

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	IV	Core	161100010401	Corporate Communication	3	30	70	3 Hours

Teaching Hours

45 Hours per semester

COURSE OBJECTIVES
<ul style="list-style-type: none"> To develop students soft skills To hone students communication skills To equip the students with skills and competence which will assist them in their career

COURSE CONTENT	
Unit - 1	
	TEXT: ' <i>English and Soft Skills</i> ' – By S P Dhanavel, Publication: - Orient Black Swan ISBN: - 978-81-250-3980-8 (Unit 6 to 10 from the text) (30 marks)
Unit – 2	
	COMMUNICATION <ul style="list-style-type: none"> Share Market Reports - comprehension (10 marks) Drafting of Advertisements (10 marks) Collection Letters (10 marks)
Unit - 3	
	GRAMMAR: Reported Speech (10 - marks)

REFERENCES

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SEMESTER END EXAMINATION PATTERN			
Question No.	Details	Options	Marks
1	(A) Short note (Text)	1/3	10
	(B) Reference to context (Text)	2/4	10
2	Short answer question (Text)	2/4	10
3	(A) Collection Letters	01/02	10
	(B) Share market report comprehension	01/02	10
4	(A) Drafting of Advertisements	10/10	10
	(B) Grammar: Reported Speech	10/10	10

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B.B.A.	IV	Core	1611000104 02	Economics for Business Decision	3	30	70	3 Hours

COURSE OBJECTIVES
<ul style="list-style-type: none"> • To provide basic knowledge basic principles, concepts and tools of managerial economics. • To make enable students for understanding application/working of managerial economic theories, concepts and tools in real market conditions. • To develop/enhance ability of student to take accurate decisions on basis of knowledge of principles, concepts and tools of economics.

COURSE CONTENT

Unit - 1	Competition analysis.
	Concepts of competition- price competition & non-price competition, predatory and discriminatory competition, fair & unfair competition, effective competition.
Unit – 2	Pricing policies
	importance, objectives, factors affecting to it, methods and strategies of pricing- cost plus pricing, Going rate pricing, Skimming and Penetration pricing, Rate of return Pricing, multi-stage pricing and peak load pricing
Unit - 3	Price differentiation
	What is a price differentiation? When it becomes beneficial? Types of differentiation- Distributor's discounts quantitative discount – Postage stamp pricing, dual pricing.
Unit – 4	Break-even analysis
	Introduction (break –even analysis), Break-even point, Break-even chart, assumptions and uses.
Unit – 5	Capital budgeting
	meaning of capital budgeting, nature of capital budgeting (demand for capital, supply of capital and capital rationing), methods of capital budgeting- <ul style="list-style-type: none"> • payback method, • net present value method, • average rate of return method • internal rate of return method,

REFERENCES

- Managerial Economics : P. L. Mehta, Sultan Chand & Sons
- Managerial Economics: Varshney and Maheshwari, Sultan Chnad& Sons,
- Managerial Economics : DM Mithani-Himalaya Publishing House
- Managerial Economics – Joel Dean

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	IV	Core	161100010403	Statistics for Business Decision Making	3	30	70	3 Hours

Note : Total Lectures 45 in Each semester.

COURSE OBJECTIVES

- To clear the Fundamental of Statistics
- Improve Logical Abilities
- To develop Research Aptitude

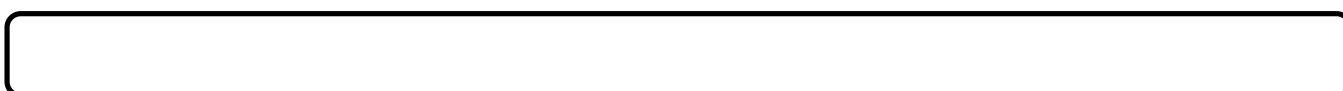
COURSE CONTENT

Unit - 1	Statistical Decision Theory	Marks	No. of lecture
	<ul style="list-style-type: none"> • Introduction, meaning & Scope • Essential steps for Decision making • Components of decision theory • Decision Making without probabilities <ul style="list-style-type: none"> ○ Max-max , Min- Max, Harwich, Laplace, Max-min Regret • Decision Making with probability <ul style="list-style-type: none"> ○ EMV, EOL, EVPI Examples	14	8
Unit - 2	Statistical Quality Control		
	<ul style="list-style-type: none"> • Introduction • Advantages of SQC • Causes of Quality Control • Types of Variations • Control Charts <ul style="list-style-type: none"> ○ Variable Charts (Mean & Range) ○ Attribute Charts (p , np& C) Examples	14	8
Unit - 3	Business Forecasting		
	<ul style="list-style-type: none"> • Introduction • Methods for forecasting • Moving Average Method • Least Square method <ul style="list-style-type: none"> ○ Linear Equation ○ Second degree parabola 	14	10

	<ul style="list-style-type: none"> Exponential Smoothing Method Examples		
Unit - 4	Large Sample Test (Z- Test)		
	<ul style="list-style-type: none"> Parameters & Statistics Standard Error Hypothesis, Type I & Type II Errors Level of Significant , Critical Region, One tailed & Two tailed Test of Significant of a Mean Test of Significant of Difference between Two Means Test of Significant of difference between Two Standard Deviation Test of Significant of a Sample Proportion Test of Significant of difference between Two Sample Proportion Examples	14	10
Unit - 5	Small Sample Test (T-Test & F-Test)		
	<ul style="list-style-type: none"> Introduction Degree of Freedom Difference between Large and Small Sample test Test of Significant of a Mean Test of Significant of Difference between Two Means Paired t-test Introduction of F-test Variance Ratio Test Examples	14	9

REFERENCES

- Fundamental of Mathematics and Statistics by V.K. Kapoor and S.C. Gupta – Sultan & Chand
- Fundamentals of Statistics by S. P. Gupta - Sultan & Chand
- Elements of Statistics by Elhance



Name of Course	Semester	Core/Elective/Allied/Practical/P	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time
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		Project						Duration
B.B.A.	IV	Core	1611000104 04	Contemporary Issues in Marketing	3	30	70	3 Hours

COURSE OBJECTIVES

The course contains some important areas of modern marketing management theory and practices. The objective of this course is to help the students understand and assimilate actual marketing practices and marketing environment. The topics in the course should be discussed in relations to real marketing practices within and outside India

COURSE CONTENT

Unit - 1	Market Segmentation And Market Targeting
	Concept, Objectives, and Significance of Market Segmentation; Bases for Segmenting Consumer Market: Consumer Characteristic Approach and Product Characteristics Approach; Bases for Segmenting Industrial (Industrial) Markets; Market Targeting: Concept of Target Market and Market Targeting; Product Positioning: Concept and Product Positioning Process
Unit – 2	Consumer Behaviour And Buying Process
	Concept of Consumer Behaviour; Role of Consumer Behaviour; Detailed Analysis of Factors Affecting Consumer Behaviour: Cultural Factors, Social Factors, Personal Factors, and Psychological Factors; Buying Decision Process: Concept and Stages, and Managerial Implications
Unit - 3	Introduction To Marketing Research
	Concept; Nature and Scope of Marketing Research; Objectives and Importance of Marketing Research; Limitations of Marketing Research; Data: Concept, Types, and Sources. Marketing Research Process
Unit – 4	Sales Force Management
	Concept and Sales Force Objectives; Sales Force Size (Methods and Factors); Sales Forces Recruitment and Selection; Sales Force Remuneration (Elements, Methods, and Factors); Sales Force Training (Concept, Contents, and Methods); Sales Force Control (Concept and Methods)
Unit – 5	Aspects Of Marketing Environment
	Marketing Environment: Concept and Factors; Marketing Ethics: Marketing Ethics: Definitions, Characteristics of Marketing Ethics, Some Common Marketing Ethics, and Need of Marketing; Consumerism: Concept, Need, and Reasons of Failure in India; Analysing Competition: Need and Importance; Process of Analyzing Competitors (Steps); Primary Idea of Marketing Strategies for Competitors, including Strategies for Market Leader, Market Challenges, Market Followers, and Market Nichers

REFERENCES

- R. B. Rudani, *Basics of Marketing Management*, S. Chand & Company, New Delhi, 2015
- Philip Kotler, Kevin Lane Keller, Abraham Koshy, and MithileshwarJha, *Marketing Management*, 14th edition, Person education, New Delhi, 2012
- S.A. Sherlekar, *Marketing Management*, Himalaya Publishing House, Mumbai, India, 2009
- John Quelch, and KasturiRangan, *Marketing Management: Text and Cases*, Tata McGraw-Hill, New Delhi, 2005

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	IV	Core	161100010405	Organisational Behaviour	3	30	70	3 Hours

COURSE OBJECTIVES

Organisational Behaviour (OB) is an integration and application of behaviour sciences to work situations. Management students are expected to have basic knowledge of Organisational Behaviour (OB). The syllabus of this subject is designed to provide valuable inputs for understanding, reasoning, predicting, molding, and controlling human behaviour. Various topics and theories have been incorporated to relate the subject to real-world problems and issues.

COURSE CONTENT

Unit - 1	Introduction To Organisational Behaviour
	Concept and definitions; salient Features, brief idea of contributing disciplines; Significance of OB; Limitations of OB, Relation between OB and Management (brief comment); Concept and Components of International OB, Elementary

	Idea of the Hawthorne Experiments.
Unit – 2	Understanding Individual Behaviour
	Concept of individual behaviour; Dynamics (Forces/Components) of Individual Behaviour; Perception: Concept and Characteristics, Perceptual Process, Concept and Factors of Perceptual Selectivity; Learning: Concept and Characteristics, Principles, Brief Idea of Components of Learning Process; Attitudes: Concept and Characteristics, Factors, and Measures of Changing Attitudes; Values: Concepts, Types and Significance; Personality: Concept and Characteristics, Factors, Primary Idea of Type A and Type B Personalities.
Unit - 3	Dynamics Of Groups And Teams
	Concept of Group Dynamics and Factors; Concept and Characteristics of Group; Needs for Group Formation; Group Formation Process in Brief; Difference between Formal Group and Informal Group; Concept and Characteristics of Team; Popular Forms of Team; Making Teams Effective; Elementary Idea of Transactional Analysis
Unit – 4	Basic Leadership And Motivation Theories
	Motivation Theories: Maslow’s Needs Hierarchy; Theory X and Theory Y; Adam’s Equity Theory; Leadership Theories: Traits Theory; Fielders’ Contingency Theory; Managerial Grid; Concept of and Characteristics of Transformational Leadership and Charismatic Leadership
Unit – 5	Positive Organisational Behaviour
	Concept of Positive Organisational Behaviour (POB); Key Components of POB; Optimism: Concept and Characteristics; Happiness: Concept and Components; Resiliency: Concept and Characteristics; Emotional Intelligence: Concept and Dimensions; Self-efficacy: Concepts, Characteristic, and Source; Concept of Hope
OR	
Unit – 5	Some Important Concepts
	<ul style="list-style-type: none"> • Human Nature – Type of Man and Organisational Actions • Ethical Organisational Behaviour – Concept and Some Behavioural Ethics • Johari Window – Concept and Perspectives • Organisational Politics – Concept and Factors; Guidelines to reduce Political Behaviour • Organisational Culture – Concept and Characteristics, Difference between Organisation Climate and Culture, Creating Organisation Culture
<p>Important Note for Unit 5: A student can select any one; there will be two options in the examination, each with two questions. There will be two questions from ‘Positive Organisation Behaviour’ and two ‘Some Important Concepts.’ The Study of the Corporate Stories; student can opt any one.</p>	

REFERENCES

- Ramesh B. Rudani, *Management and Organizational Behaviour*, Tata McGraw-Hill Education Private Limited, New Delhi, India.
- Stephen P. Robbins, Timothy A. Judge, and Neharika Vohra, *Organizational Behaviour*, Pearson, New Delhi, India.
- John W. Newstrom *Organisational Behaviour*, Tata McGraw-Hill Education Private Limited, New Delhi, India.
- Fred E. Luthans, *Organisational Behaviour*, McGraw-Hill, New York, International Edition, 2005.



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B.B.A.	IV	Core	1611000104 06	Corporate Finance	3	30	70	3 Hours

COURSE OBJECTIVES

To provide insight to understand the concepts and theories and to develop skills for practical application of financial data to make better financial decision.

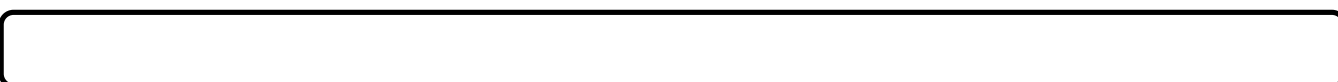
COURSE CONTENT

Unit - 1	Financing Decisions
	Needs of Finance: Long Term, Medium Term and Short Term needs – Sources of Finance: Equity Shares, Preference Shares, Debenture, Term Loans, Retained earnings. Bridge finance, Long Term, Medium Term and Short Term – Merits and Limitations of each source, Venture Capital Financing – Lease Finance – Seed Capital
Unit – 2	Working Capital Management
	<ul style="list-style-type: none"> • Inventory Management: Concept, significance and techniques of inventory management, • Receivables Management: Concept, significance and elements of receivables management. • Cash management: Concept, significance, Cash budget (Simple problems should be asked excluding Cash Budget)

Unit - 3	Cost of Capital
	Concept of Cost of Capital - Importance of Cost of Capital - Classification of Cost of capital - Determinants of Cost of Capital - Computation of Cost of Capital: Cost of equity, Cost of preference capital, Cost of debt, and Cost of retaining earning, weighted average cost of capital. (Simple problems should be asked)
Unit – 4	Capitalization & Leverages
	<ul style="list-style-type: none"> • Under Capitalization and over capitalization: Meaning, symptoms, causes , effects and remedies. • Leverage: Concept of leverage, Operating Leverage, Financial Leverage, Significance of EBIT, EBT and EPS. (Simples problems should be asked)
Unit – 5	Dividend Decision
	Meaning and Types of Dividend: Interim, Final and Scrip Dividend, Determinants of Dividend Policy, Dividend Policies: Constant Dividend Pay-out, Constant Dividend Rate, Optimum Dividend Policy, Dividend Payment Procedure, Legal Provisions regarding payment of dividend.

REFERENCES

- Financial Management: I MPandey, Vikas Publishing House, New Delhi
- Essentials of Financial Management: George E Picha, Haper& Row
- Financial Management and Policy: James Van Horne, Prentice Hall of India
- Financial Management: S N Maheshwari, Sultan Chand & Sons, New Delhi
- Financial Management: Khan & Jain, Tata McGraw Hill Publishing Co.
- Financial Management: Ravi Kishor, Taxmann’s Allied Services Pvt. Ltd.
- Fundamentals of Financial Management: Prasanna Chandra, Tata McGraw Hills
- Financial Management: PratapsinhChauhan, Shanti Prakashan, Ahmedabad



Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	IV	Core	1611000104 07	Advance Corporate Accounting	3	30	70	3 Hours

COURSE OBJECTIVES

To develop conceptual understanding regarding corporate accounting system and to learn how to make analysis and interpretation of accounting information.

COURSE CONTENT

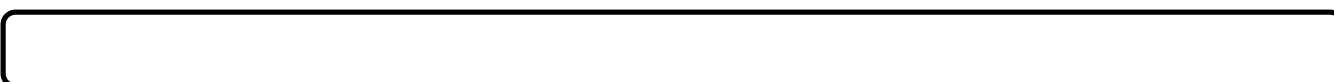
(80% Practical examples, 20% Theory)

Unit - 1	Managerial Remuneration
	Meaning and scope of managerial remuneration, Provisions of Company Act relating to Managerial remuneration, Remuneration to directors, Remuneration to Managers, Calculation of net profit for remuneration purpose,
Unit – 2	Underwriting Commission
	Underwriter and Broker, Underwriting agreement, Marked and unmarked applications, Determination of liability of Underwriters: When entire issue is underwritten, when issue is partly underwritten, Firm underwriting.
Unit - 3	Analysis and interpretation of Financial Statements
	<ul style="list-style-type: none">• Financial Statements: Meaning, objectives and limitations of financial statement, Classification of financial statements, Tools of analysis: Comparative Statements, Common size statements, Trend analyses,• Ratio analysis. Meaning and limitations of ratios, Analysis of financial statements on the base of the following ratios: Profitability Ratios, Liquidity Ratios, Turnover Ratios, Capital Structure Ratios, Liquidity Ratios and Capital Gearing.
Unit – 4	Valuation of Goodwill and Shares
	<ul style="list-style-type: none">• Valuation of Goodwill: Meaning of Goodwill, Factors affecting the value of goodwill, Need for valuation of goodwill, Methods of valuation of goodwill, Calculation of average and weighted average profit, Super profit, Capital employed and Average capital employed.• Valuation of Shares: Need for valuation of shares, Factors affecting the value of shares, Methods for valuation of shares: Valuation of Preference Shares, Valuation of Equity Shares, Fair value of Shares.
Unit – 5	Economic Value Added
	<ul style="list-style-type: none">• Meaning, Importance of EVA, EVA and Earning Per Share, EVA and Return on Assets, EVA and Discounted Cash Flow, EVA and maintaining Shareholders' Value, Market Return, Cost of Capital, Computation of EVA. Steps in implementing EVA• Preparation of EVA Statement, Value Added Ratios, Adjustment to Net Operating Profit after Tax, Adjustment to Capital Employed

REFERENCES

- Financial Accounting - P.C.Tulsian, Tata McGraw Hill, Delhi
- Advanced Accounts - M.C.Shukla & - T.S. Grewal, S.Chand & Co., Delhi

- Advanced Accounting - S.N.Maheshwari, Sultan Chand & Sons, Delhi
- Advanced Accounting - R.L.Gupta & - M.Radhaswamy, Sultan Chand & Sons, Delhi
- Advanced Accounting - Ashok Sehgal & - Deepak Sehgal, Tata McGrawHill, Delhi
- Modern Accounting – Hanif Mukherjee, Tata McGraw Hill, Delhi



Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	IV	Practical	161100010408	Practical Studies	3	-	100	-

COURSE OBJECTIVES

The objective of industrial training in Semester IV of B B A programme is to give them perspectives about the organization and functioning of Marketing Management, Human Resource management, Financial management, Accounting.

COURSE CONTENT

MARKS: Practical Studies Report: 50 Marks, Viva Voce: 50 Marks

Part - A

Area Of Study And Contents Of Report

The students shall be placed in any one of the different types of organizations including service and non-profit organization for a minimum period of 10 days for practical studies. Every student shall prepare a report on the following aspects pertaining to the organization in which he was placed for this purpose. The report shall contain the data for minimum period of **last three years**.

1. General information:

- a. History and development of unit,
- b. Size of unit and form of organization.
- c. Products and manufacturing process.

	<ul style="list-style-type: none"> d. Organization structure, e. Time-keeping system f. Employer services, g. Contribution of the unit to the Industry. <p>2. Marketing Department:</p> <ul style="list-style-type: none"> a. Organization of Marketing Department b. Product Planning c. Market Segmentation d. Pricing Policies e. Channel of Distribution f. Sales Promotion g. Advertising h. Marketing Research i. International Marketing <p>3. Human Resource Department:</p> <ul style="list-style-type: none"> a. Organization of HRD b. Recruitment, Selection and Induction Procedure c. Training and Management Development Programme d. Job Description (Managerial Level only) e. Promotion and Transfer Policy f. Wage and Salary Administration g. E S I Scheme h. Provident Fund Scheme i. Grievance Handling Procedure <p>4. Finance and Accounting Department:</p> <ul style="list-style-type: none"> a. Organization of Finance and Accounting Department b. Financial Planning c. Capitalization: Whether the unit is Under Capitalized or Over Capitalized) d. Capital Structure: Financial Leverage and Capital Gearing. e. Management of Fixed Assets: <ul style="list-style-type: none"> I. Capital Budgeting II. Review of last Capital Project of the Unit with reference to Project Cost, Project Financing and Implementation f. Management of Working Capital: <ul style="list-style-type: none"> I. Management of Inventories II. Management of Receivables III. Management of Cash including Cash Budget g. Operating Leverage analysis. h. Profitability and Dividend Distribution: A Trend analysis of past three years. i. Right Issue, Bonus Issue, Convertible Issues, Fund raising through Public Deposits, etc if any.
Part - B	General Instructions For Preparation Of Report
	<ol style="list-style-type: none"> 1. The Practical Studies curriculum shall be assigned an overall three credits equivalent workload. 2. Students shall make arrangement for permission from the Units for Practical Studies under the guidance of concern faculty of the college. 3. The student shall obtain a Training Completion and Attendance certificate from the appropriate executive of the Unit. The certificate for a period of less than 10 days shall disqualify the student for appearing in

	<p>the University examination in the subject Practical Studies.</p> <ol style="list-style-type: none"> 4. All the students shall draft their report independently. 5. The Student shall prepare his Practical Studies report in three copies, First Copy submitted to University/College, Second copy to concern Unit and Third copy as his Personal Copy. 6. Draft report must be in the following format: <ol style="list-style-type: none"> a. Report format must be as under: Font Type: <i>Time New Roman</i>, Font Size <i>14pt</i>, Paper Size: <i>A4 (8.27" X 11.69")</i>, Line Spacing: Double, Hard bound. (Spiral binding should not be allowed.) b. Title Page: Full name of students, Semester number, roll/seat number, name of business unit visited, date of visit, name of academic institutions, etc. c. Company Detail: Name, address, phones, fax, website, e-mail address, etc. d. A Copy of the Certificate issued by the Organization where training has been taken. e. Student's declaration regarding originality of the report. f. Acknowledge g. Preface/Introduction h. Index with contents and page number i. Main part of the report j. Conclusion and suggestions k. Bibliography (if any) l. Appendix (if necessary) 7. Only Practical aspects are required. Therefore the Book-concepts should be avoided from the report so far possible. 8. The report shall be assessed by the panel of examiners appointed by the University. The student also shall be examined by Viva-voce by the same panel of examiners.
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REFERENCES