

**SCHEME OF EXAMINATION**

**&**

**SYLLABI**

**of**

**BACHELOR OF BUSINESS ADMINISTRATION  
(INDUSTRY-INTEGRATED)  
*(Specialization: Entrepreneurship)***

**MAHARSHI DAYANAND UNIVERSITY  
ROHTAK (HARYANA)**

**CURRICULUM AND SCHEME OF EXAMINATIONS OF  
BBA – (INDUSTRY-INTEGRATED)  
(ENTREPRENEURSHIP)  
FROM THE SESSION 2011-12**

**FIRST YEAR  
First Semester**

<b>Paper No.</b>	<b>Title of the Paper(s)</b>	<b>Theory Marks</b>	<b>Internal Marks</b>	<b>Practical Marks</b>	<b>Total Marks</b>
BBAIL-101	Foundations of Management	80	20	-	100
BBAIL-102	Business Economics	80	20	-	100
BBAIL-103	Financial Accounting	80	20	-	100
BBAIL-104	Computers and Information Systems	50	-	-	50
BBAIL-105	Research Methodology	80	20	-	100
BBAIL-106	Computers and Information Systems Lab.	-	-	50	50
	<b>TOTAL</b>				<b>500</b>

**Second Semester**

<b>Paper No.</b>	<b>Title of the Paper(s)</b>	<b>Theory Marks</b>	<b>Internal Marks</b>	<b>Practical Marks</b>	<b>Total Marks</b>
BBAIL-201	Marketing Management	80	20	-	100
BBAIL-202	Human Resource Management	80	20	-	100
BBAIL-203	Business Statistics	80	20	-	100
BBAIL-204	Internet and Intranet	50	-	-	50
BBAIL-205	Financial Management	80	20	-	100
BBAIL-206	Internet and Intranet Lab.	-	-	50	50
BBAIL-207	Training Report	-	-	-	100
	<b>TOTAL</b>				<b>600</b>

**SECOND YEAR****Third Semester**

<b>Paper No.</b>	<b>Title of the Paper(s)</b>	<b>Theory Marks</b>	<b>Internal Marks</b>	<b>Practical Marks</b>	<b>Total Marks</b>
BBAll-301	Indian Business Environment	80	20	-	100
BBAll-302	Production Management & TQM	80	20	-	100
BBAll-305	System Analysis and Design	50	-	-	50
BBAll-306	Training Report	-	-	-	100
BBAll-307	System Analysis & Design (Practical)	-	-	50	50
BBAll-312	Project Management	80	20	-	100
BBAll-313	Business Creation and Growth Management	80	20	-	100
	TOTAL				600

**Fourth Semester**

<b>Paper No.</b>	<b>Title of the Paper(s)</b>	<b>Theory Marks</b>	<b>Internal Marks</b>	<b>Practical Marks</b>	<b>Total Marks</b>
BBAll-401	Organizational Behaviour	80	20	-	100
BBAll-402	Management & Cost Accounting	80	20	-	100
BBAll-403	Quantitative Aids to Decision Making	80	20	-	100
BBAll-404	DBMS & RDBMS	50	-	-	50
BBAll-406	Training Report	-	-	-	100
BBAll-407	Oracle Lab	-	-	50	50
BBAll-411	International Business Environment	80	20	-	100
	TOTAL				600

**THIRD YEAR  
Fifth Semester**

Paper No.	Title of the Paper(s)	Theory Marks	Internal Marks	Practical Marks	Total Marks
BBAll-501	Sales and Distribution Management	80	20	-	100
BBAll-502	Business Policy and strategic Management	80	20	-	100
BBAll-503	Consumer Behavior	80	20	-	100
BBAll-504	MIS and E-business	50	-	-	50
BBAll-506	Training Report	-	-	-	100
BBAll-507	E-Business Lab.	-	-	50	50
BBAll-511	Innovation and Entrepreneurship	80	20	-	100
	TOTAL				600

**Sixth Semester**

Paper No.	Title of the Paper(s)	Theory Marks	Internal Marks	Practical Marks	Total Marks
BBAll-601	Entrepreneurship Development	80	20	-	100
BBAll-602	International Business	80	20	-	100
BBAll-603	Mercantile Law	80	20	-	100
BBAll-606	Training Report	-	-	-	100
BBAll-607	Service Marketing	80	20	-	100
BBAll-609	Retail Marketing Management	80	20	-	100
	TOTAL				600

**Note:**

- Each students will attend the Institute/College and in a designated industrial organisation to receive industrial training at the job level as under:-  
 1st semester : Teaching days at the Institute/College = 6 days per week  
 IInd to VIth semester : Teaching days at the Institute/College= 3 days per week  
 and Industrial days = 3 days per week
- At the end of the semester, each student will submit on the job training report containing 30-40 pages duly approved by industrial supervisor. The on the job training report will be evaluated in two parts. Written report worth 50 marks shall be evaluated by the external examiner. The second part covering 50 marks will be evaluated on the basis of presentation of work done by the student. The presentation will be evaluated jointly by a board consisting of the Director/Principal of the college/institute of the off- campus learning centre and an industry expert nominated by the University.

**SCHEME OF EXAMINATION**

**&**

**SYLLABI**

**of**

**BACHELOR OF BUSINESS ADMINISTRATION  
(INDUSTRY-INTEGRATED)  
*(Specialization: Financial Services and Banking)***

**MAHARSHI DAYANAND UNIVERSITY  
ROHTAK (HARYANA)**

**CURRICULUM AND SCHEME OF EXAMINATIONS OF  
BBA – (INDUSTRY-INTEGRATED)  
(FINANCIAL SERVICES AND BANKING)  
From the session 2011-12**

**FIRST YEAR**

**First Semester**

<b>Paper No.</b>	<b>Title of the Paper(s)</b>	<b>Theory Marks</b>	<b>Internal Marks</b>	<b>Practical Marks</b>	<b>Total Marks</b>
BBAll-101	Foundations of Management	80	20	-	100
BBAll-102	Business Economics	80	20	-	100
BBAll-103	Financial Accounting	80	20	-	100
BBAll-104	Computers and Information Systems	50	-	-	50
BBAll-105	Research Methodology	80	20	-	100
BBAll-106	Computers and Information Systems Lab.	-	-	50	50
	<b>TOTAL</b>				<b>500</b>

**Second Semester**

<b>Paper No.</b>	<b>Title of the Paper(s)</b>	<b>Theory Marks</b>	<b>Internal Marks</b>	<b>Practical Marks</b>	<b>Total Marks</b>
BBAll-201	Marketing Management	80	20	-	100
BBAll-202	Human Resource Management	80	20	-	100
BBAll-203	Business Statistics	80	20	-	100
BBAll-204	Internet and Intranet	50		-	50
BBAll-205	Financial Management	80	20	-	100
BBAll-206	Internet and Intranet Lab	-	-	50	50
BBAll-207	Training Report	-	-	-	100
	<b>TOTAL</b>				<b>600</b>

**SECOND YEAR****Third Semester**

<b>Paper No.</b>	<b>Title of the Paper(s)</b>	<b>Theory Marks</b>	<b>Internal Marks</b>	<b>Practical Marks</b>	<b>Total Marks</b>
BBAIL-301	Indian Business Environment	80	20	-	100
BBAIL-302	Production Management & TQM	80	20	-	100
BBAIL-305	System Analysis and Design	50		-	50
BBAIL-306	Training Report	-	-	-	100
BBAIL-307	System Analysis & Design	-	-	50	50
BBAIL-312	Project Management	80	20	-	100
BBAIL-314	Investment Banking – I	80	20	-	100
	<b>TOTAL</b>				<b>600</b>

**SECOND YEAR****Fourth Semester**

<b>Paper No.</b>	<b>Title of the Paper(s)</b>	<b>Theory Marks</b>	<b>Internal Marks</b>	<b>Practical Marks</b>	<b>Total Marks</b>
BBAIL-401	Organizational Behaviour	80	20	-	100
BBAIL-402	Management & Cost Accounting	80	20	-	100
BBAIL-403	Quantitative Aids to Decision Making	80	20	-	100
BBAIL-404	DBMS & RDBMS	50	-	-	50
BBAIL-406	Training Report	-	-	-	100
BBAIL-407	Oracle Lab	-	-	50	50
BBAIL-410	Investment Banking – II	80	20	-	100
	<b>TOTAL</b>				<b>600</b>

**THIRD YEAR  
Fifth Semester**

Paper No.	Title of the Paper(s)	Theory Marks	Internal Marks	Practical Marks	Total Marks
BBAll-501	Sales and Distribution Management	80	20	-	100
BBAll-502	Business Policy and strategic Management	80	20	-	100
BBAll-503	Consumer Behaviour	80	20	-	100
BBAll-504	MIS and E-Business	50	-	-	50
BBAll-506	Training Report	-	-	-	100
BBAll-507	E-Business Lab.	-	-	50	50
BBAll-510	Financial Markets and Environment	80	20	-	100
	TOTAL				600

**Sixth Semester**

Paper No.	Title of the Paper(s)	Theory Marks	Internal Marks	Practical Marks	Total Marks
BBAll-601	Entrepreneurship Development	80	20	-	100
BBAll-602	International Business	80	20	-	100
BBAll-603	Mercantile Law	80	20	-	100
BBAll-606	Training Report	-	-	-	100
BBAll-607	Service Marketing	80	20	-	100
BBAll-610	Management of Financial Services	80	20	-	100
	TOTAL				600

**Note:**

- Each students will attend the Institute/College and in a designated industrial organisation to receive industrial training at the job level as under:-  
 Ist semester : Teaching days at the Institute/College = 6 days per week  
 IInd to VIth semester : Teaching days at the Institute/College= 3 days per week  
 and Industrial days = 3 days per week
- At the end of the semester, each student will submit on the job training report containing 30-40 pages duly approved by industrial supervisor. The on the job training report will be evaluated in two parts. Written report worth 50 marks shall be evaluated by the external examiner. The second part covering 50 marks will be evaluated on the basis of presentation of work done by the student. The presentation will be evaluated jointly by a board consisting of the Director/Principal of the off-campus learning centre and an industry expert nominated by the University.



**SCHEME OF EXAMINATION**

**&**

**SYLLABI**

**of**

**BACHELOR OF BUSINESS ADMINISTRATION  
(INDUSTRY-INTEGRATED)  
(*Specialization: Insurance*)**

**MAHARSHI DAYANAND UNIVERSITY  
ROHTAK (HARYANA)**

**CURRICULUM AND SCHEME OF EXAMINATIONS OF  
BBA – (INDUSTRY-INTEGRATED)  
(INSURANCE)  
For the session 2011-12**

**FIRST YEAR**

**First Semester**

<b>Paper No.</b>	<b>Title of the Paper(s)</b>	<b>Theory Marks</b>	<b>Internal Marks</b>	<b>Practical Marks</b>	<b>Total Marks</b>
BBAIL-101	Foundations of Management	80	20	-	100
BBAIL-102	Business Economics	80	20	-	100
BBAIL-103	Financial Accounting	80	20	-	100
BBAIL-104	Computers and Information Systems	50	-	-	50
BBAIL-105	Research Methodology	80	20	-	100
BBAIL-106	Computers and Information Systems Lab.	-	-	50	50
	<b>TOTAL</b>				<b>500</b>

**Second Semester**

<b>Paper No.</b>	<b>Title of the Paper(s)</b>	<b>Theory Marks</b>	<b>Internal Marks</b>	<b>Practical Marks</b>	<b>Total Marks</b>
BBAIL-201	Marketing Management	80	20	-	100
BBAIL-202	Human Resource Management	80	20	-	100
BBAIL-203	Business Statistics	80	20	-	100
BBAIL-204	Internet and Intranet	50	-	-	50
BBAIL-205	Financial Management	80	20	-	100
BBAIL-206	Internet and Intranet Lab	-	-	50	50
BBAIL-207	Training Report	-	-	-	100
	<b>TOTAL</b>				<b>600</b>

## SECOND YEAR

### Third Semester

Paper No.	Title of the Paper(s)	Theory Marks	Internal Marks	Practical Marks	Total Marks
BBAll-301	Indian Business Environment	80	20	-	100
BBAll-302	Production Management & TQM	80	20	-	100
BBAll-305	System Analysis and Design	50	-	-	50
BBAll-306	Training Report	-	-	-	100
BBAll-307	System Analysis & Design	-	-	50	50
BBAll-308	Elements of Insurance and Maritime Law	80	20	-	100
BBAll-309	Insurance Salesman ship and Marketing	80	20	-	100
	TOTAL				600

### Fourth Semester

Paper No.	Title of the Paper(s)	Theory Marks	Internal Marks	Practical Marks	Total Marks
BBAll-401	Organizational Behaviour	80	20	-	100
BBAll-402	Management & Cost Accounting	80	20	-	100
BBAll-403	Quantitative Aids to Decision Making	80	20	-	100
BBAll-404	DBMS & RDBMS	50	-	-	50
BBAll-406	Training Report	-	-	-	100
BBAll-407	Oracle Lab	-	-	50	50
BBAll-408	Insurance Operations & Reinsurance	80	20	-	100
	TOTAL				600

## THIRD YEAR

### Fifth Semester

Paper No.	Title of the Paper(s)	Theory Marks	Internal Marks	Practical Marks	Total Marks
BBAIL-501	Sales and Distribution Management	80	20	-	100
BBAIL-502	Business Policy and strategic Management	80	20	-	100
BBAIL-503	Consumer Behaviour	80	20	-	100
BBAIL-504	MIS and E-Business	50	-	-	50
BBAIL-506	Training Report	-	-	-	100
BBAIL-507	E-business Lab.	-	-	50	50
BBAIL-508	Health, Group, Life and General Insurance	80	20	-	100
	TOTAL				600

### Sixth Semester

Paper No.	Title of the Paper(s)	Theory Marks	Internal Marks	Practical Marks	Total Marks
BBAIL-601	Entrepreneurship Development	80	20	-	100
BBAIL-602	International Business	80	20	-	100
BBAIL-603	Mercantile Law	80	20	-	100
BBAIL-606	Training Report	-	-	-	100
BBAIL-607	Service Marketing	80	20	-	100
BBAIL-608	Underwriting	80	20	-	100
	TOTAL				600

### Note:

- Each students will attend the Institute/College and in a designated industrial organisation to receive industrial training at the job level as under:-  
Ist semester : Teaching days at the Institute/College = 6 days per week  
IInd to VIth semester : Teaching days at the Institute/College= 3 days per week  
and Industrial days = 3 days per week
- At the end of the semester, each student will submit a on the job training report containing 30-40 pages duly approved by industrial supervisor. The on the job training report will be evaluated in two parts. Written report worth 50 marks shall be evaluated by the external examiner. The second part covering 50 marks will be evaluated on the basis of presentation of work done by the student. The presentation will be evaluated jointly by a board consisting of the Director/Principal of the off-campus learning centre and an industry expert nominated by the University.

**SCHEME OF EXAMINATION**

**&**

**SYLLABI**

**of**

**BACHELOR OF BUSINESS ADMINISTRATION  
(INDUSTRY-INTEGRATED)  
(*Specialization: Information Technology*)**

**Maharshi Dayanand University  
Rohtak (Haryana)**

**CURRICULUM AND SCHEME OF EXAMINATIONS  
OF  
BBA – (INDUSTRY-INTEGRATED)  
(INFORMATION TECHNOLOGY)  
From the session 2011-12**

**FIRST YEAR  
First Semester**

<b>Paper No.</b>	<b>Title of the Paper(s)</b>	<b>Theory Marks</b>	<b>Internal Marks</b>	<b>Practical Marks</b>	<b>Total Marks</b>
BBAIL-101	Foundations of Management	80	20	-	100
BBAIL-102	Business Economics	80	20	-	100
BBAIL-103	Financial Accounting	80	20	-	100
BBAIL-104	Computers and Information Systems	50	-	-	50
BBAIL-105	Research Methodology	80	20	-	100
BBAIL-106	Computers and Information Systems Lab.	-	-	50	50
	<b>TOTAL</b>				<b>500</b>

**Second Semester**

<b>Paper No.</b>	<b>Title of the Paper(s)</b>	<b>Theory Marks</b>	<b>Internal Marks</b>	<b>Practical Marks</b>	<b>Total Marks</b>
BBAIL-201	Marketing Management	80	20	-	100
BBAIL-202	Human Resource Management	80	20	-	100
BBAIL-203	Business Statistics	80	20	-	100
BBAIL-205	Financial Management	80	20	-	100
BBAIL-207	Training Report	-	-	-	100
BBAIL-208	C++/OOPS	50	-	-	50
BBAIL-209	C++/OOPS Lab	-	-	50	50
	<b>TOTAL</b>				<b>600</b>

## SECOND YEAR

### Third Semester

<b>Paper No.</b>	<b>Title of the Paper(s)</b>	<b>Theory Marks</b>	<b>Internal Marks</b>	<b>Practical Marks</b>	<b>Total Marks</b>
BBAll-301	Indian Business Environment	80	20	-	100
BBAll-302	Production Management & TQM	80	20	-	100
BBAll-303	Programming in VB	50	-	-	50
BBAll-304	Computer Networks	80	20	-	100
BBAll-305	System Analysis and Design	50	-	-	50
BBAll-306	Training Report	-	-	-	100
BBAll-307	System Analysis and Design Lab	-	-	50	50
	TOTAL				600

### Fourth Semester

<b>Paper No.</b>	<b>Title of the Paper(s)</b>	<b>Theory Marks</b>	<b>Internal Marks</b>	<b>Practical Marks</b>	<b>Total Marks</b>
BBAll-401	Organizational Behaviour	80	20	-	100
BBAll-402	Management & Cost Accounting	80	20	-	100
BBAll-403	Quantitative Aids to Decision Making	80	20	-	100
BBAll-404	DBMS & RDBMS	50	-	-	50
BBAll-405	Multimedia Technology	80	20	-	100
BBAll-406	Training Report	-	-	-	100
BBAll-407	Oracle Lab	-	-	50	50
	TOTAL				600

## THIRD YEAR

### Fifth Semester

Paper No.	Title of the Paper(s)	Theory Marks	Internal Marks	Practical Marks	Total Marks
BBAIL-501	Sales and Distribution Management	80	20	-	100
BBAIL-502	Business Policy and strategic Management	80	20	-	100
BBAIL-503	Consumer Behaviour	80	20	-	100
BBAIL-504	MIS and E-business	50	-	-	50
BBAIL-505	IT Infrastructure Management(H/w & Networking)	80	20	-	100
BBAIL-506	Training Report	-	-	-	100
BBAIL-507	E-business Lab.	-	-	50	50
	Total				600

## THIRD YEAR

### Sixth Semester

Paper No.	Title of the Paper(s)	Theory Marks	Internal Marks	Practical Marks	Total Marks
BBAIL-601	Entrepreneurship Development	80	20	-	100
BBAIL-602	International Business	80	20	-	100
BBAIL-603	Mercantile Law	80	20	-	100
BBAIL-604	Software Engineering	80	20	-	100
BBAIL-605	Distributed DBMS	80	20	-	100
BBAIL-606	Training Report	-	-	-	100
	TOTAL				600

### **Note:**

- Each students will attend the Institute/College and in a designated industrial organisation to receive industrial training at the job level as under:-  
Ist semester : Teaching days at the Institute/College = 6 days per week  
IInd to VIth semester : Teaching days at the Institute/College= 3 days per week  
and Industrial days = 3 days per week
- At the end of the semester, each student will submit a on the job training report containing 30-40 pages duly approved by industrial supervisor. The on the job training report will be evaluated in two parts. Written report worth 50 marks shall be evaluated by the external examiner. The second part covering 50 marks will be evaluated on the basis of presentation of work done by the student. The presentation will be evaluated jointly by a board consisting of the Director/Principal of the off-campus learning centre and an industry expert nominated by the University.



**SCHEME OF EXAMINATION**

**&**

**SYLLABI**

**of**

**BACHELOR OF BUSINESS ADMINISTRATION  
(INDUSTRY-INTEGRATED)  
(*Specialization: Sales and Customer Care Management*)**

**Maharshi Dayanand University  
Rohtak (Haryana)**

**CURRICULUM AND SCHEME OF EXAMINATIONS OF  
BBA – (INDUSTRY-INTEGRATED)  
(SALES AND CUSTOMER CARE MANAGEMENT)  
From the session 2011-12**

**FIRST YEAR**

**First Semester**

<b>Paper No.</b>	<b>Title of the Paper(s)</b>	<b>Theory Marks</b>	<b>Internal Marks</b>	<b>Practical Marks</b>	<b>Total Marks</b>
BBAIL-101	Foundations of Management	80	20	-	100
BBAIL-102	Business Economics	80	20	-	100
BBAIL-103	Financial Accounting	80	20	-	100
BBAIL-104	Computers and Information Systems	50	-	-	50
BBAIL-105	Research Methodology	80	20	-	100
BBAIL-106	Computers and Information Systems Lab.	-	-	50	50
	<b>TOTAL</b>				<b>500</b>

**Second Semester**

<b>Paper No.</b>	<b>Title of the Paper(s)</b>	<b>Theory Marks</b>	<b>Internal Marks</b>	<b>Practical Marks</b>	<b>Total Marks</b>
BBAIL-201	Marketing Management	80	20	-	100
BBAIL-202	Human Resource Management	80	20	-	100
BBAIL-203	Business Statistics	80	20	-	100
BBAIL-204	Internet and Intranet	50		-	50
BBAIL-205	Financial Management	80	20	-	100
BBAIL-206	Internet and Intranet Lab	-	-	50	50
BBAIL-207	Training Report	-	-	-	100
	<b>TOTAL</b>				<b>600</b>

## SECOND YEAR

### Third Semester

<b>Paper No.</b>	<b>Title of the Paper(s)</b>	<b>Theory Marks</b>	<b>Internal Marks</b>	<b>Practical Marks</b>	<b>Total Marks</b>
BBAIL-301	Indian Business Environment	80	20	-	100
BBAIL-302	Production Management & TQM	80	20	-	100
BBAIL-305	System Analysis and Design	50	-	-	50
BBAIL-306	Training Report	-	-	-	100
BBAIL-307	System Analysis and Design Lab	-	-	50	50
BBAIL-310	Advertising Management	80	80	-	100
BBAIL-311	International Marketing	80	20	-	100
	<b>TOTAL</b>				<b>600</b>

### Fourth Semester

<b>Paper No.</b>	<b>Title of the Paper(s)</b>	<b>Theory Marks</b>	<b>Internal Marks</b>	<b>Practical Marks</b>	<b>Total Marks</b>
BBAIL-401	Organizational Behaviour	80	20	-	100
BBAIL-402	Management & Cost Accounting	80	20	-	100
BBAIL-403	Quantitative Aids to Decision Making	80	20	-	100
BBAIL-404	DBMS & RDBMS	50	-	-	50
BBAIL-406	Training Report	-	-	-	100
BBAIL-407	Oracle Lab	-	-	50	50
BBAIL-409	Industrial Marketing	80	20	-	100
	<b>TOTAL</b>				<b>600</b>

## THIRD YEAR

### Fifth Semester

Paper No.	Title of the Paper(s)	Theory Marks	Internal Marks	Practical Marks	Total Marks
BBAll-501	Sales and Distribution Management	80	20	-	100
BBAll-502	Business Policy and strategic Management	80	20	-	100
BBAll-503	Consumer Behaviour	80	20	-	100
BBAll-504	MIS and E-business	50	-	-	50
BBAll-506	Training Report	-	-	-	100
BBAll-507	E-business Lab.	-	-	50	50
BBAll-509	Foreign Exchange Market	80	20	-	100
	TOTAL				600

### Sixth Semester

Paper No.	Title of the Paper(s)	Theory Marks	Internal Marks	Practical Marks	Total Marks
BBAll-601	Entrepreneurship Development	80	20	-	100
BBAll-602	International Business	80	20	-	100
BBAll-603	Mercantile Law	80	20	-	100
BBAll-606	Training Report	-	-	-	100
BBAll-607	Service Marketing	80	20	-	100
BBAll-609	Retail Marketing Management	80	20	-	100
	TOTAL				600

#### Note:

- Each students will attend the Institute/College and in a designated industrial organisation to receive industrial training at the job level as under:-  
Ist semester :Teaching days at the Institute/College = 6 days per week  
IInd to VIth semester :Teaching days at the Institute/College= 3 days per week  
and Industrial days = 3 days per week
- At the end of the semester, each student will submit a on the job training report containing 30-40 pages duly approved by industrial supervisor. The on the job training report will be evaluated in two parts. Written report worth 50 marks shall be evaluated by the external examiner. The second part covering 50 marks will be evaluated on the basis of presentation of work done by the student. The presentation will be evaluated jointly by a board consisting of the Director/Principal of the off-campus learning centre and an industry expert nominated by the University.

**TRAINING REPORT**  
**Paper Code : BBAII-306**

**Instruction for Semester Training**

**Aim:** Primary aim of sending the student for semester training is to give the student first hand feel of the industry. The training will help the student to develop ability to apply multidisciplinary concepts, tools & techniques to solve organizational problems.

**Duration**

Student has to go for training for twelve to sixteen weeks in one organization in a semester. He need to study various areas of management as allotted to him. Depending upon his interest and the need of the organization, he will work in any of the area of management i.e. Marketing; Finance: Human Resource Management: Production, Customer care etc.

**Type of Projects**

The project may be of the following types:

- Comprehensive case study (covering single organization, multidisciplinary area of problem formulation analysis and recommendation)
- Inter organizational study – aimed at inter-organizational comparison of theory/survey of management practices.
- Field study (Empirical Study)

***Guidelines for Semester Training Report***

Students are required to submit the training report in triplicate to the Principle Director of the institute duly signed and approved by the project guide. The Principle Director should forward the same to the controller of the examination, on the stipulated dates of the university

***Structure of Training Report***

1. The length of the report may be an about 60 to 80 pages typed in double space not exceeding 15,000 words (excluding appendices and exhibits)  
However 10% variation on either side is permissible.
2. The Project Report must contain the following: -  
Title page showing:  
Title  
Purpose for which the project has been submitted  
Name of the Organization  
Name of the Candidate  
Name of the Guide  
Name of the Course  
Month and Year of submission

- Certificate from the candidate countersigned by Project Director and Principle Director
- Certificate from the competent Authority of organization where the project has been conducted.
- Acknowledgement
- Table of contents
- Chapters
- i.) Introduction
  - Significance of the problem
  - Review of literature
  - Conceptualization
  - Operationalization of the concept
  - Focus of the study
  - Objectives
  - Hypothesis
  - Limitations
  - Notes (references)
- ii.) Research Methodology
  - Profile of the organization
  - Research design
  - Sample size
  - Analysis pattern
    - Data collection (primary & secondary)
    - Identified dependent and independent variable
    - Content analysis
    - Applied statistical tools
- iii.) Objective wise analysis (Micro Analysis)
- iv.) Macro Analysis (Inferences and Interpretation)
- v.) Summary of major observations and recommendation including utility of observation and the directions for future research
- vi.) Appendices
  - Questionnaire
  - Tables & charts
  - Bibliography

**SYLLABUS OF BUSINESS ADMINISTRATION  
(INDUSTRY INTEGRATED)**

**1<sup>st</sup> SEMESTER**

**Common Papers For**

**All Specializations**

External Marks : 80

Internal Marks : 20

Time : 3 hrs.

**FOUNDATION OF MANAGEMENT**  
**Paper Code: BBAIL-101**

**UNIT-1**

Concept and Nature of Management: Concept & Definitions, Features of Management, Management as Science, Art & Profession, Levels of Management, Scope of Management, Nature of Management Process, Classification of Managerial Functions, Evolution of Management thought Approaches to Management (Classical, Behavioural, Quantitative Contingency), Contribution of Leading Thinkers, Recent Trends in Management Thought.

**UNIT-2**

Planning and Decision Making Nature, Process and Types of Planning, Management by Objectives (MBO), Decision Making, Forecasting

**UNIT-3**

Organizing: Nature & Principles of Organization, Departmentation, Span of Management, Authority & Responsibility, Delegation and Decentralization, Forms of Organization Structure Line & Staff Authority Relationships

**UNIT-4**

Directing: Nature & Scope of Directing, Motivation and Morale, Communication, Leadership, Coordination: Controlling: Nature & Process of Controlling, Techniques of Control

**Suggested Readings:**

1. Chandra Bose/Principles of Management & Administration, Prentice Hall of India
2. Management Theory & Practice C.B.Gupta (CBG) Sultan Chand & Sons
3. Management Stoner, Freeman & Gilbert Prentice Hall of India Pvt Ltd.
4. Satya Raju/Management – Text & Cases, Prentice Hall of India
5. Essential of Management Koontz & Wrihrich Tata McGraw-Hill Publishing Co. Ltd.

**Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section ‘A’** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section ‘B’** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.



External Marks : 80  
Internal Marks : 20  
Time : 3 hrs.

**BUSINESS ECONOMICS**  
**Paper Code: BBAIL-102**

**UNIT - 1**

Nature of managerial economics; significance in managerial decision making, role and responsibility of managerial economist in a business enterprise; objectives of a firm (profit maximization, managerial theories, modern theory, Baumal's Sales Maximization Theory); basic concepts – short and long run, firm and industry, classification of goods and markets, opportunity cost, risk and uncertainty and profit; nature of marginal analysis

**UNIT - 2**

Consumer Behaviour: Utility approach; law of diminishing marginal utility and law of equi marginal utility; indifference curve approach, law of Demand; Elasticity of Demand and its measurement, Methods of Demand forecasting.

**UNIT - 3**

Production Function; Break Even Analysis and profit forecasting in short run, law of variable proportion; concept of cost and revenue, short run cost curves; concept of total, average and marginal revenue; relationship between average revenue, marginal revenue and elasticity of demand.

**UNIT - 4**

Price determination under perfect condition, oligopoly, Duopoly, Monopoly and Monopolistic competition; Price discrimination

**Suggested Readings:**

1. D. Salvatore, Managerial Economics in a Global Economy. McGraw Hill, N.Y.
2. J. Hirshleifer, Price Theory and Applications, Prentice Hall of India, New Delhi.
3. E.F. Brigham and J.L. PAPPAS, Managerial Economics, Dryden Press, Illinois.
4. J.Dean, Managerial Economics, Prentice Hall of India, New Delhi.

**Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

**FINANCIAL ACCOUNTING**  
**Course Code: - BBAIL-103**

**UNIT-1**

Meaning, nature & need for Accounting, Scope and Usefulness of Financial Accounting, Branches of Accounting, External & Internal end users of accounting information, Accounting Concept and Conventions, Accounting Equation, Accounting Standards in India (Only brief Introduction)

**UNIT-2**

Basic Accounting Procedures: Journalizing transactions: Rules of Debit and Credit, classification of accounts, steps of journalizing; Ledger: Concept, Posting & balancing the ledger. Trial Balance: Definition, objects & preparation of trial balance; Financial statements: meaning, types, Trading A/C, Balance Sheet – need and importance (Practical Problems with Adjustments)

**UNIT-3**

Depreciation: Nature, causes, basic factors and methods of depreciation (straight line and written down value method); Reserves and Provisions: Meaning, Types of Provisions, capital Reserve & General Reserve, Secret reserve;

**UNIT-4**

Joint Venture Accounts: Concept & Accounting Treatment (simple problems), Rectification of errors; types of errors & their rectification

**Suggested Reading:**

1. Narayanswamy/ Financial Accounting – A managerial perspective, Prentice Hall Of India
2. Juneja, Chawla & Saksena – Double Entry Book Keeping – Kalyani Publications
3. Maheshwari & Maheshwari – An Introduction To Accountancy 5<sup>th</sup> – Vikas Publishing House
4. Bhattacharya/financial Accounting for business Managers, Prentice Hall of India
5. R.L. Gupta – Advanced – Sultan Chand & Sons
6. S.N. Maheshwari – Principals of management accounting – XI Edition – Sultan Chand & Sons
7. Khan & Jain, Financial Accounting

**Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section ‘A’** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section ‘B’** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

## **COMPUTERS AND INFORMATION SYSTEMS**

### **Paper Code: BBAIL-104**

#### **UNIT-1**

Introduction to Computers: Definition, Characteristics and Capabilities of Computers, Overview of A Computers Systems, Hardware- CPU, Memory (Primary & Secondary), I/P (Keyboard, BCR, OMR, MICR, Smart Cards, Light Pen, Touch Screen, Mouse, Digitizer) & O/P Devices ( Impact and Non- Impact Printers, Plotters, Monitors), Software- System & Application S/W, Types of Computers ( Analog, Digital and Hybrid Computers), Uses and Impact of Computers (Business and Industry, Health Care, Education, Humanities, Science and Technology, Recreation and Entertainment)

#### **UNIT-2**

Number System: Non-Positional No. System, Positional No. System, No. System conversion (Decimal to any base, Any base to decimal, Any base other than Decimal to base other than decimal), Fractional Nos., Binary Arithmetic (Addition, Subtraction, Multiplication & Division); Computer Languages: Machine Language, Assembly Language, High Level Language, Compilers & Interpreter, Characteristics of a good language

#### **UNIT-3**

Data Communication and Computers networks: Basic elements of Communication systems, Transmission modes-simplex, Half Duplex, Full Duplex), data Transmission speed (Narrow band, Voice Band, Broad band), Transmission Media (wire Pairs, Co-Axial cable, Microwave System, Communication Satellite, optical Fibres), Digital and Analog Transmission (Amplitude Modulation, Frequency Modulation and Phase Modulation), Communication Processors ( Multiplexers, Concentrators, Front End Processors), Asynchronous & Synchronous Transmission, Switching techniques (circuit Switching, Message Switching, Packet switching). Networking topologies (Star, Ring, completely connected, hybrid, Multipoint Network), LAN & WAN

#### **UNIT-4**

Computers in Management: Introduction to information System, Transaction Processing & Information Reporting System, Managerial Decision Making, Office Automation, decision Support System, Expert System, computer and Information System In Business, Computer Application In Business And Project Management, Computer In Personnel And Administration, Accounting Information System, Computer Application In Material Management, Computer Application In Production Planning And Control, Computer Application In Purchasing, Computer Application In Credit And Collection, Computer Application In Warehousing, Marketing Information System, Manufacturing Information System , Manufacturing Information System, Application Of The Future Multimedia, Computer Application In Science & Technology.

#### **Suggested Reading:**

1. Fundamentals of Computers- V.Rajaraman, Prentice Hall of India
2. Fundamentals of Computers- P.K. Sinha
3. Computer Today- Suresh K. Basabdra
4. Essential of IT- Deepak Barihoke

#### **Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of five short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks : 80  
Internal Marks : 20  
Time : 3 hrs.

**RESERCH METHODOLOGY**  
**Paper Code : BBAIL-105**

**Unit-1**

Meaning and Nature of Research; Significance of Research in Business decision-making. Identification and formulation of Research Problem, Setting Objectives and formulation of Hypotheses.

**Unit-2**

Research Design and Data Collection: Research Designs - Exploratory, Descriptive, diagnostic and Experimental Data Collection; Universe, Survey Population, Sampling and sampling Designs. Data Collection Tools - Schedule, Questionnaire, Interview and observation.

**Unit-3**

Scaling Techniques: Need for scaling, problems of scaling, Reliability and validity of scales, scale construction Techniques - Arbitrary approach, Consensus scale approach (Thurston), Item analysis approach (Likert) and cumulative scales (Gut man's Scalogram).

**Unit-4**

Interpretation and Report Writing: Meaning of interpretation, Techniques and precautions in Interpretation and Generalisation Report writing - purpose, steps and Format of Research Report and Final Presentation of the Research Report.

**Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

Practical Marks: 50  
Time: 3 hrs.

**COMPUTERS & INFORMATION SYSTEMS LAB**  
**Paper Code : BBAII-106**

Commands of MS-DOS, MS-Office (MS-Word, MS Excel, MS-Power Point).

**SYLLABUS OF BUSINESS ADMINISTRATION  
(INDUSTRY INTEGRATED)**

**2<sup>nd</sup> SEMESTER**

**Common Papers For  
All Specializations**

**MARKETING MANAGEMENT**  
**Paper Code: BBAII-201**

**UNIT-1**

Introduction to Marketing, Definition; Difference in Selling/Marketing; Core Marketing Concepts: - Production, Selling, Marketing, Social Concept; Marketing Environment;

**UNIT-2**

New Product Development: Product Level; Classification; Product Mix; New Product and its Development; Branding; Product Positioning; Product Launching Strategies; Pricing Decision and Strategies. Identifying Marketing Segment and Selecting Target Markets.

**UNIT-3**

Channels Types and Functions; Evaluating Channel Alternatives; Developing Channel Members; Channel Dynamics; Retailing, Wholesaling and Market Logistics; Web Marketing; Sales Force Decision

**UNIT-4**

Sales Promotion and Market Research: Advertising and Sales Promotion; Public Relations; Personnel Selling; Definition of Market Research; Suppliers of MR; Process; Forecasting and Demand Measurement

**Suggested Reading:**

1. Kotler Philip, Marketing Management: Analysis, Planning, Implementation and Control, Prentice Hall of India Pvt. Ltd. New Delhi.
2. Kotler Philip and Armstrong, Gary, Principles of Marketing; Prentice Hall of India Pvt. Ltd., New Delhi.
3. Saxena, Rajan, Marketing Management; Tata Mc Graw Hill Publishing Co. Ltd. New Delhi.
4. Dhunna, Mukesh, Marketing Management – Text and Cases, Wisdom Publications, New Delhi
5. Staton, William, Fundamentals of Marketing; Mc Graw Hill International Editions.
6. Wilson, Richrad and Gilligan Colin, Strategic Marketing Management-Planning, Implementation and Control; Viva Books Pvt. Ltd. New Delhi.
7. Marketing Management; V.S. Ramakumari Macmillan India Ltd.

**Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section ‘A’** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section ‘B’** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

## HUMAN RESOURCE MANAGEMENT

Paper Code: BBAIL-202

### UNIT-1

Foundation of HRM, Concept of HRM and HRD; Role of Hr Practitioner; Managing The HR Function; Contribution of HR Function to Organizational Success; Evaluating HR Functions

### UNIT-2

HR Policies; Job, Role and Competence Analysis; Human Resource Planning; Recruitment and Selection; Introduction, Redundancy, Outplacement and Dismissal; Maintenance and Welfare Activities: - Employee Health and Safety, Fatigue and Welfare Activities.

### UNIT-3

Human Resource Development; Learning and Development; Personal Development Planning; Training; Management Development; Career Management; HR Approaches to Improving Competencies.

### UNIT-4

Employee Compensation- Aims, Components, Factor Influencing Employee Compensation; Internal Equity, External Equity and Individual Worth; Pay Structure; Incentive Payments; Employee Benefits and Services; Performance Appraisal; 360 Degree Feedback

### Suggested Reading:

1. Pattanayak/ Human Resource Management, Prentice Hall of India
2. Desler/ Human Resource Management, 7<sup>th</sup> Ed Prentice Hall of India,
3. Armstrong, Michael, A Handbook of Human Resource Management, Prentice, Kurgan Page, 1999
4. Aswathappa, Human Resource and Personal Management, Tata Mc Graw Hill, New Delhi, 1999
5. Casio, .F., Managing Human Resources, Mc Graw Hill, Inc, 1946
6. Fisher, Schoen Feldt & Shaw, Human Recourse Management, Houghton Mifflin, 1996
7. Ivancevich, Hohn, M., Human Recourse Management, Irwin/Mc Graw Hill 1996.
8. Monappa, Arun, Managing Human Resources, Macmillan India Ltd. New Delhi, 1997
9. Rao, V.S.P. Managing People, Amexcel Publishers Pvt. Ltd., 2000
10. Worthier, William And Davis, Keith, Human Resource And Personal Management, McGraw Hill, NY 1993

### Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.



External Marks : 80  
Internal Marks : 20  
Time : 3 hrs.

**BUSINESS STATISTICS**  
**Paper Code: BBAIL-203**

**UNIT- 1**

**Introduction to statistics:** Definition; function of statistics; Statistics and Computers; Limitations of Statistics; Measures of Central Tendency – Arithmetic Mean, Median, Mode, Geometric Mean and Harmonic Mean; Measures of Dispersion: - Range, Quartile deviation, mean deviation and standard deviation, Skewness, Kurtosis.

**UNIT – 2**

**Correlation and Regression:** Simple Correlation and regression between two variables (grouped and ungrouped data); Rank Correlation; Karl Pearson's Coefficient of correlation; Regression: - Concept, regression lines, Difference between Correlation and regression.

**UNIT - 3**

**Index Numbers and time Series Analysis:** Use and problems constructing Index Numbers, Methods, Fixed and Chain based methods, limitations; time series analysis: - meaning and significance, concepts of time series, trend measurement, moving average methods, least Square method (fitting Straight line only).

**UNIT – 4**

**Probability and Sampling:** Probability theory – concept, Probability rules – addition, multiplication theorem, Binomial, Poisson and Normal Distribution and their applications. Sampling – Purpose and Methods of Sampling, Merits and limitations of Sampling; Hypothesis testing: t – test, f – test,  $X^2$  test.

**Suggested Reading:**

1. S.P. Gupta, Statistical Methods, Sultan Chand and Co. New Delhi.
2. Sharma, Shenoy and Srivastava, Quantitative Analysis for Managerial Decision Making, TMH.
3. S.C. Gupta and M.P. Gupta, Statistics.

**Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

**INTERNET & INTRANET**  
**Paper Code: BBAIL-204**

**UNIT - 1**

**Introduction to Networking:**

Overview of Internet works, Internet and Extranets, Client server networks, Interorganizational Networks.

**UNIT - 2**

**Internet – Concepts,** Business use of internet, ISP, Setting windows environment for dial up networks, dialing of networking, search engine concept, Audio on Internet Electronic Communication, Tools – Email, Internet Phone and Fax, web Publishing, E – Commerce, Interactive Marketing, Web designing tools & techniques; web designing using HTML.

**UNIT - 3**

**Intranet** – Introduction, concepts, applications of Intranet, Business value of Intranets, Office automation system.

**Extranet:** the role of Extranets and typical examples.

**UNIT - 4**

**Enterprise Collaboration System:** teams, workgroups and collaborations, groupware for enterprise collaboration.

**Suggested Reading:**

1. James A. O'Brien Management Information System.
2. HTML – A Black Book
3. Internet – Complete Reference

**Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of five short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks : 80  
Internal Marks : 20  
Time : 3 hrs.

## **FINANCIAL MANAGEMENT**

### **Paper Code: BBAIL-205**

#### **UNIT-1**

**Nature Of Financial Management:** Introduction, Finance Functions, Goals of Financial Management, Risk & Return Trade Off Organization of Finance Functions, Time Value of Money: Reasons For Time Value of Money; Future Value of Single Amount; Future Value of An Annuity Present Value of a Single Amount; Present Value of an Annuity; Multi Period Compounding.

#### **UNIT-2**

**Basics of Capital Budgeting:** Nature of Investment Decisions; Importance of Investment Decisions; Investment Criteria; Capital Budgeting Techniques – NPV, IRR, Payback and Accounting Rate of Return

**Cost of Capital :** Meaning and Significance of the Cost Capital; the Concept of Cost Capital: Opportunity Cost; Component Cost of Capital: - Debt, Equity, Preference Capital, and Retained Earnings; Weighted Average Cost of Capital

#### **UNIT- 3**

**Capital Structure :** Sources of Finance; Meaning of Capital Structure; Factors Influencing Capital Structure; Theories of Capital Structure: - NI, NOI, Traditional Approaches, Leverages - Meaning & Types - Financial Leverages; EBIT – EPS Analysis Concept of Composite Leverage

#### **UNIT - 4**

**Working Capital Management:** Concepts of Working Capital; Need for Working Capital; Determinants for Working Capital; Computation of Working Capital; an Elementary Knowledge of Component of Working Capital Management: - Cash Management, Receivables Management and Inventory Management, Dividend Policy Decisions - Introduction, Meaning of Dividend; Aspects of Individual Policy, Forms of Dividends, Theories of Dividend

#### **Suggested Reading:**

1. Van Horne/ Financial Management and Policy, 12<sup>th</sup> Ed., Prentice Hall of India.
2. Financial Management by I.M. Pandey (IMP) – Vikas Publishing House.
3. Financial Management – Theories and Practice by – Prasanna Chandra (PC) – Tata Mc Graw Hills, Publishing Co. Ltd.
4. Financial Management – Text and Problems by – M. Y. Khan and P. K. Jain (KJ) – Tata McGraw Hill Publishing Co. Ltd.
5. Financial Management (Taxmann's) by – Ravi M. Kishore.
6. Management Accounting – Principles and Practice by - R. K. Sharma and Shashi K. Gupta – Kalyam Publishers
7. Financial Management by – P. V. Kulkarni and B. G. Sathyaprasad (PVK) – Himalaya Publishing House

#### **Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

Practical Marks: 50

**INTERNET AND INTRANET LAB**  
**Paper Code: BBAII-206**

**HTML:** Recognize HTML Document, build a simple HTML document, convert the word documents to HTML, convert all types of files to HTML, Create home page, add character effects, Management of documents spacing, Insert Math functions and tables, establishing links, adding multimedia documents

**C++/OOPS**  
**Paper Code: BBAIL-208**

**UNIT-I**

Basic Programming Concepts: Basic ideas about Languages and Program Development Platforms, High and Low Level Languages, Assemblers, Compilers and Interpreters, Programming Principles; Elements of Object Oriented Programming: Evolution of Object Oriented Programming, Comparison between Procedural and Object Oriented Programming Approach, Characteristics of OOP Languages viz. Data Abstraction, Encapsulation, Objects, Classes, Inheritance, Polymorphism, Examples of OOP Languages; Introduction to C++: Identifiers, Keywords, Constants, User Defined Data Types, Derived Data Types, Declaration and Definition of Variables, Pre-Processor Directives and Comments, C++ Operators, Implicit and Explicit Type Conversions.

**UNIT-II**

Control Structures: If, If...Else, Switch, Ternary Operator (?), Do... While, While and For Loop, Goto Advantages and Disadvantages; Structures and Functions: Structures, Unions and Enumerations, Defining a Function, Function Prototypes, Call and Return by Value, Call and Return by Reference, Default and Const Arguments, Overloading, Inline Functions.

**UNIT-III**

Classes and Objects: Declaration of Classes of Objects, Declaration of Members and Data Types, Differences between Structure and Classes, Constructors and Destructors, Ctor, Copy Constructor, Static Class Member, Friend Functions; Operator Overloading: Overloading Unary and Binary Operator, Data and Type Conversions; Arrays and Pointers: Introduction to Arrays, Multidimensional Arrays, Introduction to Pointers, Pointer Arithmetic, Differences between Arrays and Pointers when to use Arrays and when to use Pointers Memory Management using New and Delete; Inheritance and Polymorphism: Derived Classes, Overriding Member Functions, Base Classes, Types of Base Classes, Types of Derivation, Multiple Inheritance, Polymorphism, Early Binding and Late Binding, Abstract Base Classes, Virtual Functions, Virtual Constructors and Destructors.

**UNIT-IV**

I/O Operations and Working with Files: C++ Streams and Stream Classes, Features of Iostream H and Iomanip. H, Opening and Closing of files, Detecting End of files, Binary files, Overloading the <<And>> Operator: Advanced Topics: Namespaces, Templates: Function and Class Templates, Exception Handling: Throwing Exceptions, Try Blocks, Handlers, RTTI.

**Suggested Reading:**

1. Rumbaugh, et al/Object Oriented Modeling & Design, Prentice Hall of India
2. Sengupta/Object Oriented Programming: Fundamentals & Applications, Prentice Hall of India
3. Lafore R: Object Oriented Programming in Turbo C++, Galgotia Publications.
4. Stanley Lippmann and Jossee Lajoie: The C++ Primer, Addison Wesley
5. Stroustrup B: The C++ Programming Language, Addison Wesley

**Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of five short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

Practical Marks: 50  
Time: 3 hrs.

**C++ LAB**  
**Paper Code: BBAII-209**

**SYLLABUS OF BUSINESS ADMINISTRATION  
(INDUSTRY INTEGRATED)**

**3<sup>rd</sup> SEMESTER**

**Common Papers For**

**All Specializations**

**INDIAN BUSINESS ENVIRONMENT**  
**Paper Code – BBAIL-301**

**UNIT - 1**

Nature, components and determinants of business environment; basic structure of Indian economy and growth trends; basic nature of Indian economic system and its impact on environment; social responsibility of business; Latest Economic Policy (Broad Features).

**UNIT - 2**

Trend and pattern of industrial growth; review of industrial policy developments; industrial licensing policy; Privatization, trends and issues for public sector corporates competition bill; growth and problems of the small scale sector; Importance of SSI in Economy .

**UNIT - 3**

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 - 4**

Trend and pattern of India's foreign trade and balance of payments; latest EXIM policy – main features; policy towards foreign direct investment; role of MNCs; India's policy commitments to multilateral institutions – IMF, World Bank and WTO.

**Suggested Reading:**

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. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.



External Marks : 80  
Internal Marks : 20  
Time : 3 hrs.

## **PRODUCTION MANAGEMENT & TQM**

### **Paper Code: BBAII-302**

#### **UNIT - 1**

Role And Scope Of Production Management, Concept Of Operations Management, Types Of Production System, Plant Location And Layout, Material Handling.

#### **UNIT - 2**

Production Planning And Control, Capacity Planning, Line Balancing, Scheduling, Material Requirement Planning, Aggregate Planning

#### **UNIT - 3**

Demand Forecasting: Models And Techniques, Productivity: Factors And Methods, Time And Motion Study.

#### **UNIT - 4**

Quality Control, Statistical Quality Control, Basic Statistical Techniques Of Quality Control, Control Charts.

Inventory Control, Classification And Codification Of Inventory, Inventory Control Methods: ABC Analysis, EOQ, Lead-Time, Safety Tock, Minimum And Maximum Stock Level (Theoretical Only)

#### **Suggested Reading:**

1. Star M.K. - Production Management System And Synthesis
2. Buffa E.S. - Modern Production Management
3. Mayer - Production And Operations Management
4. R Stevenson - Production/Operation Management
5. I.M. Murty - Production/Operation Management

#### **Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

**PROGRAMMING IN VISUAL BASIC**  
**Paper Code: BBAIL-303**

**UNIT - 1**

Visual Basic Environment – Main Screen, Help System, File Menu, Editing, Loading and Running Program, Fundamentals and Visual Basic Programming – Anatomy of Visual Basic Program, Code Window, Statements in Visual Basic, Assignment and Property Settings, Variables, Strings, Numbers, Constants, Repeating Operators, Making Decisions, Working with Objects at Run Time, Projects with Multiple Forms, Creating Properties and Methods, Creating Applications with Multiple Forms, Creating mdi applications.

**UNIT - 2**

Designing a form – Controls (Text Box, Picture Box, Label, Frame, Check Box, Option Button, Combo Box, List Box, Horizontal Scroll Box, Vertical Scroll Box, Timer, Drive List Box, Dir List Box, File List Box, Shape, Image, Data Control ole), Menus and Events working with Windows, Forms and Controls, Advanced Programming Techniques – Arrays, Pointers, Built-in-Functions, User – Defined Functions and Procedures, Recursion, Building Larger Projects, Compiler Essentials, the GOTO.

**UNIT - 3**

Objects – Manipulating objects built into visual basic, collections, creating an object in visual basic, building classes, Tools and Techniques for Testing and Debugging, Debug Window, Stopping Programs Temporarily, Error Handling, the Debugging Tools, Testing Programs, Working with files, Creating Programs with the Data Access Objects.

**UNIT - 4**

Graphics – screen scales, Line and Shape Controls, Graphics via Code, Pixel Control, Lines, Boxes, Circles and Ellipses, Paint picture method, Creating Database Applications – Accessing data with the data Control.

**Suggested Reading:**

1. Paul Sheriff, Technical Visual Basic, Prentice Hall of India
1. Vine/MS Visual Basic Programming for the Absolute Beginner, Prentice Hall of India
2. Garry Cornel, Visual Basic – 6, TMH
3. Evangelos Petrousos, Mastering Visual Basic – 6, BPB
4. Peternorton, Visual Basic – 6, Techmedia
5. Peasley, Using Visual Basic – 6, PHI/QUE/EEE

**Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section ‘A’** shall comprise of five short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section ‘B’** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks : 80  
Internal Marks : 20  
Time : 3 hrs.

## **COMPUTER NETWORKS**

### **Paper Code: BBAIL-304**

#### **UNIT - 1**

Network: Introduction to communication and networks, hardware and software requirement for networks, network topologies, network transmission, transmission modes, categories of networks; OSI and TCP/IP models: layers and their functions, comparison of models.

#### **UNIT - 2**

Transmission media: guided and unguided, attenuation, distortion, noise, throughput, propagation, wavelength, shannon capacity; introduction to signals: analogue and digital signals. Periodic and a periodic signals, time and frequency domains, composite signals.

#### **UNIT - 3**

Multiplexing: Many to one, one to many, WDM, TDM, FDM; protocols: Concept of protocols, layered protocol, connection oriented and connection – less protocols; LANs and MANs: IEEE 802.5 (token ring and token bus), IEEE 803.3 Ethernet, MAN and DQDB

#### **UNIT - 4**

Switching Circuit Switching, packet switching, message switching, routing and flow control, Devices: Repeaters, Bridges, gateways, routers.

#### **Suggested Reading:**

1. A.S. Tanenbaum, “Computer Networks”, PHI.
2. Behrouz A. Forouzan: Data Communication and Networking, 2<sup>nd</sup> edition, Tata McGraw Hill, 2000.
3. J.F. Hays, modelling and Analysis of Computer Communications Network, Plenum Press
4. D.E. Comer, Inter Networking with TCP/IP, Vol.-1, Prentice Hall of India

#### **Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section ‘A’** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section ‘B’** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

## **SYSTEM ANALYSIS AND DESIGN**

**Paper code: BBAIL-305**

### **UNIT - 1**

Overview of System Analysis and Design – Business System concepts, system development life cycle; System Methodologies: Structured Analysis, Structured Design, Structured Programming, E-R Models, Prototypes, CASE tools.

### **UNIT - 2**

Project selection: sources of project requests, managing project review and selection, preliminary investigation; Feasibility Study – technical, economical and operational feasibility; Fact finding techniques; Data input methods – coding techniques; Designing Output: - design of output reports, screens, Use of Business Graphics.

### **UNIT - 3**

Design and implementation: Modularization, Module specification, System flow Charts, screen displays, data elements and record structure, file organisation, schema structures, units and integration testing, testing practices and plans, System Controls, Audit trails, System administration plan, System backup plans, system recovery plans, documentation and user manuals.

### **UNIT - 4**

Hardware acquisition, memory process, peripherals, bench marking, vendor selection, software selection operating, system languages, data communication, networks, personal estimates, performance and acceptance criteria.

### **Suggested Readings:**

1. Rajaraman / Analysis & Design of Information Systems, Prentice Hall of India.
2. Rajaraman / Self – Study Guide to Analysis & Design of Informational Systems, Prentice Hall of India.

### **Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section ‘A’** shall comprise of five short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section ‘B’** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

Practical Marks : 50

Time : 3 hrs.

**System Analysis and Design (Practical)**

**Paper Code – BBAIL-307**

Lab based tools (LIBRARY INFORMATION SYSTEM, ACCOUNTING INFORMATION SYSTEM , PURCHASE INFORMATION SYSTEM) ON THE BASIS OF SAD.

**ELEMENTS OF INSURANCE AND MARITIME LAW**  
**Paper Code: BBAII-308**

**UNIT - 1**

An introduction to Insurance Law: The meaning of Insurance and the distinctions according to the risk covered.

**UNIT - 2**

The contract of Insurance: Definition and Nature, the parties in Insurance Contracts (the insurer-the insured and the agents), the construction of policy and the duration of insurance. The duties and the obligations of both parties as well as the payment of the premium and the extend of the risk covered.

**UNIT - 3**

The general Principles of Property Insurance: The meaning of Insurable Damage and Loss, the Insurable interest, the Rules and the measure of the indemnity and the Rules of Subrogaton.

**UNIT - 4**

Fire Insurance, Transit Insurance, Liability Insurance and the Motor Vehicle Insurance, other Property Insurance, the Marine Insurance and Life Insurance.

**Suggested Reading:**

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

**Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks : 80  
Internal Marks : 20  
Time : 3 hrs.

**INSURANCE, SALESMANSHIP & MARKETING**  
**Paper Code: BBAIL-309**

**UNIT - 1**

Concept of service marketing; nature of insurance markets; marketing research and demand analysis; types of insurance products; buying motives in insurance market.

**UNIT - 2**

Pricing, positioning and promotion of insurance products, distribution channels including direct setting of insurance products.

**UNIT - 3**

Marketing program for insurance companies; marketing cost and control, special problems of marketing of insurance products.

**UNIT - 4**

Salesmanship: - An introduction; prospecting; selling process; segment – wise selling; recruitment, selection training and management of sales force for insurance products; determining sales territories; negotiation skills in insurance selling.

**Suggested Reading:**

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

**Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

**INVESTMENT BANKING – I**  
**Paper Code: BBAIL-314**

**UNIT - 1**

Investment Bankers & Projects – Conceptualization of a project Idea-Preliminary Feasibility Study-Project Report Preparation – Project Appraisal – Project Financing in India. Defining the Borrowing Parameters – Choosing the Funding Options – resource Diversification –Co-Financing-Designing an Optimal Mix.

**UNIT - 2**

Concept of risk Finance – Stages of Venture Finance – Investment Objectives – Investment Process-Exiting the Investment-Economics of venture Capital-Private Equity Investments Origin and trends- Players in the market-Mutual Funds:- Types, Study on their holding, Research and Development, Study on various sectors, undertaken for investment other SEBI Guidelines etc.

**UNIT - 3**

Understanding Client’s Requirements-Evaluating Different Instruments-Impact on Capital Structure-Recent Innovations-Designing Customized Instruments-Pricing of Instruments-Implications of overpricing and under pricing-Pricing practices in the market. Evolution of the Equity markets-American Depository Receipts (ADRs)-three levels of ADRs-Global Depository Receipts (GDRs)-Role of Managers and other Intermediaries-Mechanics of Issuance-Documentation procedures-Regulations & continuing Disclosures.

**UNIT - 4**

Implications of going public- Eligibility Norms for an IPO-Appointment of Intermediaries-Due Diligence Exercise-offer documents-Timing of the issue-Reservations in the issue-Distribution & promotional strategy-underwriting of the issue-Book building offers-Process of Allotment-Listing of securities. Introduction to the Bond market- Innovative Bond issue structure- Bond issue procedures- standard covenants-documentation Requirements – Listing & Clearing – Credit Rating of bonds.

**Suggested Reading:**

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

**Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section ‘A’** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section ‘B’** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.



**INTERNATIONAL MARKEING**  
**Paper Code: BBAIL-311**

**UNIT – 1**

Nature of international marketing process: domestic, international marketing and global marketing; benefits, challenges of International Marketing: controllable versus Uncontrollable factors in international marketing: International marketing environment : Barrier facing international marketer: international mix.

**UNIT-2**

Understanding foreign consumers: international marketing, marketing information systems: foreign market entry strategies: international product development, international market segmentation and product positioning; packaging and branding decisions: international PLC model.

**UNIT-3**

Alternatives channels of international distribution; channel selection; counter trade; transfer pricing: international advertising and development of global brands; major problems and challenges of international advertising aspects of international sales management: web marketing.

**UNIT-4**

Price quotation and terms of sale; basic export procedures and documentation's, Methods of financing and means of payment, Supply Chain Management (Brief Concept Only)

**Suggested Reading:**

1. Oak Onkvisit and J.J. Shaw, International Marketing, Prentice Hall of India, New Delhi.
2. P.R. Eateora, International Marketing, Irwin, Chicago.
3. S.J. Paliwoda and M.J. Thomas, International Marketing, Buffer Worth, Heinemann Oxford.
4. Smajaro, International Marketing, A Strategic Approach to World Markets, George Allen and Unwin, London.

**Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks : 80  
Internal Marks : 20  
Time : 3 hrs.

## **ADVERTISING MANAGEMENT**

### **Paper Code: BBAIL-310**

#### **UNIT – 1**

Role and objective of marketing communication programme, stimulation of primary and selective demand role of advertising in the marketing mix, process of marketing communication.

#### **UNIT-2**

Determination of target audience: culture, demographic, social class, consumer attitudes, definition of advertising goals; building of advertising programmes, message theme, headlines, layout, copy logo, appeals.

#### **UNIT-3**

Promotional scene in India-the media, media use-users: media planning; managing and evaluating promotion strategy; managing sales promotion; advertising expenditure, advertising effectiveness, rationale testing, opinion and attitude test, recognition, recall and controlled experience in the field

#### **UNIT-4**

Advertising planning and execution; managing client – agency relations, message designing and development: media selection, planning and scheduling; appraisal of communication systems; legal ethical and social aspect of advertising.

#### **Suggested Reading:**

1. D.A. Aaker, R. Batra and J.G. Myres, Advertising Management, Prentice Hall of India, New Delhi.
2. G.E. Belch and M.A. Belch, Introduction to Advertising and Promotion, Irwin, Chicago.
3. W. Wells, J. Burnet and S. Morjarty, Advertising: Principles and Practice, Prentice Hall of London.
4. H.F. Holtze, Theory and Problems of Advertising, Mc Graw Hill, NY.

#### **Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section ‘A’** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section ‘B’** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks : 80  
Internal Marks : 20  
Time : 3 hrs.

**PROJECT MANAGEMENT**  
**Paper Code: BBAIL-312**

**UNIT – 1**

Project Management: An Overview, Market and Demand Analysis, Technical Analysis and Financial Analysis, Time Value of Money.

**UNIT-2**

Appraisal Criteria, Project Cash Flows, Special Decisional Situations, Marketing Risk

**UNIT-3**

Social Cost Benefit Analysis; Rationale, UNIDO approach, SCBA by Financial Institution & Public Sector; Project financing in India- Project Appraisal by Financial Institution & SEBI guideline.

**UNIT-4**

Project Management: Organization, Planning, Control, Human aspect and Pre-requisite; Network Techniques.

**Suggested Reading:**

1. Prasanna Chandra, Projects- planning, analysis, implementation & control, Tata Mc Graw Hill, New Delhi.
2. P. Gopala Krishnan & VE Rama Moorthy, Text book of Project Management, MC Millan India Ltd. New Delhi.
3. Bhavesh M Patel, Project Management, Vikas – Publishing House, New Delhi. HR Machiraju, Project Finance.

**Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section ‘A’** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section ‘B’** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks : 80  
Internal Marks : 20  
Time : 3 hrs.

## **BUSINESS CREATION AND GROWTH MANAGEMENT**

### **Paper Code: BBAII-313**

#### **UNIT – 1**

Entrepreneurial Theory – Entrepreneurial and standard activity; Evolution of entrepreneurial conceptions. Organizational structures and entrepreneurial culture, Entrepreneur and Entrepreneurial Management.

#### **UNIT-2**

Entrepreneurial activity and growth orientation; Innovation Idea – Types of innovation and innovation process, General ideas of entrepreneurial project: innovation sources, analysis and evaluation of new business, Business-start Formats in International Entrepreneurial Chain Structures.

#### **UNIT-3**

Growth Management: Introduction- Business Growth Management and Management of Changes as a Component of Entrepreneurship, Business life cycles: phases and crisis of enterprise evolution, Business growth indexes. 'micro', 'small', 'medium' and 'big' business as economic systems and analytical objects.

#### **UNIT-4**

Analysis of Business Potential, Diagnostic models of business growth. Business profiling (picture of its current stage), Evaluation of current productivity, environment and corporate state (marketing, financial and operational analysis), Growth potential evaluation (analysis of ideas, experience, resources, leadership and control), portfolio analysis of business.

#### **Suggested Reading:**

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

#### **Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

**SYLLABUS OF BUSINESS ADMINISTRATION  
(INDUSTRY INTEGRATED)**

**4<sup>th</sup> SEMESTER**

**Common Papers For**

**All Specializations**

## **ORGANIZATIONAL BEHAVIOR**

### **Paper Code – BBAIL-401**

**Preamble:** The Basic objective of this course is to provide the basic concept of human psychology at the work place, which helps a student in understanding the human behaviour for working effectively and efficiently in the organization.

#### **UNIT - 1**

**Organization Behavior:** Concept, foundations of Organization Behavior, Theoretical frameworks for OB; Contemporary Challenges to OB in 21<sup>st</sup> Century.

#### **UNIT - 2**

**Group Dynamics:** Types of Groups, Reason for the Formation of Group, Group Cohesiveness, Group Conflicts, Team Building; **Individual Differences:** Causes of Individual Differences. **Perception:** Concept, Perceptual selectivity, Managerial implications of Perception

#### **UNIT - 3**

**Conflict:** Meaning, Process of Conflict, Types of Conflicts: - Individual, Group and Organizational Level. **Change:** Concept, Resistance to Change, Management of Change, Role of Change Agent, **Stress** – Causes, Effects and Coping Strategies;

#### **UNIT - 4**

Power and Politics: **Leadership** – Concept; Theories; [Trait (IOWA), OHIO State Leadership Studies, Path Goal Leadership Theory, MacGraw's Theory X and Theory Y], Charismatic Leadership; Transformational Leadership; Leadership Styles; Roles and Activities of Leadership, Leadership Skills; **Organisational Culture** (Definition, Characteristics of an organization's culture, types of culture, role of culture, Negative effects of culture).

#### **Suggested Reading:**

1. Aswathappa, K. Organisational Behaviour, HPH, Mumbai, 1997.
2. Chandan, J.S., Organisational Behaviour, Vikas Publishing House, Pvt. Ltd. 1994.
3. Davis, Keith and Newstrom, J.W., Human Behaviour at Work, McGraw Hill, 1985.
4. Griffin, R.W. and Moorhead, G., Organisational Behaviour, Houghton Mifflin Co. 1999.
5. Luthans, Fred, Organisational Behaviour, McGraw Hill, 1998.
6. Robbins, Stephan, P., Organisational Behaviour, Prentice Hall of India Ltd., N. Delhi, 1997.
7. Wagner, J.A. III and Hollenbeck, J.A., Management of Organisational Behaviour, Prentice Hall Inc. Englewood Cliffs NJ 1992.
8. Nelson, D.L. and James Quick, Organisational Behaviour, South-West College Publishing, USA 2000.

#### **Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks : 80  
Internal Marks : 20  
Time : 3 hrs.

## **MANAGEMENT AND COST ACCOUNTING**

### **Paper Code – BBAII-402**

#### **UNIT - 1**

##### **Cost Accounting Concepts**

Cost Accountancy - Cost Accounting, Cost Accounting & Financial Accounting, Cost Accounting & Management Accounting, Cost - Different types of Cost.

##### **Costing**

Historical Costing, Standard Costing, Marginal Costing, Direct Costing, Absorption Costing, Direct Cost, Indirect Cost, Cost Classification, Method of Calculating Unit Cost of Production.

#### **UNIT - 2**

##### **Standard costing**

Standard Cost, Standard Costing, Variance, Standard hour, Standard Cost and Estimated Cost, Limitation of Historical Costing, Variance Analysis, Classification and Computation of Variance, Cost Variance, Material Variance, Labour Variance, Sales Variance.

##### **Management Accounting**

Meaning, Nature and Scope, Significance and Limitations, Distinction with Financial Accounting, Distinction with Cost Accounting,

Analysis of Financial Statements - Ratio Analysis, Meaning, Types and their uses.

#### **UNIT - 3**

**Marginal Costing** - Marginal Cost, Marginal Costing, Variable Cost, Fixed Cost, Break Even Point, Contribution, Key factor, Basic Marginal Cost Equation.

##### **Profit-Volume Ratio**

Advantage of p/v ratio, Limitation of p/v ratio, Improvement of p/v ratio, Margin of Safety, Angle of Incidence, Main features of Marginal Costing, Absorption vs. Marginal Costing, Limitation of Marginal Costing, Determination of Marginal Cost, Break Even Point, Make or Buy Decision, Optimizing Product Mix, Alternative Use of Production Activities, Evaluation of Performance, Cost-Volume-Profit (c-v-p) Relationship, Graphical Representation of c-v-p Relationship, Assumption of C-V-P Analysis.

**Budgetary Control** - Budget and Forecast, Budgeting, Types of Budgets including - Zero Base Budgeting, Flexible Budgeting, Budgetary Control, Requirement of Good Budgeting Control, Advantage and Limitation of Budgetary Control.

#### **UNIT - 4**

##### **Funds Flow Statement**

Meaning of Funds, Flow of Funds, Fund and Non-Fund Items, Schedule of Working Capital, Funds from Operation, Statement of Sources and Applications.

##### **Cash Flow Statement**

Meaning, Non-Cash Transaction, Format, Cash provided (used) by Operating Activities, Direct Method, Advantages, Limitations, Distinction between Cash Flow and Funds Flow Statements.

##### **Suggested Reading:**

1. Nigam – Jain / Cost Accounting – An Introduction, Prentice Hall of India.
2. Management Accounting – Principles and Practice by R. K. Sharma & Shashi K. Gupta.
3. Elements of Cost Accounting by Maheshwari & Mittal.
4. Cost Accounting – Theory and Problems by Maheshwari & Mittal.
5. Cost & Management Accounting by Saxena & Vashisht – Text, Problems & Solutions.

##### **Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section ‘A’** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section ‘B’** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

**QUANTITATIVE AIDS TO DECISION MAKING**  
**Paper Code: BBAIL-403**

**Preamble:** The basic aim of this subject is to equip students with the latest techniques of problem solving and systemize the routine work without disturbing the main work.

**UNIT – 1**

Linear Programming - Concept of Linear Programming, Problem Formulation, Terminology, Assumptions, Applications and Limitations. LPP Solution Methods - Graphical Method, Simplex Method, Penalty Method, Two-Phase Simplex Method, Degeneracy in LPP, Other Special Cases like Infeasible Solution, Unbounded Solution, Multiple Optimal Solutions.

**UNIT – 2**

Duality & Sensitivity Analysis - Primal – Dual Relationship, Concept of Sensitivity Analysis, Variation in Cost Coefficients and Resource only. Transportation Problem - Concept of Transportation Problem, Mathematical Formulation, NWCM, LCEM and VAM methods to find Initial Basic Feasible Solution, Testing the Optimality by MODI Method and Stepping Stone Method. Some Special Cases of Transportation Problem.

**UNIT – 3**

Assignment Problem - Concept of Assignment Problem, Mathematical Formulation, Hungarian Method, Minimization and Maximization cases, Unbalanced Problem, Restricted Problem, Alternate Solutions, Traveling Salesman Problem.

**UNIT – 4**

Queuing Theory - Queuing System, Various Queue Disciplines, Characteristics of a Queuing System, Kendall's Notation of Queuing System, (M/M/1:  $\infty$ /FCFS) Model and its characteristics. Games Theory - Game, Pure And Mixed Strategies, Optimal Strategy, Rectangular Game, Payoff Matrix, Minimax and Maximin Principle, Saddle Point, Value of Game, Rule of Dominance.

**Suggested Readings:**

1. Kantiswaroop , Gupta P.K. and Manmohan : Operations Research , Published by Sultanchand.
2. H.A. Taha, Operations Research – An Introduction, Published by PHI.
3. J. K. Sharma: Operations Research - Theory & Applications, Published by MacMillan.
4. S. D. Sharma: Operation Research, Published by Kedarnath & Sons.
5. Paneerselvam / Operations Research, Prentice Hall of India.

**Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.



**DBMS AND RDBMS**  
**Paper Code: BBAII-404**

**UNIT - 1**

**Introduction to Databases: -**

Requirement of Databases, Characteristics of Databases, Advantages and Disadvantages of Database, Database System Concept; Data Models Schema and Instance, Database Architecture, Data Independence Database Systems Environment, Classification of DBMS System, Database System Utilities.

**UNIT - 2**

**ER Modeling: -**

Entity Types, Entity Set, Attribute and Key Relationships, Relation Types, Roles and Structural Constraints, Enhanced E-R Concepts Sub Class, Super Class, Inheritance, Specialization & Generalizations

**UNIT - 3**

**Relational Data Model**

Relational Model Concept: - Domain, Attribute, Tuple and Relations Domain, Entity and Referential Entity Integrity Constraints, Relational Algebra. ER And EER to Relational Mapping Tuple Relational Calculus, Domain Relational Calculus, Codd Rules to Convert DBMS to RDBMS, Introduction to RDBMS Packages (Oracle, SQL Server)

**UNIT - 4**

Relation Database Design Algorithms: Normalization – First Normal Form and Third Normal Form, Boyce-Codd Normal Form, Functional Dependencies, Algorithm for Relational Database Schema Design, Fourth Normal Form.

**Suggested Reading:**

1. Martin/Principles of Database Management, Prentice Hall of India
2. Panneerselvam/ Database Management Systems, Prentice Hall on India
3. Fundamentals of Database System, Elmasri And Navathe, Pearson Education Asia
4. Introduction to Database, P.Desie

**Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of five short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

Practical Marks : 50  
Time : 3 hrs.

**ORACLE LAB**  
**Paper Code: BBAII-407**

**Programming and Database Management using Oracle.**

External Marks : 80  
Internal Marks : 20  
Time : 3 hrs.

## **MULTIMEDIA TECHNOLOGY**

### **Paper Code: BBAII-405**

#### **UNIT – 1**

Introduction to the concepts of Multimedia and Designing: Definition, CD-ROM and the Multimedia Highway, Motivation of Students, Multimedia as career, Mediums of Multimedia, Traditional data streams, Characteristics for continuous Media; Application of Multimedia: Multimedia in business, Schools, Home, Public, Places, VR, Tele Service, Electronic books, Tele Shopping, Interactive Video and Audio games; Multimedia Industry: Beginning with the Multimedia making; introduction to the production cycle, creativity organization, requirements (Hardware & Software), Visualization techniques Approach, Composite - Variable Indices.

#### **UNIT-2**

Multimedia Hardware & Software: Multimedia Hardware, Multimedia Platforms, Mac & Windows, Hardware Peripherals; Multimedia Software: Basic Tools, Making Instant Multimedia, Authoring Tools

#### **UNIT-3**

Multimedia Components: Text editing, Image Editing, Animations, Sound and Sound Edition, Video Concept and Editing.

#### **UNIT-4**

Production Cycle: Planning & costing, designing & production, talent, delivering, multimedia & web: designing for world wide web, basic multimedia skills: multimedia team, the industry & team in multimedia, color theory, presentation skills, motivation, multimedia as a career.

#### **Suggested Reading:**

1. Jeffcoate/Multimedia in Practice-Technology & Applications, Prentice Hall of India.
2. Villamil-Casanova/Multimedia – An Introduction, Prentice Hall of India.
3. Multimedia making it work (MMW)- Tay Vaughan (THM)
4. Multimedia: Computing, Communication & Application (MCCA) – Steinmetz and Nahratedt – (ITS)

5.

#### **Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section ‘A’** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section ‘B’** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

**INSURANCE OPERATIONS AND REINSURANCE**  
**Paper Code: BBAIL-408**

**UNIT – 1**

Nature and type of insurance operations; effectiveness and efficiency of insurance operations; aspects of supply chain management; developing customer focus in insurance operations.

**UNIT-2**

Service design and delivery strategy; distribution strategy; factors affecting effective delivery, organizational designing and structuring of insurance operations, job design and BPR, measuring efficiency of operations; quality and control; insurance strategy-formulation and implementation.

**UNIT-3**

Information system and data base management system for insurance operations; insurance software packages-elementary knowledge of SCM, CRP and CRM packages; trends in e-business and on-line insurance.

**UNIT-4**

Principles of Reinsurance; types of reinsurance; causality and property reinsurance; marine reinsurance; aviation reinsurance; reinsurance markets; captive markets; organization and operation; claims management; current development.

**Suggested Reading:**

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

**Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section ‘A’** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section ‘B’** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks : 80  
Internal Marks : 20  
Time : 3 hrs.

## **INDUSTRIAL MARKETING**

### **Paper Code: BBAIL-409**

#### **UNIT – 1**

Nature of industrial marketing: industrial Vs consumer marketing management: industrial marketing myths: industrial marketing concepts: management sciences industrial marketing; understanding industrial market.

#### **UNIT-2**

Nature of industrial buying: dynamics of industrial buyer behaviour; industrial marketing strategy; assessing marketing opportunities; industrial marketing segmentation; targeting market and positioning.

#### **UNIT-3**

Product strategy in industrial marketing, formulating channel strategy; role of industrial distributor in industrial marketing strategy.

#### **UNIT-4**

Formulating marketing communication planning; personal selling; managing advertising; sales promotion and publicity strategy and pricing strategy; pricing decision analysis international industrial marketing.

#### **Suggested Reading:**

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

#### **Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section ‘A’** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section ‘B’** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks : 80  
Internal Marks : 20  
Time : 3 hrs.

## **INVESTMENT BANKING II**

### **Paper Code: BBAIL-410**

#### **UNIT – 1**

Expansions –sell-offs and contractions, market for corporate control-changes in ownership structures issues involved in restructuring; principles of valuation-discounted cash flow method-comparable companies method-adjusted book value method choice of methods-valuations in practice.

#### **UNIT-2**

Estimation of discounts rates-estimation of cash flows-estimation of growth rates-dividend discount model-free flow to equity discount model, free cash flow to firm model-valuation of cyclical firms-valuation of firms in financial distress-valuation of private firms-firm value and leverage corporate strategy and firm value-application of ratios in valuation.

#### **UNIT-3**

Types of mergers: horizontal merger, vertical merger, concentric merger, conglomerate merger motives of mergers-evaluating a merger proposal-sources of synergies-determination of exchange ratio-regulatory framework-accounting and tax aspects, motives for divestiture & demergers-types of divestitures: spin-offs, split-ups, equity carve outs, asset sales- developing a sales strategy-drafting offer memorandum, identifying potential buyers- negotiation and closing the deal.

#### **UNIT-4**

Objectives of takeover-friendly takeover Vs hostile Takeover-acquisition Search-Approaching the target firm-Negotiation Strategies-financing the takeover- tender offer to the public-closing the deal-regulatory framework, defensive audit-performance as a defense-disclosure policies & valuation-share repurchases and exchanges – voting rights and value of control-innovative defensive tactics.

#### **Suggested Reading:**

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

#### **Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section ‘A’** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section ‘B’** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

**INTERNATIONAL BUSINESS ENVIRONMENT**  
**Paper Code: BBAIL-411**

**UNIT – 1**

Determinant of international business environment, streams of international business components and determinants of IBE; factors producing changes in IBE; International economic growth and changes in business environment, corporate governance and its role in IB (concept only)

**UNIT-2**

Political, legal and cultural environment: impact of economic systems and economic reforms, country risk, political risk insurance – role of OPIC and MIGA; legal environment of international business, cultural factors in international market environment.

**UNIT-3**

International trading environment: tariff and non-tariff barriers to trade; world trading system the WTO framework, UNCTAD and generalized system preferences (GSP); international commodity agreements; cartels and state trading, trading blocks and intra-regional trade.

**UNIT-4**

International financial environment: foreign exchange rate determination; international monetary system and the IMF; European monetary system and the 'Euro'; world bank (IBRD, IDA & IFC); Euro Markets and their working.

**Suggested Reading:**

1. Anant K Sundaram and J.S. Black, The International Business Environment, Prentice Hall of India.
2. G.M. Meier, The International Environment of Business, Oxford University Press, NY.
3. A. Buckley, Multimedia Finance, Prentice Hall of India, New Delhi.
4. Gopaldaswamy, Gatt, WTO, TRIPS, TRIMS and Trade in Service, Wheeler Publishing, New Delhi.
5. World Bank, World Development Report (latest issue)

**Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

**SYLLABUS OF BUSINESS ADMINISTRATION  
(INDUSTRY INTEGRATED)**

**5<sup>th</sup> SEMESTER**

**Common Papers For**

**All Specializations**



**SALES AND DISTRIBUTION MANAGEMENT**  
**Paper Code: BBAIL-501**

**Preamble:** Sales and distribution gives the knowledge of various middlemen involve in the production and usage of the product. This will open the horizons of the students in minimizing the cost involved in intermediaries and also in monitoring the sales force.

**UNIT – 1**

Sales and Distribution Strategy; Sales Management; Personal Selling; Theories of Selling; Recruitment and Selection of Sales Person, Compensation and motivation of sales force.

**UNIT - 2**

Monitoring and performance evaluation; sales displays; sales meetings and sales contests; quotas; sales territories; SALES budgeting and control.

**UNIT - 3**

Participants in distribution system; Role and function of intermediaries; Designing the Distribution channel; conflict and power in the channel.

**UNIT - 4**

Selection and motivation of the intermediaries; Distribution analysis; control and management; distribution logistics; distribution costs, control and customer service.

**Suggested Readings:**

1. Still Richard, Candiff Edward and Govani Norman, Sales Management: Decisions, Strategies and Cases; Prentice Hall of India Pvt. Ltd. New Delhi.
2. Rosenbloom, Bert, Marketing Channels: A Management View, The Dryden Press, Illinois.

**Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section ‘A’** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section ‘B’** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks : 80  
Internal Marks : 20  
Time : 3 hrs.

## **BUSINESS POLICY AND STRATEGIC MANAGEMENT**

### **Paper Code: BBAIL-502**

**Preamble:** This subject will equip the students with various strategies and policies which are base for decision making and which affects the working of an organization.

#### **UNIT - 1**

**Introduction** - Nature, Scope and Importance of the course on Business Policy, Evolution of the Course – Forecasting, Strategic Planning and Strategic Management.

**Top Management** - Constituents of top Management-Board of Directors, Sub-Committee, Chief Executive Officer and their roles in strategic management, Strategic Management Process – Vision, Mission, Environmental Scanning, Objectives and Strategy, Implementation Phase – Strategic Activities, Evaluation & Control, Business Definition,.

#### **UNIT - 2**

**Environmental Analysis:** Need, Characteristics and categorization of Environmental Factors, Approaches to the Environmental Scanning Process – structural Analysis of Competitive Environment, ETOP – A Diagnosis Tool.

**Analysis of Internal Resources:** Strengths and Weaknesses, Resource Audit, Strategic Advantage Analysis: Value – Chain Approach to Internal Analysis, Methods of Analyzing and Diagnosing Corporate Capabilities – Functional Area, Profile and Resource Deployment Matrix, Strategic Advantage Profile, SWOT Analysis.

#### **UNIT - 3**

**Formulation of Strategy:** Formulating Long Term Objectives and Grand Strategies, **Long Term Objectives:** Qualities of Long-term objectives, **Grand Strategies:** Concentration, Market Development, Product Development, Innovation, Horizontal and Vertical Integration, Joint Venture, Concentric and Conglomerate Diversification, Retrenchment / Turnaround, Divestiture, Approaches to Strategy, Major Strategy Options – Stability, Growth and Expansion, Diversification, Retrenchment, Mixed Strategy.

**Evolution of Multinational Environment** – Strategic Considerations for Multinational Firms, Why companies Internationalize, Problems for MNC, Strategic Planning for MNC, Components of Multinational Environment, Selection of long-term Objectives and Grand Strategy Sets, Sequence of Objectives and Strategic Selection.

#### **UNIT – 4**

**Choice of Strategy** - BCG Growth/Share Matrix; Stop Light Strategy Model, Directional Policy Matrix (DPM) Model, Grand Strategy Selection at the Business level – Grand Strategy Selection Matrix, Model of Grand Strategy Clusters, Behavioural consideration affecting strategic choice, contingency approach to Strategic choice, Product / Market Evolution – Matrix and Profit Impact of Market Strategy (PISM) Model.

#### **Suggested Readings:**

1. John A Pearce II and Richard B Robinson Jr., Strategic Management, Strategic Formulation and Implementation.,3<sup>rd</sup> Edition AITBS Publishers and distributors (Regd.) 1996 Delhi.
2. C. Roland Christerson, Etl. Business policy Text and cases, 6<sup>th</sup> Edn., 1987, IRWIN Homewook illions.
3. Cuno Pumpin, ‘The Essence of Corporate Strategy’, 1987 Gower Publishing Company, Ltd., England.
4. P.K. Ghosh, Business Policy, Strategic Planning and Management, 6<sup>th</sup> Edn. 1977, Sultan Chand and Sons, New Delhi.

#### **Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section ‘A’** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section ‘B’** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks : 80  
Internal Marks : 20  
Time : 3 hrs.

## **CONSUMER BEHAVIOUR**

### **Paper Code: BBAIL-503**

#### **UNIT – 1**

**Introduction to Consumer Behavior:** Definition of C.B, Factors influencing Consumer Behaviour, Marketing Strategies and Consumer Behaviour, Consumer Decision Making Process, Importance of C.B, Indian Consumer and his Characteristics, Industrial Buying / Organization Buying, Consumer Behavior from Consumer Perspective.

#### **UNIT – 2**

Individual Determinants: **Attitude** - Models and theories of attitude, Tricomponent attitude Model, Behavior Intention Model, Change in Attitude, The Theory of trying to Consume. **Personality and Self-Concept** - What is personality, Nature of personality, Theories of personality (Freudian, Jungian, Neo-Freudian & Trait theory), Personality and understanding consumer diversity, Self and self Image.

#### **UNIT – 3**

**Environmental Influence: Culture** - Definition of culture, Characteristics of Culture, Defnamicism in Culture, Relevance of Sub Culture and Cross Culture on CB, Indian Culture and Sub Culture, Marketing Strategies and problems related to cross culture. **Social Class** – Definition, Determinants of Social Class, Objective Approach, Composite –Variable Indices, Social Class Mobility, Applications of social class to consumption, **Family and life style**, Significance, Family life cycle stages, Family-Buying Influences, Applications of AIO Studies, VALS system of classification.

#### **UNIT – 4**

**Consumer Decision Making:** Consumer Decision Making, Four views of Consumer Decision Making, Types of Consumer Purchasing Decision, A Basic Model Of Decision Making (Need Arousal C.I. Process Brand Evaluation, Purchase and Post-Purchase Behavior), Models of Decision Making – Engle-Kollatt-Blackwell Model, Howard–Sheth Model, Nicosia Model, E-Business and its effect on Consumer Decision Making.

#### **Suggested Reading:**

1. Consumer Behavior Leon G. Schiffman, Leslie Lazar Kanuk, Prentice Hall Of India
2. Consumer Behavior Dr. S.L. Gupta & Sumitra Paul, Sultan Chand & Sons Educational Publishers
3. Consumer Behavior Henry Assael (HA) Asian Books Private Ltd.

#### **Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section ‘A’** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section ‘B’** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

**MIS & E-BUSINESS**  
**Paper Code: BBAIL-504**

**UNIT – 1**

**MIS-A Framework:** Information, Types of information, Dimensions of information, MIS concept, Definition, Nature and scope of MIS, MIS characteristics, MIS functions, MIS classification, Application areas of information systems: Finance, Marketing, Manufacturing and Personnel. **Planning For Designing And Implementing The MIS:** Strategic and project planning for MIS, Conceptual system design, Detailed system design, Implementation, Evaluation and Maintenance of MIS.

**UNIT – 2**

**Information Systems For Strategic Advantage:** Introduction, Strategic roles for information systems, Breaking business barriers, Value chain and strategic IS, Re-engineering business processes, Improving business quality, The challenges of strategic IS, Sustaining Strategic success. Intranets, Extranets, Enterprise Collaboration Systems.

**UNIT – 3**

**E-Commerce:** Introduction, Definition, Scope, Electronic marketing process, Interdisciplinary nature of EC, Future of EC, Benefits and limitations, Driving forces of electronic commerce, Impact of EC  
**EC Strategy and Implementation:** Strategic planning for EC, Electronic commerce strategy in action.

**UNIT – 4****Electronic Payment System & Security Issues**

Electronic payments and protocols, Security schemes in electronic payment systems, electronic credit card system on the internet, electronic fund transfer and debit cards on the internet, Stored value cards and E-Cash, Electronic check systems, Use of firewalls in E-Commerce security.

**Suggested Readings:**

1. Management Information System, Jerome Kanter, Prentice Hall of India.
2. Management Information System, Laudan & Laudan, Prentice Hall of India.
3. Management Information System, James A. O'Brien, Galgotia Publications, Fourth Edition.
4. Management Information System, D. P. Goyal, MacMillan India.
5. Electronic Commerce, Efraim turban, Jae Lee, David king, H.Michael Chung
6. Information Systems For Modern Management, Robert G. Murdick, Joel E. Ross, James R. Claggert, Third Edition
7. Electronic Commerce, Whitely, Mc Graw, Hill
8. Frontiers of electronic commerce, kallkota, peaterson education, N Delhi.
9. Management Information System, Mudrick.
10. Management Information System,, Jeorome kanter.
11. Management Information System,, Laudan & Laudan
12. Electronic Commerce, Draavid Whiteley

**Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

Practical Marks : 50  
Time : 3 hrs.

**E-BUSINESS LAB**  
**Paper Code: BBAII-507**

***HTML: CREATING WEB PAGES USING ALL THE TAGS OF HTML***

**USE OF SOFTWARES LIKE DREAMWEAVER OR FRONT-PAGE**

**CREATING WEB PAGES AND WEB SITES USING THE ABOVE SOFTWARES**

**IT INFRASTRUCTURE MANAGEMENT AND ADVANCE COMPUTER NETWORKS**  
**Paper Code: BBAIL-505**

**UNIT - 1**

**Hardware:** The parts of PC, Hardware component of a Computer System, PC System Unit Packaging Styles, Power Supply, Floppy Disk Drives, Hard Disk Drives, CD-ROM Drives, System Unit's Motherboard, Basic or Standard Adapter Cards, Multi I/O Port Adapter Board, Display Adapter, Sound Cards, LAN and Network Adapters, Modems and PC Connection, Disk, Basic Disk Concepts, Verities of Disks, Disk Controller Types, Structure of a Dos Disk, Detailed Disk, Detailed Disk structure, Built in BIOS, What does ROM-BIOS Do, How Do, How Does the BIOS Work, BIOS and Booting.

**UNIT - 2**

Encoding and modulation: Digital to Digital Conversion, Analogue to Digital Conversion, Analogue to Analogue Conversion, Error Detection and Correction; Many to One, One to Many, WDM, TDM, FDM, Telephone System, DSL, CDMA, FTTC, Data link Control Protocols: Line Discipline, Flow Control, Error Control, Synchronous and Asynchronous Protocols, HDLC, SDLC.

**UNIT - 3**

Point-to-point protocols: Transmission states, PPP Layers, LCP, Authentication, NCP, ISDN Services, Historical Outline, Subscribes Access, ISDN Layers, and Broadband ISDN

**UNIT - 4**

Overview of Technologies : X25, ATM and SONET/SDH-Layers, Design Goals, Architecture Services and Applications, Satellite Networks: Polling, ALOHA, FDM, TDM, CDMA

**Suggested Reading:**

1. A.S. Tanenbaum, "Computer Networks", PHI
2. Behrouz A. Forouzan: Data Communication and Networking, 2<sup>nd</sup> Edition, Tata McGraw Hill, 2000.
3. Peter Norton, Inside The PC, Sixth Edition, Prentice Hall Computer Publications.
4. D. Bertseakes and R. Gallager, Data Network, 2<sup>nd</sup> Edition, Prentice Hall of India.
5. D.E. Comer, Internetworking with TCP/IP, Vol. 1, Prentice Hall of India.
6. J.F. Hayes, Modelling and Analysis of Computer Communication Networks, Plenum Press
7. G.E. Keiser, Local Area Networks, McGraw Hill, International Edition.
8. W. Stalling, Data & Comuter Communication, Maxwell Macmillan International Edition.

**Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80  
Internal Marks : 20  
Time : 3 hrs.

## **HEALTH, GROUP, LIFE AND GENERAL INSURANCE**

### **Paper Code: BBAIL-508**

#### **UNIT - 1**

Health and group insurance: principles of health insurance; health insurance products; group insurance products: product design, development & evaluation; underwriting and premium setting; claims management and third party administration; social security; marketing and services; tax planning.

#### **UNIT - 2**

Life Insurance: Principles of life insurance, Personal Financial Planning and Insurance, Life Insurance Products, Pensions and Annuities, Underwriting Considerations, Premium setting, Products Development, Design and Evaluation, Claims Management, Marketing And servicing.

#### **UNIT - 3**

Principles of general insurance; types of personal general insurance products-personal liability, Home owners and personal motors, personal liability; perils clauses and covers in personal general insurance; underwriting considerations and rate making: product design, development and evaluation.

#### **UNIT - 4**

Main types of commercial, general and marine insurance products, motors, engine agriculture, liability, surely & worker compensation; perils clauses and covers in commercial, general Insurance; underwriting consideration and rate making in commercial insurance; loss prevention and control.

#### **Suggested Reading:**

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

#### **Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

**FOREIGN EXCHANGE MANAGEMENT**  
**Paper Code: BBAIL-509**

**UNIT - 1**

Nature of Foreign Exchange sources of demand for and supply of foreign exchange-the balance of payment (bop) framework; equilibrium and disequilibrium in bop, nominal, real and effective exchange rates, competitive determination of rate of exchange –competitive mint par theory, monetary theory and portfolio balance approach purchasing power parity theory, International monetary system.

**UNIT - 2**

General factors of exchange rate fluctuations; the downburst sticky price theory of exchange rate volatility, exchange rate overshooting; empirical patterns of exchange rate fluctuations; central banking intervention for exchange rate stability.

**UNIT - 3**

Nature of functions and participants of foreign exchange market, spot and forward markets; forward premium; methods of quoting exchange rates; cross rates of exchange, bid-ask spread, relations between exchange rate interest rate and inflation rate, the interest rate parity theorem, the expectation theory, international fisher effect.

**UNIT - 4**

Currency future, options, currency and interest rate swaps; measuring foreign exchange risk and exposure techniques of exposure management.

**Suggested Reading:**

1. Paul Einzip, A textbook on Foreign Exchange.
2. Maurice D. Levi, International Finance, McGraw Hill, NY.
3. A Buckley, Multinational Finance, Prentice Hall of India, New Delhi.
4. Paul Roth Mastering Foreign Exchange and Money Markets Pitman London.

**Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section ‘A’** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section ‘B’** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.



External Marks: 80  
Internal Marks : 20  
Time : 3 hrs.

**FINANCIAL MARKETS AND ENVIRONMENT**  
**Paper Code: BBAIL-510**

**UNIT - 1**

Functions of the Financial Systems- Prerequisites of a Financial System- Players in the Financial System- Segments of Financial Markets- Role of Financial Markets – Market Efficiency –Need for Money Markets – Components of the Money Markets- Players in the Money Market-Call Money Market- Treasury Bill Market-Commercial Paper Market.

**UNIT - 2**

Need for capital Markets-Segments of Capital Markets-Players in Capital Markets-Major Trends in Capital Markets-Globalization of the market- Regulation of the Capital Markets-Objectives and Functions of the Regulator-Self-Regulatory Organisations (SROs) Primary Market, Secondary Market, Innovative Bond.

**UNIT - 3**

Evolution of the Financial Markets-Structure of the Markets-Euro Market-American Market-Japanese Market-Indian Market- Multilateral Financial Institutions-Recent Development, Foreign Exchange Market, Derivatives – Derivatives Trading and Settlement-Derivatives and Speculation-Regulatory Framework.

**UNIT - 4**

Evolution of NBFCs- Industry Structure-Service Provided by NBFCs-Acceptance of Public Deposits –Regulating of NBFC Sector-Registration and Classification-Prudential Norms-Evolution of Insurance-Non-Traditional Insurance –Insurance Industry in India -Reforms in the insurance Sector-Regulation of the Insurance Sector.

**Suggested Reading:**

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

**Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section ‘A’** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section ‘B’** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

## **INNOVATION AND ENTREPRENEURSHIP**

### **Paper Code: BBAIL-511**

#### **UNIT - 1**

Organisation of Innovation: Innovation-The New knowledge Economy, the technology Based Firm Phenomena; Innovation/creativity, Idea Filtering and the Value of Ideas; Focuses on understanding and managing creativity and innovation in organisations using the frameworks. And insights of organisational behaviour, Adventures in Entrepreneurship; early-stage start-up ventures, new product development (NPD), the management of research and development (R&D), and knowledge management; relationship between organizational structure, group dynamics, and individual psychology in the solution of creative problems.

#### **UNIT - 2**

Designing strategic Organization: industrial design-product innovation and product development; product Dev't-Marketing and Design Management; converting the marketing product specification into engineering design and manufacturing specifications; writing the engineering system specification, planning the design cycle and producing a product validation plan, traditional and innovative designs for organizational structures; birth, growth, maturation, and decline phases of an organization.

#### **UNIT - 3**

Small Business Management-Developing the Business Plan: Business Planning-The Business Plan; venture capital-entrepreneurship and entrepreneurs, Legal/Management-Starting and growing the business, The High-Tech Company, Management of Small and Medium-Sized Organizations, Operational and Longer-Term Strategic Management issues to run small business, Human Resource Management-The role of outside professionals, the role of good internal financial statements, benchmarking and understanding competition, growing a business, teamwork, delegation and accountability, corporate culture, managing through troubled times, making financial decisions, managing conflict and using customer focus group.

#### **UNIT - 4**

Business Law for entrepreneurs: Intellectual Property-Copyright, trademarks, patents, design: Technology contracts and IP Licensing, how to hire and work with lawyers, means of acquisition including grass roots, start up: acquiring an existing business and franchising: conflicts with previous employers, legal forms of the business entity, legal issues in raising capital, basic contract law including sales under the uniform commercial code, creditor's rights and bankruptcy.

#### **Suggested Reading:**

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

#### **Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

**SYLLABUS OF BUSINESS ADMINISTRATION  
(INDUSTRY INTEGRATED)**

**6<sup>th</sup> SEMESTER**

**Common Papers For**

**All Specializations**

External Marks : 80  
Internal Marks : 20  
Time : 3 hrs.

## **ENTREPRENEURSHIP DEVELOPMENT**

### **Paper Code –BBAII- 601**

#### **UNIT - 1**

**Concept:** Need and significance of Entrepreneurship Development in Global contexts, Entrepreneurship Development – Concepts, Process, Experiences and Strategies, Theories of entrepreneurship.

#### **UNIT - 2**

**Entrepreneurship Quality/Motivation:** The Entrepreneurship – myths and misconception, qualities, characteristics and role demanded of an Entrepreneur, entrepreneur v/s Professional Managers.

#### **UNIT - 3**

**Enterprise Launching & Resourcing:** Government Programmes, Policies, Incentive and Institutional Networking for Enterprise setting, Steps of setting new Enterprise, Scanning Business Environment, Sensing Business Opportunity & identifying product.

#### **UNIT - 4**

**Business Plan Preparation:** Procedure & steps, Market Survey & Demand Analysis, Growth, Modernization & Expansion of Enterprise.

#### **Suggested Readings:**

1. Clarence Danhof. “ Observation on Entrepreneurship in Agriculture” in R. Wohl’s Change and the Entrepreneur. Harvard University, Cambridge, 1949.
2. Udyamita (in Hindi) by Dr. M.M.P. Akhouri & Dr. S.P. Mishra, pub. By National Institute for Entrepreneurship and Small Business Development (NIESBUD), NSIC-PTC Campus, Okhla.
3. Trainer’s Manual on Developing Entrepreneurial Motivation, By M.M.P. Akhouri, S.P. Mishra & R. Sengupta, Pub. By (NIESBUD), NSIC-PTC Campus, Okhla.
4. Behavioral Exercises and Games – manual for trainers, learning systems, by M.V. Deshpande, P. Mehta & M. Nandami.
5. Product Selection by Prof. H.N. Pathak, Pub. By (NIESBUD), NSIC-PTC Campus, Okhla.
6. Entrepreneurship Development by – Dr. S. Moharana & Dr. C.R. Das, Pub. By RBSA Publishers, Jaipur.
7. Entrepreneurship Development by S.S. Khanna, Published by S. Chand & Company Ltd., Ram Nagar , New Delhi.
8. Entrepreneurship Development by C.B. Gupta & N.P. Srinivasan, Publisher – Sultan Chand & Sons, 1992.
9. Entrepreneurship Development – Principals, Policies and Programmes by P. Saravanavel, Publisher- ESS Pee Kay Publishing House, Madras.
10. Entrepreneur and Entrepreneurship Development by Rashi Ali, Pub. By Chugh Publication, Stretch Road , Civil Lines, Post Box No. 101, Allhabad – 211001.
11. Entrepreneur and Entrepreneurship development and Planning in India, by D.N. Mishra, Pub. By Chugh Publication , Allhabad.
12. Entrepreneur, Industry And Self- Employment Projects, Part – 1 & 2 (in Hindi), Pub. By Center For Entrepreneurship Development, M.P. (CEDMAP), 60, Jail Road, Jhangerbad, Bhopal – 462008.
13. Small Scale Industry and self-employment Projects, Part – 1 & 2 (in Hindi), Pub. By Center For Entrepreneurship Development, M.P. (CEDMAP), 60, Jail Road, Jhangerbad, Bhopal – 462008.

#### **Magazines**

1. Udyamita Samachar Patra, (Monthly, Hindi) Pub. By Part – 1 & 2 (in Hindi), Pub. By Center For Entrepreneurship Development, M.P. (CEDMAP), 60, Jail Road, Jhangerbad, Bhopal – 462008.
2. Science Tec. Entrepreneur (A Bimonthly Publication) by Part – 1 & 2 (in Hindi), Pub. By Center For Entrepreneurship Development, M.P. (CEDMAP), 60, Jail Road, Jhangerbad, Bhopal – 462008.
3. Laghu Udyog Samachar.
4. Project Profiles by DCSSI, Govt. of India.
5. Project Profiles published by Part – 1 & 2 (in Hindi), Pub. By Center For Entrepreneurship Development, M.P. (CEDMAP), 60, Jail Road, Jhangerbad, Bhopal – 462008.

#### **Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section ‘A’** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section ‘B’** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks : 80  
Internal Marks : 20  
Time : 3 hrs.

**INTERNATIONAL BUSINESS**  
**Paper Code: BBAIL-602**

**Preamble:** The subject of International Business will open the area for the students to know about the world's business trends and environment, which will help them, make their organizations more competitive.

**UNIT - 1**

Globalisation and its relevance, stages of Internationalization, need for International Marketing, Types Of International Business.

**UNIT - 2**

Market Selection, Market Entry Strategies, Market coverage Strategies, International Business Intelligence, Global Sourcing, Contertrade, Global Trade

**UNIT - 3**

International Investments: Types of Foreign Investments, Theories of International Investment, Trade & Investment, Factors Affecting International Investment, Growth of Foreign Investment, Foreign Investment in India, Foreign Investment by Indian Companies.

**UNIT - 4**

International Organization & HRM, Export Promotion, India in Global Market, Corporate Governance & Social Responsibility in International Business, MNCs & Global organizations.

**Suggested Readings:**

1. A. Buckley Multinational Finance, Prentice-Hall of India, New Delhi.
2. Gopalswamy Gatt, WTO: TRIPS, TRIMS and Trade in Services, Wheeler Publishing, New Delhi.
3. Word Bank, World Development Report (latest issue)

**Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

**MERCANTILE LAW**  
**Paper Code: BBAIL-603**

**Preamble:** The subject of Mercantile Law will enlighten the students about the legal system the organization has to follow in India.

**UNIT - 1**

The Companies Act 1956 : Meaning & Nature of Company  
: Lifting of the corporate veil  
: Classification of a companies & Special Privileges  
: Formation of a company  
: Meetings (Board and General meeting)

**UNIT - 2**

Indian Contract Act 1872 : Meaning and Definitions  
: Essentials of a Valid Contract

Factories Act 1948

: Definitions  
: Provisions for Safety, Health and Welfare

**UNIT - 3**

Sales of Goods Act 1930 : Formation of Contract of Sales  
: Capacity to Buy and Sell  
: Conditions & Warranties  
: Rule of Caveat emptor  
: Rights of Unpaid Seller

**UNIT - 4**

Consumer Protection Act 1986 : Definitions  
: Rights of Consumers  
: Remedies available to consumers through Redressal  
Machinery

Industrial Dispute's Act

: Definitions  
: Authorities for settlement of Disputes

**Suggested Reading:**

1. N. D. Kapoor – Mercantile Law.

**Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks : 80  
Internal Marks : 20  
Time : 3 hrs.

**SERVICE MARKETING**  
**Paper Code: - BBAIL-607**

**Preamble:** The subject of Service Marketing will open the area for the students to know about the field other than the goods marketing. The main income source of developed countries is well-established service industry. This will help the students in performing better will selling the intangible products.

**UNIT - 1**

Marketing of Services: Conceptual Framework, Basic Issues Involved in Marketing of Services Designing Strategy for Marketing; Marketing of Financial Services: The Indian Scene: Branding and Advertising of Financial Services; Consumer Banking; Experiences of Indian and Foreign Banks, Credit Cards.

**UNIT - 2**

Hospitality and Health Services: Marketing of Hospitality and Tourism Services; Management and Marketing of Tourism in India; Health Services, the Indian Scene; Marketing of Family Planning.

**UNIT - 3**

Educational Services: Marketing of Educational Services; Marketing of Professional Education; Marketing of Professional Support Services; Implications for Advertising Agencies.

**UNIT - 4**

Educational Utilities : Marketing of Logistics; Marketing Approach in India; Is the Customer Always Right? Cases of Marketing of Services of Indian and Foreign Banks, Travel and Tourism Agencies and Hospitals and Telecom Organizations.

**Suggested Readings:**

1. Service Marketing - Rampal and Gupta, Excel Publications.
2. Service Marketing - Ravi Shankar, Excel Publications.

**Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks : 80  
Internal Marks : 20  
Time : 3 hrs.

## **RETAIL MARKETING MANAGEMENT**

### **Paper Code –BBAIL- 609**

#### **UNIT - 1**

Retail Marketing: retail marketing as a discipline; as a business activity, unique features of the retail sector; concepts in retail marketing; strategic retail marketing; the market position at strategy of existing retailers; the developments in retailing and strategic management problems in retailing. Management of the retail function viewed as a separate business operation and as a part of the marketing strategy. Developing a retail strategy: Organization, layout, merchandise planning and management, customer service and pricing.

#### **UNIT - 2**

Supply Chain Management: supply chain management initiatives of large-scale retail businesses; factor for a successful supply chain management at an operational level and strategic level; logistics infrastructure; The retail buying function; managing of supplier relationships, category and brand management issues, product innovation and demands of specific customer groups; the role and nature of logistic and buying strategies; retail mix.

#### **UNIT - 3**

Retail Development: the importance of effective location management and significance of the internationalization of retailing; specialist frameworks relating to retail location management; retail internationalization; key issues including site selection, store network management and the retail internationalization process. Development of complete and formal marketing plans for existing or new consumer products. Structure encompasses all aspects of a contemporary marketing plan from situational analysis through implementation and control

#### **UNIT - 4**

Retail Communications: ways of the retail offer to existing and potential new customers in store and non-store retail formats (the latter including the internet); retail image, store atmosphere, store lay-out, customer services, retail promotions and advertising, personal selling and public relations; the strategic marketing framework for the marketing communications of existing retailers, including their web-presence, retail communication – different possible channels, including the internet.

#### **Suggested Readings:**

##### **Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section ‘A’** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section ‘B’** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.



External Marks : 80  
Internal Marks : 20  
Time : 3 hrs.

**MANAGEMENT OF FINANCIAL SERVICES**  
**Paper Code : BBAIL-610**

**Unit-I**

Merchant Banking: An Overview of the Financial Services Industry, Role of Merchant Banker in issue Management – Opportunities and Challenges, Regulatory Framework and SEBI Guideline of Merchant Banking Activities.

**Unit-II**

Leasing Financing: Introduction, Concept and Classification, Legal Aspect and Tax Aspect, Financial Evaluation, Lease Vs. Hire Purchase, Financial Risk Management Technique and Hedging Instruments Including Financial Futures and Options.

**Unit-III**

Factoring: Concepts and Forms; Function of a Factor, Legal Aspect and Evaluation of Factoring, Factoring Vis-a Vis Forfeiting, Venture Capital: Nature, Scope and Regulatory Framework, Venture Capital Investment Process, Evaluation Criteria, Limitation, Future of Venture Capital in India.

**Unit-IV**

Concept of Financial Engineering; Merger Amalgamation: Meaning, Essential Features of Scheme of Amalgamations, Financial Framework, Acquisition and Takeovers: Meaning and Regulatory Framework with Special Reference to SEBI Guidelines.

**Suggested Reading:**

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

**Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

**SOFTWARE ENGINEERING**  
**Paper Code:BBAIL- 604**

**UNIT – 1**

Software Engineering – History, role and life-cycle, Software Crisis – What is Software Engineering, Software Life Cycle Models, System Engineering – Computer Based systems, the system engineering hierarchy, Information Engineering, Information Strategy Planning, Business Area Analysis, Product Engineering, Modeling the system Architecture, System Specification.

**UNIT – 2**

Analysis Concept and Principles – Requirement Analysis, Communication Techniques, Analysis Principles, Software prototyping, Specification, Analysis modeling – Elements of the Analysis Model, Data Modeling, Functional modeling and Information Flow, The mechanism of Structures Analysis, The Data Dictionary, Overview of other classical Analysis methods.

**UNIT – 3**

Designs, concepts and Principles: Software Design and Software Engineering, The Design Process, Design Principles, Design Concepts, Effective Modular Design, Design Heuristics for Effective Modularity, The Design Model, Design Documentation, Design Methods: Data Design, Architectural Design, Transform Mapping, Transaction Mapping, Design, Post – Processing, Interface Design, Human – Computer Interface Design, Interface Design Guidelines, Procedural Design.

**UNIT – 4**

Software testing: Functional testing, Structural Testing, Test Activities, Debugging, Software Maintenance, Categories of Maintenance, The Maintenance process, Maintenance models, reverse engineering, software reengineering, estimation of maintenance cost, configuration management, documentation.

**Suggested Reading:**

1. Software Engineering – A Practitioner’s Approach, Fifth Edition by Roger S. Pressman, McGraw Hill International Editions.
2. Rajib Mall / Fundamentals of Software Engineering, Prentice Hall of India.
3. Ghezz etal / Fundamentals of Software Engineering, Prentice Hall of India.
4. S / W Engineering, Singh and Aggarwal.
5. System Analysis and Design, Awad.
6. System Analysis and Design, Lee.
7. S / W Engineering Concepts, Fairley, Narosa Pub. Co.

**Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section ‘A’** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section ‘B’** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks : 80  
Internal Marks : 20  
Time : 3 hrs.

**DISTRIBUTION DATABASE MANAGEMENT SYSTEM (DDBMS)**  
**Paper Code: BBAIL-605**

**UNIT – 1**

Introduction – DDBMS features and Needs, Advantages of DDBMS, Reasons for Distribution, Processing, Basic Concepts of Normalization, Structure of DDBMS: Overview of Network Topology, Necessary basic components, Different Categories of DDBMS, Heterogeneous and Homogeneous Database, Levels of Distributed Transparencies.

**UNIT – 2**

Data Models, Global Schema, Fragmentation Schema and Allocation Schema, All types of Fragmentation, Replication and Fragmentation Allocation.

**UNIT – 3**

Query Processing: Translation of global Query, Query Optimization, Query Execution and Plan, Semi – Join and Project – Join Processing.

**UNIT – 4**

Concurrency Control: Storage, Management, Transaction, Serializability, Locking / Dead Locks, Recovery, Two Phase Commit Protocol, Types of Site Failures and Recovery.

**Suggested Reading:**

1. Martin / Principles of Database Management, Prentice Hall of India.
2. Panneerselvam / Database Management Systems, Prentice Hall of India.
3. Database Management Systems, Majumdar and Bhattacharya, TMH.
4. Fundamentals of Database Management Systems, E. Navathe, Addison – Wesley.
5. An Introduction to Database Management Systems, B. C. Desai, Galgotia Publication
6. E-Commerce Strategy, Technologies and Application, David Whiteley, TMH, Information System Series.
7. Management Information System, James A. O'Brien, TMH.
8. Silberschatz and Korth, Database System Concepts, McGraw – Hill Companies Inc.
9. C. I. Date, Introduction to Database Management System, Addison – Wesley.

**Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks : 80  
Internal Marks: 20  
Time : 3 hrs.

**UNDERWRITING**  
**Paper Code : BBAIL-608**

**Unit-I**

Basic principles of underwriting; characteristics of underwriting firms; perils and clauses insurance policies; underwriting risks.

**Unit-II**

Basic considerations in life insurance underwriting; factors affecting underwriting, broad classes of physical impairment; calculating average risk; assessment and management of underwriting exposure.

**Unit-III**

Basic considerations in marine underwriting; cargo insurance documents; coverage of cargo insurance; underwriting guidelines and tariffs; cargo underwriting and rating.

**Unit-IV**

Fundamental principles of fire insurance; basic considerations in fire insurance; underwriting, rating and proposal form.

**Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.