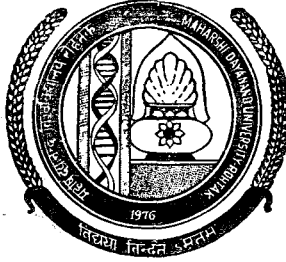


Maharshi Dayanand University Rohtak



D

Ordinances, Syllabus and Courses of Reading for B.B.A. V & VI Semester Examination

Session—2002-2003

Available from :

Deputy Registrar (Publication)
Maharshi Dayanand University
Rohtak-124 001 (Haryana)

Price :

At the Counter : Rs. 50/-
By Regd. Parcel : Rs. 75/-
By Ordinary Post : Rs. 60/-

ORDINANCE

Bachelor of Business Administration Programme

1. The duration of the Bachelor of Business Administration Programme (BBA) shall be three academic years. Each year shall be divided into two semesters. Thus, the BBA Programme shall comprise of six semesters spread over three years. Each semester shall have atleast 90 teaching days. On the completion of all the six semesters, the students will be awarded the Bachelor's Degree in the Business Administration. A candidate can complete all the six semesters within a maximum period of 6 years, thus the maximum duration of the BBA Programme shall be 6 years.
2. The examination for the first, third, fifth semesters shall ordinarily be held in the month of December/January and for the second, fourth and sixth semester in the month of May/June or on such dates as may be fixed by the Vice-Chancellor may fix sixth semester in the month of May/June or on such dates, as.

A special examination for the sixth semester may be held, as per the decision taken by the Vice-Chancellor from time to time. The Vice-Chancellor on the recommendation of the Principal will allow the candidate(s) to appear in his examination in the month of September/October.
3. The last date for receipt of admission forms and fee shall be notified by the Controller of Examinations from time to time.
4. A Supplementary examination for the first, third and fifth semesters shall be held alongwith their regular semester examination which will normally be held during the month of December/January and supplementary examinations for second, fourth and sixth semesters will be held alongwith regular second, fourth and sixth semester examinations in the month of May/June.
5. The Principal of the concerned college shall forward to the Controller of Examinations a list of the students

(ii)

alongwith examination forms who have satisfied the requirement of rules and are eligible to appear in the examination atleast two weeks before the commencement of the examination of each semester. ✓

6. Admission to the first semester of the BBA Programme shall be open to candidates who have passed Senior Secondary Examination on the pattern of 10+2 with 50% marks in aggregate from a recognised Board of Education or an equivalent examination recognised by the University. In case of SC categories, the candidate should have secure minimum pass marks in the qualifying examination.
7. Each candidate shall be examined in the subject(s) prescribed by the Academic Council from time to time.
8.
 - a) 25% marks in each written paper excluding papers relating to computers/IT, Training Report, Project Report and Viva-Voce shall be assigned for internal assessment. There will be no internal assessment for papers relating to computers/IT. For these papers, there will be 50% marks each for written/theory part and 50 marks for practical examination.
 - b) The Principal shall forward the internal assessment marks, at least one week before the commencement of the semester examination, awarded to the students on the basis of the criteria given hereunder:-
 - i) Ten marks shall be assigned for the internal test to be conducted by the teacher concerned. For the purpose the concerned teacher(s) carrying 5 marks each shall conduct to surprise test in each course. ✓
 - ii) Five marks shall be assigned for the class participation, seminar, presentation, role playing or any other home assignment given by the teacher.
 - iii) Five marks shall be assigned for the written case analysis.

Ordinance: Bachelor of Business Administration Programme (iii)

- iv) Five marks shall be assigned for the punctuality in attending the class and his/her overall conduct in the class in particular and in/outside the college/institute in general.
 - c) The Principal will preserve the records on the basis of which the internal assessment awards have been prepared for inspection, if needed by the University upto one month from the date of declaration of the semester examination results.
9. a) The question papers will be set by external examiners. The External Examiner will set eight questions in all, selecting not more two questions from each unit. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.
- b) The answer books will be examined only by the external examiner.
10. The first semester examination shall be open to a regular student who:
- a) has been on the rolls of the college during the first semester.
 - b) has attended not less than 75% of the lectures in the semester; and
 - c) has obtained pass marks in the internal assessment in the papers for which he/she is a candidate.
11. The second, third fourth, fifth and sixth semester examination shall be open to a regular student who:
- a) has attended not less than 75% of lectures in the respective semester;
 - b) has been on the rolls of the college/institute during the semester preceding the respective semester examinations;
 - c) has obtained pass marks in the internal assessment in the papers of the relevant semester of which he is a candidate.
 - d) has passed at least 50% of the papers in the preceding semester examinations.

(iv)

Maharshi Dayanand University

EXPLANATIONS: 50% of 5 papers will be taken as 3 and that of 7 papers will be taken as 4 under this clause.

12. The medium of instruction and the examination shall be English.
13. a) The minimum requirement to pass a paper shall be 40% marks in written examination and internal assessment/Practical separately and 50% marks jointly.
b) On the same pattern, the minimum requirement to pass the paper of Training Report shall be 40% marks in the written report and Viva-voce separately and 50% marks jointly and 50% marks in Comprehensive Viva-voce examination.
c) To pass a semester examination, a candidate must pass all the papers of the concerned semester as per conditions provided in 13 (a) and 13 (b) above.
14. a) A candidate shall be promoted to the next higher semester, if he/she passed atleast 50% of the papers prescribed in the semester failing which he/she shall be required to get re-admission in the failed semester and shall have to appear in all the papers currently in force. This opportunity shall be given to the candidate only once for that semester, subject to the condition of passing the BBA Programme within an overall period of six years.
b) A candidate shall have to pass all the six semester examinations within a maximum period of six years of his/her admission to the first semester of BBA Programme failing which he/she will be deemed to be unfit for the Programme.
15. The amount of examination fee shall be payable by a candidate for each semester as prescribed by the University from time to time.
16. A candidate whose result is declared late without any fault on his part may attend classes for the next higher semester provisionally at his own risk and responsibility subject to his passing the concerned semester

examination. In case, a candidate fails to pass the concerned semester examination, his attendance/internal assessment in the next higher semester in which he was allowed to attend classes provisionally will stand cancelled.

17. The internal assessment award of a candidate who fails in any paper(s) of the concerned semester examination, shall be carried forward to the next examination provided that a candidate who has not obtained the pass marks in the internal assessment of any paper(s) will not be allowed to take examination in the said paper(s) in the relevant semester unless he repeats the course in the paper(s) concerned and obtains minimum pass marks in internal assessment.
18. As soon as possible, after the termination of the semester examination, Controller of Examinations shall publish the result of the candidates.
19. Every student of BBA shall be required to undergo a practical training in an organisation approved by the College for four weeks normally during the summer vacation after the end of the fourth semester.

The candidate shall be required to have an exposure of the actual functioning of the organisation concerned and complete the specific project of his training. The work done by the candidate during the period of training shall be submitted in the form of a Training Report. The candidate shall be required to submit three copies of the training report typed in double space to the office of the Controller of Examinations through the Principal. The last date for the receipt of Training Report in the office of the Controller of Examinations shall be one month after the date of completion of training provided that in exceptional cases, the Vice-Chancellor on the recommendations of the Principal may extend the last date of the receipt of the training report with late fee.

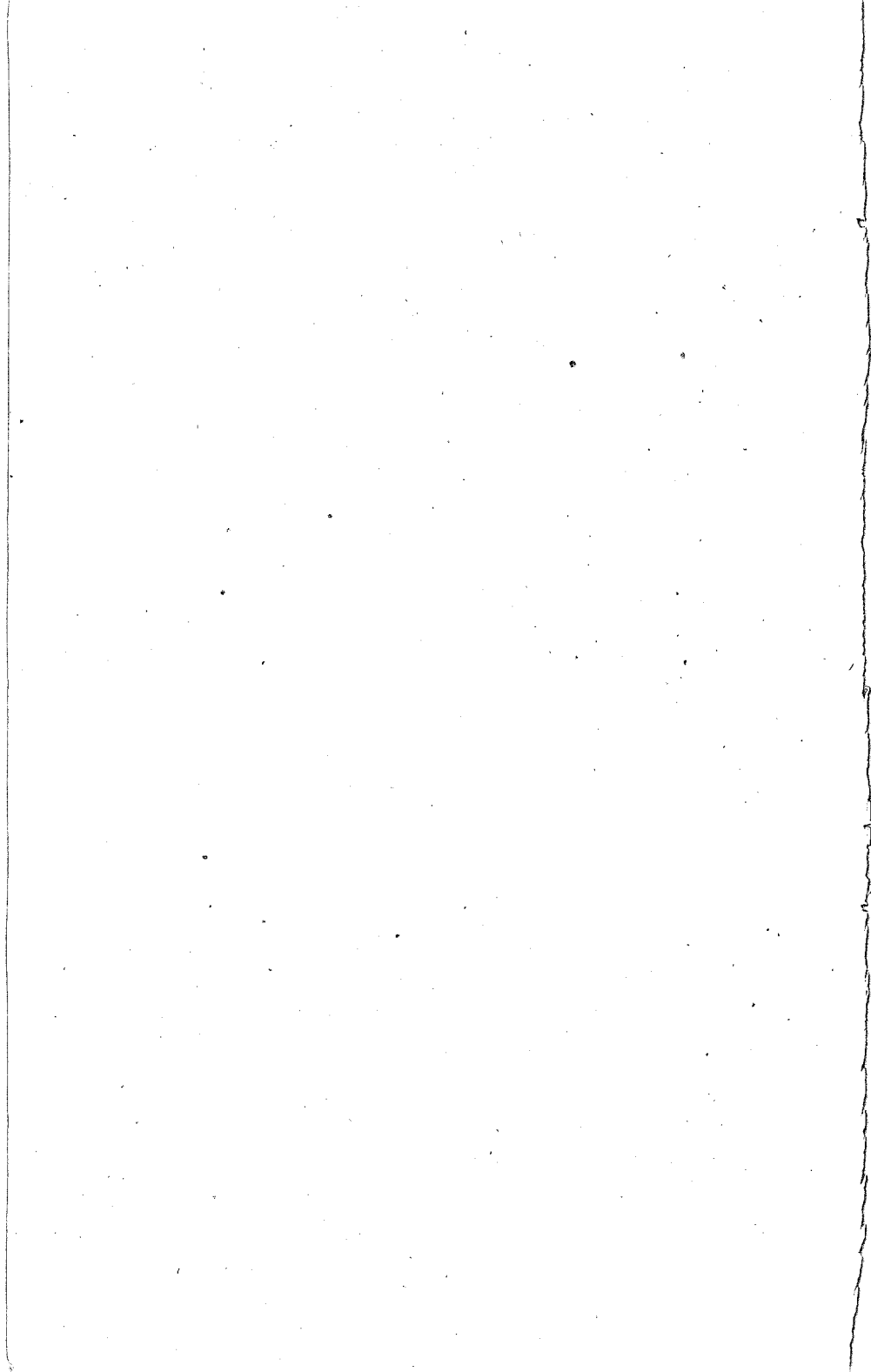
(vi)

The report shall carry 100 marks and the evaluation shall be done as under:-

- i) External evaluation consisting of 50 marks will be undertaken by the external examiner to be appointed by the Vice-Chancellor on the recommendations of the U.G. Board of Studies in Management Studies.
 - ii) Internal evaluation consisting of 50 marks will be based on presentation of Training Report by the candidate before the faculty members of the College. The marks will be awarded by a Board of three examiners to be appointed by the Principal of the College from its faculty. The Principal will act as Chairperson.
0. The Viva-Voce examination shall be conducted by a Board of Examiners to be appointed by the Vice-Chancellor on the recommendations of the U.G. Board of Studies in Management Studies comprising the following members:-
1. Principal
 2. One External Examiner from the Academic field:
and
 3. One Executive from a reputed Organisation.
- Two members shall form the quorum.
1. The practical examination(s) of the courses (pertaining to Computer/IT or wherever specified) shall be conducted by the following Board of Examiners, consisting of two members, to be appointed by the Vice-Chancellor on the recommendations of the U.G. Board of Studies in Management Studies.
 1. One Internal Faculty Member (to be appointed by the Principal); and
 2. One External Examiner.
 2. The list of successful candidates after the sixth semester examination shall be arranged, in two divisions on the basis of the aggregate marks obtained in his Bachelor's

Degree of Business Administration as under:-

- a) those who obtained 60% or more marks **First Division**
 - b) those who obtained 50% or more marks but less than 60% **Second Division**
 - c) Candidate who pass all the six semesters examination in the first attempt obtaining 75% or more marks on the total aggregate shall be declared to have passed with Distinction.
23. No improvement facility shall be provided to BEA students. However, grace marks may be allowed as per University Rules.
24. Notwithstanding the integrated nature of this course which is spread over more than one academic year, the Ordinance in force at the time a student joins the course shall hold good only for the examination held during or at the end of the academic year and nothing in the Ordinance shall be deemed to debar the University from amending the Ordinance and the amended Ordinance, if any, shall apply to all students whether old or new.



CURRICULUM AND SCHEME OF EXAMINATIONS OF BBA PROGRAMME SESSION 2002-2003

First Year

First Semester

Paper No.	Title of the Paper(s)	External Marks	Internal Marks	Practical Marks	Duration of Exams.
bba-101	Principles of Management	75	25		3 Hours
bba-102	Business Management	75	25		3 Hours
bba-103	Financial Accounting	75	25		3 Hours
bba-104	Computers in Management	50		50	3 Hours
bba-105	Industrial Sociology in India	75	25		3 Hours

Second Semester

bba-201	Indian System of Business & Banking	75	25		3 Hours
bba-202	Macroeconomic and Banking Foundation of Business	75	25		3 Hours
bba-203	Company Accounts	75	25		3 Hours
bba-204	Computer Programming	50		50	3 Hours
bba-205	Business Communication	75	25		3 Hours
bba-206	Introduction to Psychology	75	25		3 Hours

Second Year**Third Semester**

Paper No.	Title of the Paper(s)	External Marks	Internal Marks	Practical Marks	Duration of Exams
bba-301	Organizational behaviour	75	25		3 Hours
bba-302	Business Statistics	75	25		3 Hours
bba-303	Basic Costing	75	25		3 Hours
bba-304	Microeconomic Management	75	25		3 Hours
bba-305	Database Management Systems	50		50	3 Hours

Fourth Semester

bba-401	Business Values and Ethics	75	25		3 Hours
bba-402	Indian Business Environment	75	25		3 Hours
bba-403	Business Laws	75	25		3 Hours
bba-404	Business Research Methods	75	25		3 Hours
bba-405	Introduction to Information Technology	50		50	3 Hours

Note : Immediately after the completion of the IV semester, the students shall proceed for their Summer Vacation Training (SVT) of 4 weeks duration. The Summer Vacation Training Reports prepared after the completion of SVT shall be assessed in the Vth Semester as a compulsory paper:

Third Year

Fifth Semester

Paper No.	Title of the Paper(s)	External Marks	Internal Marks	Practical Marks	Duration of Exams.
bba-501	Marketing Management	75	25		3 Hours
bba-502	Financial Management	75	25		3 Hours
bba-503	Production Management	75	25		3 Hours
bba-504	Personnel Management	75	25		3 Hours
bba-505	Advanced Information Technology	50		50	3 Hours
bba-506	Summer Training Report	50	50		3 Hours

Sixth Semester

bba-601	Taxation Laws	75	25		3 Hours
bba-602	Structured System Analysis and Design	50		50	3 Hours
bba-603	Fundamentals of International Business	75	25		3 Hours
bba-604	Consumer Protection	75	25		3 Hours
bba-605	Comprehensive Viva-voce	100			

Notes:

1. CRITERIA FOR INTERNAL ASSESSMENT

The Internal Assessment shall be strictly as per the details given hereunder

- a) Ten marks shall be assigned for the internal Test to be conducted by the teacher concerned. For the purpose Two surprise tests shall be conducted in each course by the concerned teacher(s) carrying 5 marks each.
- b) Five marks shall be assigned for the written Case Analysis.
- c) Five marks shall be assigned for the class participation, Seminar presentation, Role playing or any other Home Assignment given by the teacher.
- d) Five marks shall be assigned for the punctuality in attending the Class and his overall conduct in the

Class Room and in the Institute in particular and M.D. University in general

The entire record of the Internal Assessment shall be deposited by the concerned teachers in the office of the Institute within a weeks time from the date the concerned Semester comes to an end.

2. INSTRUCTIONS TO THE EXAMINERS:

- a) The External Examiner will set 8 questions in all, selecting not more than two questions from each unit.
- b) If a 'Case Study' is included in the Question Paper then it will carry marks equivalent to two questions.
- c) The candidates will required attempt five questions in all, selecting atleast one question from each unit.

BBA 1st Year (1st Semester)

PRINCIPLES OF MANAGEMENT

Paper Code : 501101/bba-101

External Marks : 75

Internal Marks : 25

Time : 3 hrs

Unit-I

Concept and Nature of Management :- Significance of Management; Meaning of Management; Changes in Management Concepts; Nature of Management; Management a Science or an Art or a Profession; Functions of Management Managerial Hierarchy; Management skills; Social Responsibilities and Ethics.

Unit-II

Management Thought :- Approaches to Management - Max Weber's Bureaucracy, F.W. Taylor's Scientific Management, Henry Fayol's Process and Operational Management; Human Relations Approach; Behaviour Approach; System Approach and Contingency Approach.

Unit-III

Planning and Decision Making :- Concept, Nature and Elements of Planning; Kinds of Plans; Levels of Planning, Various Stages (steps) in Planning; Decision Making and Process of Rational Decision Making; Concept of Organisational Structure; Bases of Organising; Delegation and Decentralization of Authority.

Unit-IV

Leading Management Control :- Meaning and Significance of Leadership Styles; Essentials of Successful Leadership;

COMMUNICATIONS :- Importance and Process of Communication; Barriers to Communications and Overcoming these barriers; Principles of Effective Communication.

MOTIVATION :- Definition, Motives and Motivation, models of Motivation-Maslow's Need Hierarchy Model, M.C. Greger's Participation Model, Herzberg Model Varoom's Model, Alderfer's and Mc Clelland's Models.

CONTROLLING :- Definition and Elements of Control Process; Kinds of Control System; Pre-Requisites of Effective Control System; An Overview of Budgetary and Non-Budgetary Control Devices.

Note :-

1. The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. In Case, a Case Study is included it will carry marks equivalent to two Questions.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

BUSINESS MATHEMATICS

Paper Code : 501102/bba-102

External Marks : 75

Internal Marks : 25

Time : 3 hrs.

Unit-I

Theory of sets :- Meaning, elements, types presentation and equality of sets. Union, intersection, compliment & difference of sets, Venn diagrams. Cartesian product of two sets. Applications of set theory.

Unit-II

Indices & Logarithms, Arithmetic, Geometric and Harmonic progressions and their business applications; Sum of squares and cubes of first natural numbers.

Unit-III

Permutations, combinations and Binomial Theorem (positive index).

Unit-IV

Matrices - Types, properties, addition, multiplication, transpose and inverse of matrix. Properties of determinants, solution of simultaneous Linear Equations. Differentiation of Standard Algebraic Functions; Business Applications of Matrices and Differentiation.

1. Business Mathematics - D.C. Sancheti, A.M. Malhotra, and V.K. Kapoor, Sultan Chand & Sons, New Delhi.
2. Business Mathematics - Qazi Zameerudin, V.K. Khanna and S.K. Bhambri, Vikas Publishing House, Pvt. Ltd., New Delhi.
3. A test book of Business Mathematics - Dr. R. Jaya Parkash Reddy and Y. Mallikarjuna Reddy, Ashish Publishing House, New Delhi.

Note :-

1. The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. In Case, a Case Study is included it will carry marks equivalent to two Questions.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

FINANCIAL ACCOUNTING
Paper Code : 501103/bba-103

External Marks : 75
Internal Marks : 25
Time : 3 hrs.

Unit-I

Accounting - Meaning, Nature, Functions and Significance. Types of Accounting, Accounting Equation, Concepts & Conventions.

Unit-II

Review of Accounting cycle :- Recording, Posting and Accounting Process, Journal, Ledger, and Trial Balance, Preparation of Trail Balance; Bank Reconciliation Statement.

Unit-III

Preparation of Final Accounts of Sole Trader.

Unit-IV

Depreciation Accounting : Concepts and Methods (Straight Line and Written Dwon Methods only); Receipt and Payments Accounts; Income and Expenditure Accounts

SUGGESTED READINGS :

The List of books, cases and other specific references, including recent articles will be announced in the class by the concerned teacher.

Note :-

1. The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. In Case, a Case Study is included it will carry marks equivalent to two Questions.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

COMPUTER IN MANAGEMENT**Paper Code : 501104/bba-104****External Marks : 50****Practical Marks : 50****Time : 3 hrs.****Unit-I**

Introduction to Computers :- Classification, Evolution, Computer System Organization (Hardware, software & User), Capabilities, Characteristics & Limitations of Computer System, Operating System - Types & Features, Multiprogramming, Multi User, System.

Unit-II

Number System & Programming Languages :- Binary Number System, Computer Languages and its types, Generation of Computer Languages. Character Codes (ASCII, EBCDIC,SCII).

Unit-III

Data Processing Cycle, Business Information and Automation, Classification of Information, Characteristics of Information.

Unit-IV

Impact of Computers on Society, Computer Applications in Offices, Communication, Education, Medical Field, Banks.

SYLLABUS BBA I TO VI SEM

RECOMMENDED READINGS :

1. Computers Today Sanders Mc.Graw Hill
2. Computer Fundamentals B.Ram New Age International
3. Data Processing Lipschultz McGraw Hill

Lab : Practice in Operating System Command.

Note :-

1. The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. In case, a Case Study is included it will carry marks equivalent to two Questions.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

INDUSTRIAL SOCIOLOGY IN INDIA

Paper Code : 501105/bba-105

External Marks : 75

Internal Marks : 25

Time : 3 hrs.

Unit-I

Basic concepts : Social Structure, Social Systems, Institution, Status and Social Groups. Theoretical foundation of Industrial and Sociology.

Unit-II

Social Structure of Industry : Industrial Bureaucracy, Social Relations at Work-place. Executive and workers, Industry and Industry and Community relations.

Unit-III

Social change in India : Sanskritisation, Modernization, Post-Modernization and industrial social stratification, Industrialism and social change.

Unit-IV

Social Structure and Trade Unionism; Development of Trade Unionism in India; Functions of Unionism - Unionism as an

Power, Collective bargaining. Theories of
ty.

READINGS :

ger & Bernard S. Cohn (ed.), Structure and
Indian Society, Aldin Publishing Co. 1969,

**MICROECONOMIC AND BANKING FOUNDATIONS OF
MANAGEMENT**

Paper Code : 502102/bba-202

External Marks : 75

Internal Marks : 25

Time : 3 hrs.

Unit-I

Nature and Scope of economics; functional areas of microeconomics; demand, supply and competitive equilibrium; law of demand; elasticity of demand and supply; consumer's equilibrium - utility and indifference curve approaches.

Unit-II

Short and long run production functions; laws of return; optimal input combination; cost classifications; cost curves and their interrelationships; plant size and economies of scale; location of industries; growth of a business firm-motives and methods; optimum size of the firm.

Unit-III

Basic characteristics of perfect competition, monopoly, monopolistic competition and oligopoly; measurement of market concentration and monopoly power; diversification; vertical integration and merger of firms; aspects of non-price competition.

Unit-IV

Characteristics of various factors of production; mobility and productivity of factors; determination of rent, interest and wages; alternative theories of profit; marginal productivity theory of distribution.

Books Recommended

Note :-

1. The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. In case, a Case Study is included it will carry marks equivalent to two Questions.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

COMPANY ACCOUNTS

Paper Code : 502103/bba-203

External Marks : 75

Internal Marks : 25

Time : 3 hrs.

Unit-I

Accounting for share capital transaction. Issue of shares at par at premium and at discount. Forfeiture of shares. Re-issue of forfeited shares; Redemption of preference shares.

Unit-II

Debentures ; Issue of debentures, provision for redemption of debentures and redemption of debentures.

Unit-III

Preparation of final accounts of companies having regard to the provisions of companies Act, 1956 in general and Schedule VI to the Companies Act in particular. Underwriting Commission and Underwriting Agreement; Accounting treatment and determination of the liability of underwriters.

Unit-IV

Simple problems of amalgamation, Absorption and External Reconstruction.

Suggested Readings :

Advanced Accounting Vol II: R.L. Gupta, S. Chand & Sons, New Delhi.

Advanced Accounting by T.S. Grewal and M.C. Shukla, S. Chand & Sons, New Delhi.

Advanced Accounting by S.P. Jain & K.L. Narang, Kalyani Publishers, New Delhi.

Company Accounts by J.R. Monga

Company Accounts by R.L. Gupta

Note :-

1. The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. In case, a Case Study is included it will carry marks equivalent to two Questions.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

External Marks : 50

Practical Marks : 50

Time : 3 hrs.

COMPUTER PROGRAMMING

Paper Code : 502104/bba-204

Unit-I

Flowcharts, Algorithm, Decision Table and Decision Tree

Unit-II

Compiler, Interpreter, Assembler, Sorting and Searching techniques and their Algorithms

Unit-III

Language : Basic structure of a C program, constants, variables, and Data types, Operators & expressions, I/O Operations, Decision, Branching and Looping

Unit-IV

Arrays, Handling of Character Strings, User-Defined Functions, Storage Classes.

RECOMMENDED READINGS

1. Programming with C Gottfried TMH
2. Let Us C Kanetkar BPB

Lab : Programming in C Language on above defined syllabus.

Note :-

1. The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. In case, a Case Study is included it will carry marks equivalent to two Questions.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

External Marks : 75

Internal Marks : 25

Time : 3 hrs.

BUSINESS COMMUNICATION

Paper Code : 502105/bba-205

Unit-I

INTRODUCING THE CONCEPT : Meaning Nature and scope of Communication, Process of Communication, Characteristics of Business Communication, Importance of Effective B.C. Objectives of B.C. Types/Pattern of B.C.; Media/Channels of B.C. Principles of B.C.; Barriers of B.C.

Unit-II

WRITTEN COMMUNICATION-I (a) Business Letter Writing, (b) Business Report Writing, Importance Need, Types, Techniques, Language, Structure, Planning and Drafting.

WRITTEN COMMUNICATION-II : (a) Preparing official communication, Circular, Notification, Amendment, Press Communique, DO letter, Telegram.

(b) Writing proposals, agenda and Minutes of meeting.

(c) Dictating : Importance of Dictation, Suggestions for better dictation,

(d) Giving instructions and Demonstration, Clear Instructions on Individual jobs, Suggestions for Cutting correspondence costs.

Unit-III

ORAL COMMUNICATION :

(a) **Communicating with one** : Interviewing-Art of effecting

interviewing, Types of Interviewing, Techniques of Interviewing, Qualities of Interviewer and Interviewee, Planning of Interviewing, Process of Interviewing.

(b) **Communicating within groups** : Presentational speaking-preparation of speech, Presentation of speech, Guidelines for Effective Speech making.

(c) **Communicating within groups** : Discussion and Conference Participating and leading in conferences, Planning and Oprocedure of problem-solving conferences.

(d) Importance of body language in Interview, Speech and conference.

Unit-IV

AUDIOVISUAL COMMUNICASTION :

(a) Role of Audio-Visual Communication, Channels of Audio-Visual Communication, Importance of Body language in non-verbal communication, Graphic communication, Types of Graphical display, Merits and Demerits of Graphical Display.

(b) Role of Public Relation in business Communication, Objective of P.R., Rools of P.R., Interaction between P.R. and Journalism.

(c) Role of Advertisement in Business Communication, Characteristics of Effective Advertisement, Art of Effective Advertisement, Structure of Advertisement Copy, Types of Advertisement copy.

SUGGESTED READINGS

The List of books, cases and other specific references, including recent articles will be announced in the class by the concerned teacher.

Note :-

1. The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. In case, a Case Study is included it will carry marks equivalent to two Questions.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

INTRODUCTION TO PSYCHOLOGY

Paper Code : 502106/bba-206

External Marks : 75

Internal Marks : 25

Time : 3 hrs.

Unit-I

Nature of Psychology : Approaches to Psychology, Scope of Contemporary Psychology, Research Methods in Psychology, Measurement in Psychology, Perceptions Concept, process, Absolute Threshold, Differential Threshold, Subliminal Perceptions. Dynamics of Perception : Perceptual Selection, Organisation and Interpretation.

Unit-II

Learning and Memory : Classical conditioning, Operant Conditioning, Concept of reinforcement, Cognitive learning, Short-term memory, Long-term memory, Forgetting, Improving memory.

Unit-III

Personality and its assessment : Shaping of personality-Trait Approach, Social approach, Psychoanalytic approach, Phenomenological approach, Personality assessment.

Unit-IV

Emotion : Theories of Emotions, Optimal level of arousal, Stress Frustration, Reaction of Frustration, Anxiety, Defence Mechanism Stress, Attitude formation and change.

REFERENCES

1. Atkinson, R.L., Atkinson, R.L. Hilgard E.R., Introduction to Psychology, New York, Harcourt Brace, Jovanovich.
2. Smith R.E., Sarason I.G., Sarason B.R., Psychology. The frontiers of Behaviour, New York, Harper & Row, Publishers.
3. Mc. Connell, J.V. Understanding Human Behaviour, New York, Halt Rinehart and Winston.
4. Hotersall, D. Psychology, London, Charles & Merrill.

5. Clifford T. Morgan & Others : Introduction to Psychology, Tata McGraw Hill Publishing Co. Ltd. New Delhi.
6. Robert A. Barons; Psychology, Prentice Hall of India, Ltd. India, New Delhi.

Note :-

1. The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. In case, a Case Study is included it will carry marks equivalent to two Questions.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

BBA 2nd Year (Third Semester)
ORGANISATIONAL BEHAVIOUR
Paper Code : 503101/bba-301

External Marks : 75

Internal Marks : 25

Time : 3 hrs.

Unit-I

Introduction : The field of Organisational Behaviour Reasons to study O.B. Foundations and Background of OB, Approaches to OB, Contributing disciplines to OB Field.

Unit-II

Individual Behaviour : Individual differences - Abilities, intelligence; personality - Meaning, development of personality, personality traits, major determinants. Perception - Nature, importance, perceptual selectivity, perceptual organisation, social perception; Attitudes - Nature, dimensions, importance; Job Satisfaction - importance, sources & consequences.

Unit-III

Motivation and Learning : Motivation - Meaning; motives, process content theories and process theories of motivation, relationship between motivation and performance learning - Meaning, types; Theories of learning, Reinforcement, Law of effect, punishment.

Unit-IV

Group Behaviour : Group-concept, nature, classification; stages of group development. Group dynamics; Group behaviour, Group structure, task & processes; Group cohesiveness; Dynamics of informal groups; Group decision-making.

BOOKS RECOMMENDED :

1. Luthans, Fred, Organisational Behaviour McGraw Hill, 1998.
2. Robbins, Stephan, Organisational Behaviour Prentice Hall of India, New Delhi, 1995.
3. Sekran, Uma, Organisational behaviour Tata Mc.Graw Hill, New Delhi 1994.
4. Chandan, Jit S., Organisational Behaviour Vikas Publishing House, New Delhi, 1994.
5. Devis Keith, Human Behaviour at work Mc.Graw Hill Inc.
6. Feldman & Arnold, Managing Individual and Group Behaviour in Organisation, McGraw Hill Inc.
7. Wégner, John A and Hullen Beck, John R, Management of Organisational Behaviour, Prentice Hall Inc., Englewood Cliffs, 1992.

Note :-

1. The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. In case, a Case Study is included it will carry marks equivalent to two Questions.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

BUSINESS STATISTICS**Paper Code : 503102/bba-302****External Marks : 75****Internal Marks : 25****Time : 3 hrs.****Unit-I**

Data Classification, Tabulation and Presentation : Meaning, objectives and types of classification, formation of frequency distributions, Role of tabulation, types of tables significance of diagram and graphs.

Unit-II

Measures of Central Tendency and Dispersion : Meaning and objectives of measures of Central Tendency, different measures viz. Arithmetic mean, Median, Mode, Geometric Mean and Harmonic Mean, characteristics, applications and imitations of these measures, Measures of variation viz. Range, and Quartile Deviation Mean Deviation, Standard Deviation, Co-efficient of Variation and Skewness.

Unit-III

Correlation and Regression : Meaning of Correlation, types of Correlation : Positive and Negative Correlation, Simple, Partial and Multiple Correlation. Methods of studying Correlation; Scatter diagram, graphic and direct method. Properties of Correlation Co-efficient, Rank Correlation, Co-efficient of Determination, Lines of Regression, Co-efficient of Regression, Standard of Error of Estimate.

Unit-IV

Index Numbers and Time Series : Index Number and their uses in business. Construction of simple and weighed price, quantity and value index numbers Test for an ideal numbers, Components of Time Series viz. Secular Trend, Cyclical, Seasonal and Irregular Variations, methods of Estimating Secular Trend. Seasonal Indices and its use in Business Fore Casting and Limitation, Calculating Growth Rate in Time series.

BOOKS RECOMMENDED :

1. Business Statistics : S.P. Gupta & M.P. Gupta
2. An Introduction to Statistical Methods : C.B. Gupta
3. An Introduction to Modern Statistics : B.N. Gupta
4. Statistical Methods : S.C. Sancheti & V.K. Kapoor
5. Fundamentals of Statistics : D.N. Ellhans
6. Statistical Methods : S.P. Gupta

Note :-

1. The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. In case, a Case Study is included it will carry marks equivalent to two Questions.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

BASIC COSTING**Paper Code : 503103/bba-303****External Marks : 75****Internal Marks : 25****Time : 3 hrs.****Unit-I**

Introduction, Objectives, Elements of cost, Cost Sheet, Importance of Cost Accounting, Types of Costing, Installation of Costing System, Difference between Cost Accounting and Financial Accounting.

Unit-II

Material and Labour Cost Control : Meaning and Objectives of Material control, Material Purchase Procedure, Fixation of Inventory levels - Recorder level, EOQ, Minimum level, Maximum level, Danger level and Methods of Valuing Material Issues - FIFO, LIFO, HIFO, NIFO.

Labour and Cost Control: Its importance, Methods of Time Keeping and Time Booking, Treatment and Control of Labour Turnover, Idle Time, Overtime, Systems of Wage Payment - Time Wage System, Piece Wage System and Balance of Debt Method.

Unit-III

Overheads - Classification, Allocation and Apportionment of Overheads. Absorption of Over heads, Under-Absorption and Over Absorption.

Unit-IV

Methods of Costing - Job, Batch, Contract and Process Costing excluding Evaluation of work in progress.

SUGGESTED READING

Advance Cost Accounting, Jain & Narang, Kalyani Publishers, New Delhi.

Cost Accounting, S.N. Mittal

Cost Accounting, B.K. Bhar

Principles and Practice of Cost Accounting - N.K. Prasad.

Note :-

1. The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. In case, a Case Study is included it will carry marks equivalent to two Questions.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

MACROECONOMIC MANAGEMENT

Paper Code : 503104/bba-304

External Marks : 75

Internal Marks : 25

Time : 3 hrs.

Nature and scope of macroeconomics; functional areas of macroeconomic management circular flow of income; national income accounting - alternative concepts and measures of

national income and their interrelationship; stock and flow variables; aggregate demand, supply and macroeconomic equilibrium; nature of a trade cycle, causes of booms and recessions.

Unit-II

Macro analysis of consumer behaviour; cyclical and secular consumption income relationship; absolute, relative and permanent income hypotheses; other factors affecting aggregate consumption; simple Keynesian model of income determination; multiplier analysis.

Unit-III

Functional areas of fiscal management; nature of fiscal policy fiscal deficits; fiscal policy in relation to growth and price stability; basic issues in fiscal deficit management; nature and management of public debt; business taxes - types, rationale and incidence.

Unit-IV

Functional areas of monetary management; money supply measures, money creation process and money multiplier; instruments of monetary control; promotional and regulatory role of central banking and monetary policy; inflation management.

Books Recommended :

Edward Shapiro	Macroeconomic Analysis, Galgotia, N. Delhi.
S.B. Gupta	Monetary Economic; Theory, policy and institutions, S. Chand, N. Delhi.
M.C. Vaish	Macroeconomic Theory, Vikas, New Delhi.
H.L. Bhatia	Public Finance, Vikas, New Delhi.

Note :-

1. The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. In case, a Case Study is included it will carry marks equivalent to two Questions.

2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

DATABASE MANAGEMENT SYSTEM

Paper Code : 503105/bba-305

External Marks : 50

Practical Marks : 50

Time : 3 hrs.

Unit-I

Concept of Data Base, Objectives of Data Base, Advantages and Limitation of Data Base, Attributes, Relationship (1:1, 1:M, M:1, M:M)

Unit-II

Schema, Sub schema, Data Base Administration, 4GL, SQL.

Unit-III

Introduction to Data Models, Hierarchical, Relational & Network Data Models.

Unit-IV

Distributed Data Base System, Backup & recovery procedures in Data Base system, Normalization in Relational Data Base.

RECOMMENDED READINGS :

1. Data Base System Navathe McGraw Hill concepts 3ed.
2. An Introduction to Data Base System 7ed. Date, C.J. Addison Wesley

Lab : Practice in Creation & Usage of DBMS.

Note :-

1. The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. In case, a Case Study is included it will carry marks equivalent to two Questions.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

**BBA 2nd Year (IV Semester)
BUSINESS VALUE AND ETHICS
Paper Code : 504101/bba-401**

External Marks : 75

Internal Marks : 25

Time : 3 hrs.

Unit-I

Meaning and Nature of Values; Values in context of Business; Mission Statement and Role of Corporate Values in Shaping it; influence of individual Values on Morality of Managers; Indian Values and Changing Value systems of India.

Unit-II

Ethics; Evolution of Ethics and their relation to values, normal morals. Nature of Ethics and Relevance to Business; Virtue theory; Utilitarianism and its Applications to Business; Rights; Justice; Profit Maximization vis-a-vis Ethics.

Unit-III

Contemporary Issues : Workplace Spirituality; Indian Ethos for Business; Vedanta and Managers. Corporate Social Responsibility : Public Policy of a Corporation and its role in a market society; the nature of an ethical corporation; concept of Total Ethical Management.

Unit-IV

Ethical Responsibilities of Business towards customers; Ethical Issues in Marketing; Issues relating to Product Safety, Product Quality, Pricing and Promotion. Ethical Responsibility of Business towards employees; whistleblowing; the changing workplace; employees discrimination; harassment of female workforce; rights and obligations of employees and employers.

SUGGESTED READING :

1. Buchholz and Rossthal, Business Ethics, Prentice Hall.
2. David Stewart, Business Ethics, McGraw Hill.
3. Stoner, Freeman, Gilbert, Management.
4. Corporate Governance and Business Ethics - AIMA:

5. S.A. Sherletar, Ethics in Management, Himalaya Publishers.

Note :-

1. The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. In Case, a Case Study is included it will carry marks equivalent to two Questions.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

INDIAN BUSINESS ENVIRONMENT

Paper Code : 504102/bba-402

External Marks : 75

Internal Marks : 25

Time : 3 hrs.

Unit-I

Nature, components and determinants of business environmental; basic structure of Indian economy and growth trends; basic nature of Indian economic system; relation size and growth of public and private corporate sector; social responsibility of business; broad features of India's now economic policy.

Unit-II

Trend and pattern of industrial growth; review of industrial policy developments; industrial licensing policy; liberalisation of the private sector trends and issues in corporate management; growth and problems of the small scale sector reforms and privatisation the problem of industrial sickness major current state of industrial relations and industrial relations machinery; Major provisions of companies Act, MRTP Act, SICA and Industrial Disputes Act.

Unit-III

Development banking finance for corporate Sector-trends pattern and policy; regulation of stock exchanges and the role of SEBI; SEBI guidelines relating to fresh issues of companies; banking sector reforms; challenges facing public sector banks; growth and changing structure of non-bank

financial institutions; problem of non-performing assets in India's financial sector.

Unit-IV

Trends and pattern of India's foreign trade and balance of payments; latest EXIM policy - main features; policy towards foreign direct investment; globalisation trends in Indian economy; role of MNCs; India's policy commitments to multilateral institutions - IMF, World Bank and WTO.

BOOKS RECOMMENDED

1. F. Cherunilum, Business Environment, Himalaya Publishing House, New Delhi.
2. N.K. Sengupta, Government and Business, Vikas, New Delhi.
3. K. Aswathappa, Business Environment for Strategic Management, Himalaya Publishing House, New Delhi.
4. Govt. of India, Economic Survey (Latest year).

Note :-

1. The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. In case, a Case Study is included it will carry marks equivalent to two Questions.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

BUSINESS LAWS

Paper Code : 504103/bba-403

External Marks : 75

Internal Marks : 25

Time : 3 hrs.

Unit-I

The Indian Contract Act, 1872. Essentials of a valid contract Void Agreements. Performance of Contracts. Breach of contract and its remedies. Quasi-Contracts.

Unit-II

The sale of Goods Act, 1930 : Formation of contract;

conditions and warranties. Transfer of property, performance of contract : Rights of an unpaid seller.

Unit-III

The Negotiable Instruments Act, 1881, Nature and types, Negotiation and Assignment. Holdér-in-Due Course, Dishonour and Discharge of a Negotiable Instrument.

Unit-IV

The Companies Act, 1956. Nature and types of Companies, Formation, Memorandum and Articles of Association, Prospectus. Allotment of Shares. Shares and Share capital, Membership, Borrowing powers, management and meeting, winding up.

SUGGESTED READINGS :

- | | |
|----------------|----------------|
| 1. N.D. Kapoor | Commercial Law |
| 2. Avtar Singh | Company Law |
| 3. M.G. Sukla | Mercentile Law |

Note :-

1. The External Examiner will set 8 questions in the Question Paper selecting at least two questions from seach unit. In case, a Case Study is included it will carry marks equivalent to two Questions.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

BUSINESS RESEARCH METHODS

Paper Code : 504104/bba-404

External Marks : 75

Internal Marks : 25

Time : 3 hrs.

Unit-I

Decisional Research : Definition and Scope Role of Decision maker and research; identification of problems; decision steps and research objectives, uncertainty and decision research. Research Design : Descriptive, Exploratory, Descriptive, Diagnostic and Experimental.

Unit-II

Data Collection : Secondary and Primary Data sources; Techniques of Data Collection; Sampling : Procedure, Probability and Non-Probability sampling, Sampling errors; Tabulation of Data; Attitude Scales and measurement of attitude.

Unit-III

Data Analysis : Interpretation and presentation; basic considerations in choice of analysis and statistical techniques; hypothesis testing; tests of significance; chi-square analysis.

Unit-IV

Report Writing : Substance of Research Based Reports, Formats of reports, Report writing Technique and Final presentation of the report.

SUGGESTED READING :

1. C.R. Kothari, Research Methodology - Methods and Techniques, Wiley International Ltd., New Delhi.
2. William J. Goode & Paul K. Hatt, Methods in Social Research McGraw - Hill, New Delhi.
3. C.A. Moser & G. Kalton, Survey Methods in Social Investigation, Heinemann Educational Books, Ltd., London.
4. P.L. Bhandar Kar & T.S. Wilkinson, Methodology and Techniques of Social Research, Himalaya Publishing House, Delhi.
5. V.P. Michael, Research Methodology in Management, Himalaya Publishing House, Delhi.
6. V.P. Michael, communication and Research for Management, Himalaya Publishing House, Delhi.
7. S.R. Bajpai, Methods of Social Survey and Research, Kitab Ghar, Kanpur.
8. M.H. Gopal, An Introduction to Research Procedure in Social Sciences, Asian Publishing House, Bombay.

Note :-

1. The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. In Case, a Case Study is included it will carry marks equivalent to two Questions.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

INTRODUCTION TO INTRODUCTION TECHNOLOGY**Paper Code : 504105/bba-405****External Marks : 50****Practical Marks : 50****Time : 3 hrs.****Unit-I**

Introduction to Networks : Uses of a Network, Categories of Networks, Topologies, Networks Media & Hardware, Network Software.

Unit-II

Word Processor : Advantage, Entering Text, Editing Text, Formatting Text, Mail Merge.

Unit-III

Electric Spread sheets : Advantages, Application Areas, Creating a Worksheet, Functions, Types of Graphs, Creating Graphs, Formatting Cells, Macros.

Unit-IV

Introduction to Internet : Background & History, Working, Major Features, Accessing the Internet, Major Application Areas, Introduction to Multimedia.

RECOMMENDED READINGS :

- | | | |
|----------------------------|---|-------------|
| 1. Teach yourself Internet | - | Techmedia |
| 2. MS-Office | - | Leon & Leon |
| 3. MS-Office | - | R.K. Taxali |

Lab : Practice in MS-Office.

Note :-

1. The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. In case, a Case Study is included it will carry marks equivalent to two Questions.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

BBA 3rd Year (Fifth Semester)

MARKETING MANAGEMENT

Paper Code: 505101/bba-501

External Marks: 75

Internal Marks : 25

Time : 3 Hours

Unit- I

Introduction to Marketing; Core concepts of marketing; Orientation towards market place; Difference between Marketing and Selling; Marketing Process; Marketing Environment.

Unit- II

Determinants of consumer behaviour, Consumer's Purchase decision process; Market Segmentation and Target Marketing; Marketing Research; Marketing Information System; Planning of Marketing Mix.

Unit- III

Product decisions; Branding and Packaging decision; Product Life Cycle; Pricing strategy,

Unit- IV

Selecting and Managing Marketing Channels; Retailing, Wholesaling and Physical Distribution; Communication and Promotion mix; Designing Effective Advertising program; Sales Promotion.

BOOKS RECOMMENDED

1. Philip Kotler, marketing Management; Analysis, Planning, Implementation and Control; Prentice Hall of India Pvt. Ltd., New Delhi.
2. Philip Kotlet and Gary Armstrong, Principles of Marketing, Prentice Hall of India Pvt. Ltd., New Delhi.
3. Rajan Saxena, Marketing Management; Tata McGraw Hill Publishing Co. Ltd., New Delhi.
4. William Staton, et. Al., Fundamentals of marketing, McGraw Hill International Editions.

NOTE:-

1. The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. In case, a Case Study is included it will carry marks equivalent to two Questions.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

FINANCIAL MANAGEMENT**Paper Code: 505102/bba-502****External Marks: 75****Internal Marks : 25****Time : 3 Hours****Unit- I**

Evolution, Scope and function of Finance Managers, Objectives of the firm; Profit Vs. Wealth Maximisation.

Unit- II

Investment Decisions: Brief introduction of Cost of Capital, Methods of Capital Budgeting: ARR.PBP.NPV and IRR. Capital Rationing. (Simple problems of Capital Budgeting Methods)

Unit- III

Financing Decision: Financial Leverage; Capital Structure Theories NI, NOI and Traditional approach; EPS-EBIT

Unit- IV

Dividend decision and Management of Working Capital; Determinants of Dividend Policy; Walter's Dividend Model; Working Capital Concept and Operating Cycle Method, Brief Discussion on Management of Cash, Receivable and Inventory. (Simple problem on operating cycle and Inventory Management).

SUGGESTED READINGS

1. Pandey I.M., Financial Management, Vikas Publishing House, New Delhi.
2. Khan and Jain, Financial Management, Tata McGraw Hill, New Delhi.
3. Kishore, R. Financial Management, Taxman's Publishing House, New Delhi.

NOTE:-

1. The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. In case, a Case Study is included it will carry marks equivalent to two Questions.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

PRODUCTION MANAGEMENT**Paper Code: 505103/bba-503****External Marks: 75****Internal Marks : 25****Time : 3 Hours****Unit-I**

Production/Operations Management: Introduction, Major decisions, objectives and activities; Difference between products and services" (from POM view point). Characteristics of a production system.

Unit-II

Types of production systems: Production to order and

production to stock; Plant Location; Factors affecting locations & evaluating different locations; Plant layout; Meaning, Objectives, characteristics and types; Plant layout and materials handling.

Unit- III

Production Planning and Control: Meaning, objectives, advantages and elements, PPC and production systems, Aggregate planning and Master production Schedules, Sequencing and assignment problems. Motion and Time Study.

Unit- IV

Inventory control: Objectives, advantages and techniques (EOQ Model and ABC Analysis). Quality Control: Meaning and importance; inspection, quality control charts for variables & attributes and Acceptance Sampling; Maintenance; Meaning; importance and types.

SUGGESTED READINGS

The list of books, cases and other specific references, including recent articles will be announced in the class by the concerned teacher.

NOTE:-

1. The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. In case, a Case Study is included it will carry marks equivalent to two Questions.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

PERSONNEL MANAGEMENT
Paper Code: 505104/bba-504

External Marks: 75

Internal Marks : 25

Time : 3 Hours

Unit- I

Personnel Management Definition, Nature, Objectives Changing Scope of Personnel Management, Challenges to modern personnel Management environment in India, Role of Personnel management in organisation, Personnel functions, Personnel Policies

Unit-II

Procurement: Job analysis, job description, job specifications, Human Resource Planning Significance & Process, Recruitment-Sources & methods, Selection-criteria and process, induction training.

Unit- III

Development concepts of Training and Development, Need for and benefits of training, Assessing training needs, training techniques, Management Development- Nature & purpose, Approaches for developing managers - Job Rotation, Coaching, Junior Board, case method, Role playing, Management Games, Career planning, Managing promotions & transfers.

Unit- IV

Compensation: Objectives, Compensation, Factors Influencing compensation, components of pay structure, Methods of pay fixation, Incentives-financial non-financial, Incentives for the employees, managers, organisation wide incentive plans, employee benefits & services, performance appraisal Techniques problems and issues.

BOOKS RECOMMENDED

1. Diwedi, R.S., Personnel Management, Oxford & IBH Publishing Co., 1992.

2. Dessler Gary, Human Resource Management, Prentice Hall Inc. Englewood Cliffs, 1994.
3. Aswathappa, K., Human Resources & Personnel Management, Tata McGraw Hill, New Delhi, 1999.

NOTE:-

1. The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. In case, a Case Study is included it will carry marks equivalent to two Questions.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

ADVANCED INFORMATION TECHNOLOGY**Paper Code: 505105/bba-505****External Marks: 50****Practical Marks : 50****Time : 3 Hours****Unit- I**

Internet: Concepts, Internet Service Provider, Setting Windows Environment for Dialup Networking, Dialing of Networks, Search Engine Concept Searching Web using Search Engines, Audio on Internet, Adding File Types in MS Internet Explorer, Subscribing to News Groups.

Unit- II

Intranet: Intranet Concepts and Architecture, Building Corporate Wide Web, The HTTP Protocols (Understanding Application Layers), Intranet Infrastructure, Fundamental of TCP/IP (Understanding transport layers), Intranet Connectivity, Intranet Security Design, Intranet as Business tool, Future of Intranet, Costs of Intranet, Protocols of Communications.

Unit- III

Introduction of MS-Back Office, Electronic Communication, ISP Type of Accounts, Tools: Sending & receiving mails, Electronic Tele & Video Conferences.

Unit- IV

Multimedia- Introduction, Tools & Technique. Multimedia - Hardware (Window, Production Platforms & Peripherals), Multimedia - Software (Authorizing Tools), Multimedia Building Blocks (Text, Sound, Images, Animation, Video), Assembling & Developing the projects.

RECOMMENDED READINGS

Desborough John. (1996). Intranet Web Development. New Riders Publishing, Indianapolis Indiana.

Hinriches R.J. (199) Intranet what's the bottom line. Sun Microsystems Press. A Prentice Hall Publications.

Mary Ann Pike et al. (1998). Using the Internet QUE.

Peter Kent (1996). 10 Minutes guide to the Internet. PHI.

John Viuamil-Cabanova and Louis Molina (1998). Multimedia An introduction. Prentice Hall/Macmillan Computer Publishing.

Ron Wodakashi (1995). Multimedia and madness- Excitement of Multimedia. SAMS Publishing.

Tay Vaughan (1998). Multimedia- making it works. Osborne.

Ben Willmore (1998) Adobe Photoshop 5.0, Studio Techniques ABODE Press.

Lab: Practice in Photo Shop & other Multimedia Packages, Working with Web Browsers.

NOTE:-

1. The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. In case, a Case Study is included it will carry marks equivalent to two Questions.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

BBA 3rd Year (Sixth Semester)**TAXATION LAWS**

Paper Code: 506101/bba-601

External Marks: 75

Internal Marks : 25

Time : 3 Hours

Unit - I

Basic concepts of Income Tax, Residential Status and Tax incidence, Income Exempted from Tax

Unit-II

Income from salaries, Income from House property and Income form Profits & Gains of Business and profession

Unit- III

Income from capital Gains, Income from other sources: Set off and carry forward of Losses; Clubbing of Income

Unit- IV

Deductions from Gross Total Income, Assessment of Individuals, HUF and Firms.

SUGGESTED READINGS

The list of books, cases and other specific references, including recent articles will be announced in the class by the concerned teacher.

NOTE:-

1. The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. In case, a Case Study is included it will carry marks equivalent to two Questions.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

STRUCTURED SYSTEMS ANALYSIS & DESIGN

Paper Code: 506102/bba-602

External Marks: 50

Practical Marks : 50

Time : 3 Hours

Unit- I

Introduction to Analysis & Design: SDLC, CASE tools for Analyst, Role of System Analyst, ER Data Models, Feasibility Study - Economic, Technical, Operational.

Unit- II

Design of Application: DFDs, Form Design, Screen Design, Report Design, Structure Chart, Data Requirements Data base Definition, Equipment Specification & Selection, Personnel Estimates, I-O Design, Storage Requirements.

Unit- III

Implementation & Installation: Data Dictionary, Structured English, Decision Tables, Decision Trees, Installation Types, Logical Design to Physical Implementation.

Unit- IV

Introduction to Distributed Data Processing & Real Time System: Evaluating Distributing System, Designing Distributed Data Bases. Event Based Real time Analysis Tools, State Transition Diagrams.

RECOMMENDED READINGS

- | | |
|--------------------------------------|--------------|
| 1. Analysis & Design of James A. Sem | McGraw Hill |
| Information System | |
| 2. SAD | Len Fertuck |
| | McGraw Hill |
| 3. SAD | Powers, Cray |
| | McGraw Hill |
| 4. SAD | Elias M Awad |
| | PHI |

Lab:- System Analysis and Designing of various Business Systems.

NOTE:-

1. The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. In case, a Case Study is included it will carry marks equivalent to two Questions.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

FUNDAMENTALS OF INTERNATIONAL BUSINESS**Paper Code: 506103/bba-603****External Marks: 75****Internal Marks : 25****Time : 3 Hours****Unit- I**

Nature and main fields of International Business; Domestic versus International Business; major risks and challenges of IB; International business environment - components and determinants; the process of internationalisation of business; concept of globalisation; balance of payments accounting; basic nature of foreign exchange market

Unit- II

Nature of multinational enterprise and foreign direct investment; basic motives and determinants of foreign direct investment; methods & forms of international business entry; strategic orientation of MNCs; basics of MNE strategy formulation and implementation.

Unit- III

International trade theory - the theory of absolute advantage; theory of comparative advantage; factor endowment theory and International product life-cycle theory; tariff and non-tariff barriers to international trade; international logistic decisions; major trade documents; main intermediaries in international trade.

Unit- IV

Assessing international markets; designing products for

foreign markets; branding decisions; promotional decisions; pricing decision; basic methods of international payment. Regulation of international business - a overview of the role of WTO, IMF, UNCTAD and world Bank.

BOOKS RECOMMENDED

ALAN M. RUGMAN and RICHARD D. HODGETTS, International Business A Strategic Management Approach, McGraw Hill

V.K. BHALLA and S. SHIVA RAMU, International Business Environment and Management, Anmol Publications.

J.H. DUNNING, The Globalisation of Business, Routledge, London.

ONKVISIT and SHAW, International Marketing.

NOTE:-

1. The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. In case, a Case Study is included it will carry marks equivalent to two Questions.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

CONSUMER PROTECTION

Paper Code: 506104/bba-604

External Marks: 75

Internal Marks : 25

Time : 3 Hours

Unit- I

Concept of consumer, Types of consumers; need for consumer protection; methods of consumer protection - legal and voluntary; consumer buying motives; doctrines of caveat emptor and caveat venditor; Concept of consumer's sovereignty.

Unit- II

Measures for consumer protection in India; basic provisions of the consumer Protection Act, 1986; consumer rights; Organisational set up- National and State Consumer Protection

Councils; District Forum, State Commission and National Commission; their functions; powers and jurisdiction. Grounds of filling complaint; procedure of filing a complaint; relief available.

Unit- III

Consumer protection measures under the Monopolies and Restrictive Trade Practices Act, 1969; concept and remedy against unfair trade practices and restrictive trade practices; consumers; roles and rights under the MRTP Act.

Consumer protection measures under other legislations- A overview of the Bureau of Indian Standards Act, 1986; the Drugs and Cosmetics Act, 1940; the Prevention of Food Adulteration Act, 1954.

Unit- IV

Recent developments in consumer protection movement in India; role of voluntary consumer organisations product testing; growing consumer awareness - role of the media and Government; formation and registration of a voluntary consumer organisation; business self-regulation; Advertising Standards Council of India.

BASIC READINGS

1. Aaker and Day (eds.), Consumerism: Search for the Consumer Interest.
2. Gulshan, Consumer Protection and Satisfaction: Legal and Managerial Dimensions.
3. Aggarwal, Consumer Protection in India.
4. Y.S. Verma and C. Sharma, Consumerism in India, Anamika Prakashan, Delhi.

NOTE:-

1. The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. In case, a Case Study is included it will carry marks equivalent to two Questions.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.