vashistha - Advanced Cost Accounts, Sultan Chand & Sons, Delhi.
4. Oswal, Maheshwari, Modi - Cost accounting, RBD, Jaipur.
5. Jain, Narang, Agarwal - Cost Accounting, Kalyani Publishers, Ludhiana