

BBA SEMESTER - III

PERSONALITY DEVELOPMENT & COMMUNICATION SKILLS

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.	III	Core	161100010301	Personality development & communication skill	3	30	70	3 Hours

Teaching Hours

45 Hours per semester

COURSE OBJECTIVES

- 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		Marks
	TEXT: ' <i>English and Soft Skills</i> ' – By S P Dhanavel, Publication: - Orient Black Swan ISBN: - 978-81-250-3980-8 (Unit 1 to 5 from the text)	30
Unit – 2		
	COMMUNICATION <ul style="list-style-type: none"> • Complain and Adjustment • Press Release 	20
Unit - 3		
	. Import and Export terminology (five out of seven) <ul style="list-style-type: none"> • Prescribed list of 50 terms regarding Import and Export as in appendix I. 	10
Unit – 4		
	GRAMMAR: Modal auxiliaries	10

	<p>Appendix I</p> <ul style="list-style-type: none"> • Prescribed list of 50 terms regarding Import and Export: - (1) Airway bill (2) All Risks Clause (3) Balance of Trade (4) Buying Agent (5) Certificate of Free Sale (6) Certificate of Origin (7) Collection (8) Collection Papers (9) Commercial Attaché (10) Confirmed Letter of Credit (11) Consignee (12) Consignment (13) Consul (14) Consular Invoice (15) Country of Origin (16) Customs (17) Delivered at Frontier (18) Delivered Duty Unpaid (19) Dock Receipt (20) Domestic International Sales Corporation (DISC) (21) Drawback (22) EMC (23) ETC (24) Exchange Permit (25) Exim bank (26) Excise Tax (27) Export (28) Export Broker (29) Export License (30) Export Management Company (EMC) (31) Export Merchant (32) FCIA (33) Foreign Sales Representative (34) Foreign Trade Zone (35) Free Port (36) Freight Forwarder (37) General Agreement on Tariffs and Trade (GATT) (38) General License (39) Import (40) Import License (41) MEA (42) Marine Insurance (43) Marks (44) Piggybacking (45) Rate of Exchange (46) Schedule B (47) Shipper's Export Declaration (48) Standard International Trade Classification (SITC) (49) U.S. Standard Master (50) Validated License 	
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REFERENCES
<ul style="list-style-type: none"> • <i>'English and Soft Skills'</i> – By S P Dhanavel, Publication: - Orient Black Swan ISBN: - 978-81-250-3980-8 (Unit 1 to 5 from the text) • <i>Business Communication</i> – Pal and Suri, Sultan Chand & Sons, Delhi

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) Business Letters	01/02	10
	(B) Press release	01/02	10
4	(A) Modal Auxiliary (Objective type)	10/10	10
	(B) Commercial terms	10/10	10

MANAGERIAL ECONOMICS

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.	III	Core	1611000103 02	Managerial Economics	3	30	70	3 Hours

COURSE OBJECTIVES

- 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	Definition of managerial economics
	Meaning , definition, nature and scope of managerial economics,
Unit – 2	Demand Forecasting
	Meaning, objectives, factors affecting to it, methods- survey and statistical methods
Unit - 3	Production Analysis
	Meaning of production, production function, ISO-QUANT CURVE, ISO-COST CURVE, Economies and diseconomies of scale.
Unit – 4	Cost Analysis
	concept of cost of production, concepts of cost-accounting and economic costs, variable and fixed cost, opportunity cost, incremental and sunk cost, marginal cost, relationship between cost and rate of output in short run and long run.
Unit - 5	Equilibrium of firm
	Equilibrium of firm under perfect competition, monopoly, oligopoly (kinked demand curve) and monopolistic competition.

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
- Managerial Economics – An analysis and Cases – Hynes Mate & Paul.

BUSINESS STATICS

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.	III	Core	161100010303	Business Statics	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	Linear Correlation	Marks	No. of lectures
	<ul style="list-style-type: none"> • Definition of variables • Meaning and Definition of Correlation • Types of Correlation • Properties of Correlation coefficient • Method of Correlation <ol style="list-style-type: none"> 1. Scatter Diagram 2. Karl Pearson's method 3. Spearman's Rank method • Probable Error of Coefficient of Correlation • Co-efficient of Correlation from bivariate Frequency distribution • Examples 	14	10
Unit – 2	Linear Regression		
	<ul style="list-style-type: none"> • Meaning and Definition of Regression • Definition of Regression coefficient • Properties of Regression coefficients & Relation between Correlation and Regression coefficient • Two lines of Regression • Regression Co-efficient from bivariate frequency distribution • Examples 	14	10

Unit - 3	Probability		
	<ul style="list-style-type: none"> • Concept of Probability • Mathematical & Statistical Definition of probability • Definition of Different Terms (Random Experiment , Sample Space, Types of Events...etc) • Addition Theorem, Condition Law, Multiplication Theorem For Two Events With Proof • Examples 	14	9
Unit - 4	Probability Distribution-1		
	<ul style="list-style-type: none"> • Concept of Discrete Random Variable and Its Probability Distribution • Mathematical Expectation of Discrete Random Variable. • probability distribution for Continuous variable • Properties and Application of Normal Distribution without proof • Examples 	14	8
Unit - 5	Probability Distribution-2		
	<ul style="list-style-type: none"> • Probability function of Binomial Distribution & Poisson • Properties and Application of Binomial & Poisson Distribution • Mean and Variance of B.D & P.D with Proof • Examples 	14	8

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

ENTREPRENEURSHIP DEVELOPMENT

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.	III	Core	1611000103 04	Entrepreneurship developme	3	30	70	3 Hours

COURSE OBJECTIVES

This course provides students with a solid introduction to the entrepreneurial process of creating new businesses, role of Creativity and innovation in Entrepreneurial start-ups ,manage family-owned companies ,context of social innovation and social Entrepreneurship and issues and practices of financing entrepreneurial businesses.

COURSE CONTENT

Unit - 1	Entrepreneurial Management
	<ul style="list-style-type: none"> • The evolution of the concept of entrepreneurship: John Kao's Model on Entrepreneurship, Idea Generation, Identifying opportunities and Evaluation; Building the Team /Leadership; Strategic planning for business; Steps in strategic planning, • Franchising: Meaning of Franchising, advantages/disadvantages of franchising; types of franchise arrangements; franchise contracts; franchise evaluation checklist,
Unit – 2	Creativity, Innovation And Social Entrepreneurship
	<ul style="list-style-type: none"> • Creativity: Organizational actions that enhance creativity, Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity. • Introduction to Social Entrepreneurship: Characteristics and Role of Social Entrepreneurs; Innovation and Entrepreneurship in a Social Context.
Unit - 3	Family Business And Entrepreneurship
	<ul style="list-style-type: none"> • Family Business: Concept, Structure and Kinds of family firm, Culture and evolution of family firm; Managing Business, family and shareholder relationships ; Conflict and conflict resolution in family firms ; • Managing Leadership: Succession and continuity; women's issues in the family business Encouraging change in the family business system.
Unit – 4	Financial Management
	<ul style="list-style-type: none"> • Financing the Business: Arrangement of funds; Traditional sources of financing, Loan syndication, Consortium finance, role played by commercial banks, • Support by the Government: Funding by the Government, and Development Bankers.
Unit - 5	Entrepreneurship Development Programme (Edps)
	<ul style="list-style-type: none"> • Meaning and Objectives, The Indian EDP Model: Meaning and Objectives, EDP Phases, Evaluation of EDP, Role, Relevance and Achievement of EDP, • Start-up India Policy and Role of Government: Establishing

Specialized Institutions at National Level, District Industries Centers, Introduction of Entrepreneurship Courses being arranged by the Government.

REFERENCES

- Fundamentals of Entrepreneurship and Small Business Management, by Vasant Desai, Himalaya Publishing House.
- Entrepreneurship Development, Tata McGraw Hill Publishing Company Ltd.
- Entrepreneurial Development by Dr. S.S. Khanka, S. Chand, New Delhi
- Entrepreneurship and small business: Burns P. . New Jersey: Palgrave.
- Innovation and entrepreneurship: P F Drucker, Practice and principles. USA: Elsevier.
- Entrepreneurship: Hisrich R and Peters M. New Delhi: Tata McGraw Hill.
- Entrepreneurship new venture creation: Hilt D H., New Delhi: Prentice Hall of India.
- Patterns of entrepreneurship: Kaplan J, . Wiley.

PRINCIPLES OF MARKETING

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.	III	Core	161100010305	Principles of marketing	3	30	70	3 Hours

COURSE OBJECTIVES

The objective of this course is to help the students understand the fundamental concepts and principles of Marketing and Marketing Management. The course will be useful to real understand basic marketing decisions, 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	Introduction To Modern Marketing
	Concept, Nature and Importance of Marketing; Evolution of Marketing Concepts: Production Concept, Product Concept, Selling Concept, Marketing Concept, and Societal Concept; Key Differences between Selling Concept, Marketing Concept and Societal Concept; Marketing Mix (4Ps): Concept, Elements, and Factors; Concept of Exchange.
Unit – 2	Product Decisions
	Concept of Product; Product Dimensions; Concept of Product Mix, Product Line and Product Items; Product Mix Dimensions; New Product: Concept, New Product Development Process and Reasons of Failure of the New Product; Product Life Cycle: Concept, Stages, and Uses; Consumer Adoption: Concept, Stages and Managerial Implications
Unit - 3	Pricing Decisions
	Concept of Price and Pricing; Different Forms of Price; Price-Setting Process; Significance of Price in Marketing; Pricing Objectives; Brief Idea of Price Setting Methods; Factors Affecting Pricing Decisions; Some Important Concepts: Psychological Price, Product-Quality Leadership, Premium Pricing, Discounts and Allowances, Price Discrimination
Unit – 4	Market Promotion Decisions
	Concept of Market Promotion; Objectives of Market Promotion; Elements of Market Promotion Mix (brief idea of Advertising, Personal Selling, Sales Promotion, Publicity, and Public Relations); Advertising : Concept, Features, Personal Selling : Concept, Features and Significance; Difference between Advertising and Personal Selling; Sales Promotion : Concept, Types, Merits and Demerits; Publicity : Concepts and Features; Public Relations : Concept, Features and Parties; Factors Affecting Market Promotion Mix
Unit - 5	Distribution Decisions
	Physical Distribution : Concept, Key Decisions, and Importance of Physical Distribution; Channel of Distribution : Concept, Types, Services of Channel Members; Factors Affecting Channel Decisions; Channel Design Decisions, Channel-Management Decision; Handling Channel Conflict; Primary Idea of Functioning of Online Portals (Snap Deal, Amazon India, Flipchart, etc.) and Payment Gateways

REFERENCES
<ul style="list-style-type: none"> • 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 • V. S. Ramaswamy and S. Namakumari, Marketing Management, Global Perspective Indian Context, 4th Edition, Macmillan Publishers India Ltd, New Delhi, 2010

- John Quelch, and KasturiRangan, Marketing Management: Text and Cases, Tata McGraw-Hill, New Delhi, 2005
- Internet Sources
- R. Shrinivasan, Case studies in Marketing, The Indian Context, PHI Learning, Private Limited, New Delhi, 2012

HUMAN RESOURCE MANAGEMENT

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.	III	Core	161100010306	Human Resource Management	3	30	70	3 Hours

COURSE OBJECTIVES

- To familiarize learners with basic concepts of Human Resource Management
- To introduce emerging issues in the field of HRM

COURSE CONTENT

Unit - 1	Human Resource Management
	Concept and Functions, characteristics and significance of HRM, Role, Status and competencies of HR Manager, HR Policies, HR Accounting, Changing environment of Human Resource Management- globalization, workforce diversity, corporate downsizing, technological advances, cultural environment,

	changing skill requirement, changing employee expectations
Unit – 2	Acquisition of Human Resource
	Human Resource Planning- process and significance, job analysis – job description and job specification; Recruitment – Concept and sources, e-recruitment, Selection – Concept and process, placement and induction.
Unit - 3	Training and Development
	Concept and Importance, Identifying Training and Development Needs, Designing Training Programmes, methods of training, Evaluating Training Effectiveness; Introduction to Management Development and Career Development.
Unit – 4	Performance appraisal
	Concept, nature and objectives; Traditional and Modern Techniques of performance Compensation: concept- wage and salary, minimum, fair and living wage, factors influencing compensation levels, job evaluation; methods of wage payments with their merits and demerits
Unit - 5	Employee Maintenance
	Employee welfare, health and safety, social security, Employee empowerment, work life balance, quality of work life

REFERENCES

- K. Ashwathappa : HR &PM, Text and Cases: Tata MC Graw-Hill
- P. SubbaRao: Personnel and HRM: Text and Cases: Himalaya Publishing House
- Rao, V.S.P.: Human Resource Management- Text and Cases, Excel Books.
- Rudrabasavaraj M.N. Dynamis personnel Administration- Management of Human Resources, Himalaya Publication House.
- Gary Dessler. A Framework for Human Resource Management. Pearson.
- DeCenzo, D.A. and S.P. Robbins, “Personnel/Human Resource Management”, Prentice Hall of India, New Delhi.
- Chhabra, T.N. Essentials of Human Resource Management. Sun India Publication New Delhi.
- Ivancevich, John M. Human Resource Management. Mc.Graw Hill.

FINANCIAL MANAGEMENT

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.	III	Core	1611000103	Financial	3	30	70	3 Hours

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COURSE OBJECTIVES

The objective of this course is to help the students understand the fundamental concepts and Finance & Financial Management.

COURSE CONTENT

Unit - 1	Nature And Scope
	Meaning, Nature, Scope, Objectives and Importance of Financial Management, Finance Functions (Traditional Vs. Modern Approach), Profit Maximization Vs. Wealth Maximization, Relationship between Financial Management and other areas of Management, Organization of Finance Functions, Tools of financial management.
Unit – 2	Time Value Of Money
	Reasons for Time value of money, Compound Value Concept, Present value Concept, Practical Application of Compounding and Present Value Techniques in financial decisions. (Simple Practical Examples Should be asked in Examination)
Unit - 3	Working Capital
	Meaning and characteristics of working capital – Needs for Working Capital Concepts of working capital - Types of working capital - Components of working capital - Factors determining working capital – Operating Cycle - Sources of working capital.
Unit – 4	Investment Decisions
	Meaning, Significance, Objectives and Importance of Capital Budgeting, Capital budgeting Process, Basic Principles of Capital Expenditure Proposals, Various appraisal Methods: Pay Back Period, Discounted Cash Flow Method, Average Rate of Return, Internal Rate of Return, Net Present Value Method, Profitability Index - Merits and Demerits of Appraisal Methods, (Simple Practical Examples Should be asked in Examination)
Unit - 5	Capital Structure
	Meaning and Significance of Capital Structures, Capital structure and financial structure, Patterns of Capital Structure, Ideal Capital Structure, Features of Ideal Capital Structure, Merits and Demerits of different types of Capital Structure, Determinants of Capital Structure (Excluding Capital Structure Theories)

REFERENCES

- Financial Management: S N Maheshwari, Sultan Chand & Sons, NewDelhi
- Financial Management: Khan & Jain, Tata McGraw Hill Publishing Co.
- Financial Management: I MPandey, Vikas Publishing House, New Delhi.
- Financial Management: Ravi Kishor, Taxmann's Allied Services Pvt. Ltd.
- Financial Management & Policies : C Van Horne, Prentice Hall of India
- Fundamentals of Financial Management: Prasanna Chandra, Tata McGrawHills
- Financial Management: PratapsinhChauhan, Shanti Prakashan, Ahmedabad
- Financial Management: S. Bhatt, Excel Books
- Basic Financial Management: Saha, Tapas Rajan, World Press.
- Fundamentals of Financial Management: Bhabatosh Banerjee, Prentice Hall

CORPORATE ACCOUNTING

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.	III	Core	161100010308	Corporate Accounting	3	30	70	3 Hours

COURSE OBJECTIVES

To develop conceptual understanding regarding corporate accounting system and to prepare financial statements with reference to Laws applicable in this respect.

COURSE CONTENT

Marks: 80 % Examples and 20 % Theory.

Unit - 1	Issue, Forfeiture And Re-Issue Of Shares
	Classification of Share Capital for the purpose of presentation in Balance Sheet - Ways for raising capital by companies: Private Placement, Public issue, Right issue - Terms for issue of Shares: At par, At premium and At discount - Use of Security Premium - Pro-rata allotment - Calls-in-arrears and Calls-in-advance - Issue of shares for the consideration other than cash - Right issue - Forfeiture of Shares - Reissue of forfeited shares - Surrender of shares.
Unit – 2	Redemption of Redeemable Preference Shares, and buy back of equity shares
	Types of Preference Shares - Methods for redemption - Provisions of Company Act for redemption of Preference Shares - Buyback of equity shares -

	Objectives, Advantages and Limitations of buy back - Provisions of Company Act for buy back of shares.
Unit - 3	Issue of Bonus Shares
	Objectives and advantages of issue of Bonus Shares – Types of Bonus - Methods for issue of Bonus Shares - Provisions of Company Act for issue of Bonus Shares - Guidelines issue by SEBI for issue of Bonus Shares – Sources of Bonus.
Unit – 4	Issue and Redemption of Debentures
	Types of Debentures - Methods for issue of debentures: At par, at premium, at discount - Discount on issue of debentures - Debenture interest – Provision for issue and redemption of debentures - Methods for redemption of debentures: Redemption on expiry of term, Redemption by installments, Redemption by purchase from open market, Redemption by conversion - Redemption out of profits - Redemption out of capital.
Unit - 5	Final Accounts of Company
	Horizontal and Vertical presentation of Final accounts - Provisions, Reserves and Capital Reserves - Divisible profits and dividend - Legal requirements for appropriation of profits - General Reserve. (Preparation of final account in Horizontal form only)

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 McGraw Hill, Delhi
- Modern Accounting – Hanif Mukherjee, Tata McGraw Hill, Delhi