

AMITY

UNIVERSITY

SYLLABUS

Bachelor of Business Administration

Programme Code: BBA

Duration – 3 Years Full Time

**Programme Structure
and
Curriculum and Scheme of Examination**

2010

**AMITY UNIVERSITY UTTAR PRADESH
GAUTAM BUDDHA NAGAR**

PREAMBLE

Amity University aims to achieve academic excellence by providing multi-faceted education to students and encourage them to reach the pinnacle of success. The University has designed a system that would provide rigorous academic programme with necessary skills to enable them to excel in their careers.

This booklet contains the Programme Structure, the Detailed Curriculum and the Scheme of Examination. The Programme Structure includes the courses (Core and Elective), arranged semester wise. The importance of each course is defined in terms of credits attached to it. The credit units attached to each course has been further defined in terms of contact hours i.e. Lecture Hours (L), Tutorial Hours (T), Practical Hours (P). Towards earning credits in terms of contact hours, 1 Lecture and 1 Tutorial per week are rated as 1 credit each and 2 Practical hours per week are rated as 1 credit. Thus, for example, an L-T-P structure of 3-0-0 will have 3 credits, 3-1-0 will have 4 credits, and 3-1-2 will have 5 credits.

The Curriculum and Scheme of Examination of each course includes the course objectives, course contents, scheme of examination and the list of text and references. The scheme of examination defines the various components of evaluation and the weightage attached to each component. The different codes used for the components of evaluation and the weightage attached to them are:

<u>Components</u>	<u>Codes</u>	<u>Weightage (%)</u>
Case Discussion/ Presentation/ Analysis	C	05 - 10
Home Assignment	H	05 - 10
Project	P	05 - 10
Seminar	S	05 - 10
Viva	V	05 - 10
Quiz	Q	05 - 10
Class Test	CT	10 - 15
Attendance	A	05
End Semester Examination	EE	70

It is hoped that it will help the students study in a planned and a structured manner and promote effective learning. Wishing you an intellectually stimulating stay at Amity University.

July, 2010

PROGRAMME STRUCTURE

FIRST SEMESTER

Course Code	Course Title	Lectures (L) Hours Per Week	Tutorial (T) Hours Per Week	Practical (P) Hours Per Week	Total Credit	Page No.
BBA 101	Management Foundations	2	1	-	3	
BBA 102	Business Environment	2	1	-	3	
BBA 103	Micro Economics for Business	2	2	-	4	
BBA 104	Computers in Management	2	-	1.5	3	
BBA 105	Financial Accounting – I	2	2	-	4	
BBA 106	Business Mathematics	2	2	-	4	
BBA 107	Polity & Society	2	1	-	3	
	English	1	-	-	-	
BBA 143	Behavioural Science - I	1	-	-	1	
	Foreign Language – I	2	-	-	2	
BBA 144	French					
BBA 145	German					
BBA 146	Spanish					
BBA 147	Japanese					
BBA 148	Chinese					
	TOTAL				27	

Note: #The students will study English from I semester but final evaluation will be done at the end of IInd semester. However continuous evaluation will start from the Ist Semester

SECOND SEMESTER

BBA 201	Macro Economics for Business	2	2	-	4	
BBA 202	Financial Accounting – II	2	2	-	4	
BBA 203	Organizational Behaviour	2	1	-	3	
BBA 204	Analysis & Design of Business Systems	2	1	2	4	
BBA 205	Business Statistics	2	2	-	4	
BBA 206	Environment Studies	4	-	-	4	
BBA 240	English	1	-	-	3	
BBA 243	Behavioural Science - II	1	-	-	1	
	Foreign Language – II	2	-	-	2	
BBA 244	French					
BBA 245	German					
BBA 246	Spanish					
BBA 247	Japanese					
BBA 248	Chinese					
	TOTAL				29	

SUMMER ASSIGNMENT/ PROJECT

THIRD SEMESTER

BBA 301	Operations Research	2	2	-	4	
BBA 302	Financial Management - I	2	2	-	4	
BBA 303	Management Information Systems	2	-	2	4	
BBA 304	Marketing Management - I	2	2	-	4	
BBA 305	Cost & Management Accounting	2	1	-	3	
BBA 306	Business Laws	2	1	-	3	
BBA 341	Communication Skills – I	1	-	-	1	
BBA 343	Behavioural Science - III	1	-	-	1	
	Foreign Language – III	2	-	-	2	
BBA 344	French					
BBA 345	German					
BBA 346	Spanish					
BBA 347	Japanese					
BBA 348	Chinese					
BBA 360	Summer Assignment/ Project (Evaluation)	-	-	-	3	

	TOTAL				29	
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FOURTH SEMESTER

BBA 401	Financial Management – II	2	2	-	4	
BBA 402	Marketing Management – II	2	2	-	4	
BBA 403	Research Methodology & Report Preparation	2	1	-	3	
BBA 404	Analytical Skill Building	2	2	-	4	
BBA 405	E-Commerce	2	-	2	3	
BBA 406	Human Resource Management	2	1	-	3	
BBA 441	Communication Skills – II	1	-	-	1	
BBA 443	Behavioural Science - IV	1	-	-	1	
BBA 444	Foreign Language – IV	2	-	-	2	
BBA 445	French					
BBA 446	German					
BBA 447	Spanish					
BBA 448	Japanese					
BBA 448	Chinese					
	TOTAL				25	

SUMMER TRAINING (8 WEEKS)

FIFTH SEMESTER

BBA 501	International Business Management	2	1	-	3	
BBA 502	Personal Financial Planning	2	1	-	3	
BBA 503	Sales & Distribution Management	2	1	-	3	
BBA 541	Communication Skills – III	1	-	-	1	
BBA 543	Behavioural Science - V	1	-	-	1	
BBA 544	Foreign Language – V	2	-	-	2	
BBA 545	French					
BBA 546	German					
BBA 547	Spanish					
BBA 548	Japanese					
BBA 548	Chinese					
BBA 550	Summer Training (Evaluation)	-	-	-	6	
Elective Courses - either 2 Marketing, 2 Finance, 2 HR, 2 IT, 2 Law courses maybe opted.						
BBA 504	Consumer Behaviour	2	2	-	4	
BBA 505	Service Marketing	2	2	-	4	
BBA 506	International Marketing	2	2	-	4	
BBA 507	Financial Services	2	2	-	4	
BBA 508	Principles of Investment Management	2	2	-	4	
BBA 509	Financial Derivatives	2	2	-	4	
BBA 510	Organizational Development & Change	2	2	-	4	
BBA 511	Training & Development	2	2	-	4	
BBA 512	International Human Resource Management	2	2	-	4	
BBA 513	Relational Database Management System	2	2	-	4	
BBA 514	Software Project Design & Analysis	2	2	-	4	
BBA 515	Programming with Microsoft Visual Basic	2	1	2	4	
BBA 516	Law of Crimes	2	2	-	4	
BBA 517	Investment & Competition Law	2	2	-	4	
BBA 518	Law & Technology	2	2	-	4	
	TOTAL				27	

SIXTH SEMESTER

BBA 601	Business Policy & Strategic Management	2	1	-	3	
BBA 602	Entrepreneurship Development	2	1	-	3	

BBA 603	Production & Operations Management	2	1	-	3	
BBA 604	Public Relations & Corporate Image	2	1	-	3	
BBA 641	Communication Skills – IV	1	-	-	1	
BBA 643	Behavioural Science – VI	1	-	-	1	
BBA 644	Foreign Language – VI	2	-	-	2	
BBA 644	French					
BBA 645	German					
BBA 646	Spanish					
BBA 647	Japanese					
BBA 648	Chinese					
BBA 655	Dissertation	-	-	-	6	
Elective Courses – Either 2 Marketing, 2 Finance, 2 HR, 2 IT, 2 Law courses (same stream as chosen in the 5th semester has to be continued).						
BBA 605	Brand Management	2	2	-	4	
BBA 606	Advertising & Sales Promotion	2	2	-	4	
BBA 607	Retail Management	2	2	-	4	
BBA 608	Corporate Tax Planning	2	2	-	4	
BBA 609	Banking & Financial Institutions	2	2	-	4	
BBA 610	Advanced Corporate Finance	2	2	-	4	
BBA 611	Industrial Relations & Labour Law	2	2	-	4	
BBA 612	Performance Management System	2	2	-	4	
BBA 613	Compensation & Reward Management	2	2	-	4	
BBA 614	Object Oriented Programming with Java	2	-	4	4	
BBA 615	Data Communication & Network	2	-	4	4	
BBA 616	Web Database Programming with ASP	2	-	4	4	
BBA 617	Intellectual Property Rights	2	2	-	4	
BBA 618	Human Rights	2	2	-	4	
BBA 619	Industrial Relations & Labour Law	2	2	-	4	
	TOTAL				30	

Curriculum & Scheme of Examination

MANAGEMENT FOUNDATIONS

Course Code: BBA 101

Credit Units: 03

Course Objective:

The aim of the course is to orient the students in theories and practices of Management so as to apply the acquired knowledge in actual business practices. This is a gateway to the real world of management and decision-making.

Course Contents:

Module I: Introduction

Concept, Nature, Scope and Functions of Management, Levels of Management, Evolution and Foundations of Management Theories - Classical and Neo - Classical Theories, Systems Approach to organization, Modern Organization Theory.

Module II: Management Planning Process

Planning objectives and characteristics, Hierarchies of planning, the concept and techniques of forecasting.

Module III: Organization

Meaning, Importance and Principles, Departmentalization, Span of Control, Types of Organization, Authority, Delegation of Authority.

Module IV: Staffing

Meaning, Job analysis, Manpower planning, Recruitment, Transfers and Promotions, Appraisals, Management Development, Job Rotation, Training, Rewards and Recognition.

Module V: Directing

Motivation, Co-ordination, Communication, Directing and Management Control, Decision Making, Management by objectives (MBO) the concept and relevance.

Module VI: Management Control

Coordination, Meaning, Nature, Features, Objectives and Process of Management Control, Techniques and Behavioural Aspects of Management control.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

Text & References:

Text:

- Essential of Management, Koontz O' Donnel

References:

- Management, Stoner, Freemant & Gilbert
- Principles & practice of Mgmt., L.M. Prasad
- Management Today, Burton & Thakur
- Principles & Practices of Mgmt., C.B. Gupta

BUSINESS ENVIRONMENT

Course Code: BBA 102

Credit Units: 03

Course Objective:

The aim of the course is to orient the students towards the basic concepts of Indian and global business environment.

Course Contents:

Module I: Overview of Business Environment

Meaning and types of business environment, Internal and external environment, Micro and macro environment, Factors (Cultural, social, Political economic legal, demographic and technological) effecting business environment.

Module II: Indian Industrial environment

Industrial policy up to 1991, New industrial policy, Liberalisation, Privatisation and Globalization process in India, Disinvestment, Industrial sickness, MRTP act 1969, Competition law 2002, Foreign Exchange Regulation Act and Foreign Exchange Management Act (FERA and FEMA).

Module III: Financial Environment

Indian money and capital markets: meaning, functions and constituents, Stock exchange- importance and functions, SEBI, Capital market reforms and development, Industrial financial institutions (IDBI, SIDBI, ICICI, IFCI etc.).

Module IV: Labour Environment

Labour legislation in India, Social security benefits, Industrial disputes- causes and preventive measures, Settlement of disputes, International Labour Organisation (ILO), Trade union- meaning and functions, Trade Union Act.

Module V: Economic Planning and Development

Planning in India- needs and objectives, five year plans, planning commission, 11th five year plan, Green and white revolution- achievements and failures, Second green revolution, foreign trade policy 2009, Export processing zones, Export oriented units, Special economic zones (EPZ's, EOU's, SEZ's) and trading houses in India.

Module VI: Global Environment

Bretton woods system, features of Uruguay round of negotiations, GATT/ WTO- role, functions and ministerial conferences, IMF, World Bank (International Bank for Reconstruction and Development), Regional economic cooperation institutions, SAARC, EU, NAFTA and ASEAN.

Examination Scheme:

Components	P-1	Att	C-1	CT-1	EE-1
Weightage (%)	10	05	05	10	70

Text & References:

Text:

- Francis Cherunillum, International Environment, Himalaya Publications.

References:

- Bedi Suresh, Business Environment, Excel Books, N. Delhi
- Shaikh Saleem, Business Environment, Pearson Education
- Bhatia H.L, International Economics, Vikas Publications
- Mishra S.K, and Puri V.K, Indian Economy, Himalaya Publishing House
- Sundharam K.P.M, Money, Banking and International trade, S. Chand & Co. New Delhi
- Rudra Dutta and Sundharam, Indian Economy, S. Chand & Co. New Delhi
- Luthans, Comparative International Management, Tata McGraw-Hill.

MICRO ECONOMICS FOR BUSINESS

Course Code: BBA 103

Credit Units: 04

Course Objective:

The purpose of this course is to apply micro economic concepts and techniques in evaluating business decision taken by firms. The emphasis is on explaining how the tools of standard price theory can be employed to formulate a decision problem, evaluate alternative courses of action and finally choose among alternatives.

Course Contents:

Module I: Demand & Supply Analysis

Demand, Law of demand, individual demand, Market demand, Determinants of demand, change in quantity demanded versus change in demand, Concept of income elasticity of demand, Price elasticity of demand and cross price elasticity of demand, Revenue concepts. Supply, law of supply, determinants of supply, elasticity of supply, market equilibrium.

Module II: Theory of Consumer Behaviour

Marginal utility theory, Indifference curve theory and its application to tax choice, Consumer's surplus.

Module III: Theory of Production & Cost

Production with one variable input, Production and optimal input proportions, two variable inputs, Law of variable proportions and law of return to scale, Cost Concepts, Theory of costs in short run and long run.

Module IV: Market Organization and Pricing

Pricing under perfect competition, Pricing under monopoly, Price discrimination, Features of monopolistic competition pricing under monopolistic competition.

Module V: Pricing under Oligopoly

Features of oligopoly, Kinds of oligopoly, Oligopoly models- Non collusive oligopoly models, collusive oligopoly models, Price rigidity under oligopoly.

Module VI: Theory of Factor pricing

Marginal productivity theory, Welfare economics- concept and measurement of social welfare, Pareto concept of social welfare.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

Text & References:

Text:

- Ahuja, H.L. Advanced Economic Theory (Micro Economics), S. Chand &Co, New Delhi

References:

- Browning Edgar K. &Jacquel Line M. Browning: Micro Economics and application, Kalyani publishers, New Delhi.
- Gould John P. and Edward P. Lazear Micro Economic Theory, All India Traveller Book-seller, New Delhi.
- Koutsoviannis Modern Micro Economics, Macmillan Press Limited, New Delhi.
- Dewett. K.K. Micro Economics, S. Chand &Co, New Delhi
- Price, M. C, Welfare Economics, Macmillian, London.
- Lipsey & Chrystal, Economics, Indian Edition, Oxford University Press.
- Dominick Salvatore, Micro Economics Theory and Application, Oxford University Press.

COMPUTERS IN MANAGEMENT

Course Code: BBA 104

Credit Units: 03

Course Objective:

The objective of this subject is to provide conceptual knowledge of the information technology to the future Managers. This subject highlights the topics like Database Management, Networking, Internet, E-commerce etc., which can help managers to take routine decisions very efficiently.

Course Contents:

Module I: World of Computers

Introduction to world of Computers, Computers in Home (Reference, Education & Communications, Entertainment and Digital Media Delivery, Smart Appliances, Home Computers), Computers in Education, Computers in workplace (productivity and decision making, customer services, communications), Computers on the move (Portable and Hand held computers, Self-Service kiosks, GPS Applications), Support Systems - Hardware and Software, Computer Peripherals, Memory Management.

Module II: Computer Networks

Introduction to Computer Networks, Networking components, Classification and types of Networks, Network Topologies – Overview with Advantages and Disadvantages, Communication Channels, Client Server Architecture, LAN concepts.

Module III: Internet Technology & World Wide Web

Introduction to internet intranet and Extranet, Myths about the Internet, Basic concepts of internet, Domain Name Service, Internet Protocols and Addressing, Services of internet, Internet and support Technologies, Censorship and Privacy issues.

Module IV: E-commerce

Introduction, E-Commerce Vs E-Business, Advantages & Disadvantages, E-Commerce Business Models, E-Commerce Technologies, Hosting E-Commerce Site – Planning and constructing web services, E-Commerce Applications, E-Core Values – Ethical, Legal, Taxation and International issues, E-Commerce Security Issues, Internet based Payment System.

Module V: Enterprise Resource Planning

Introduction, Scope and Benefit, ERP and related technologies (BPR, MIS, DSS, EIS, SCM, OLAP, etc), ERP implementation methodology – implementation life cycle, ERP and its success factors, Pitfalls and management concerns, ERP Market – renowned vendors and the packages.

Module VI: Database Management System

Introduction, Need for DBMS, Components of DBMS, Benefits of DBMS over Tradition File System, classification and types of Database Models, Database Approach – Its benefits and Disadvantages.

Examination Scheme:

Components	P-1	C-1	CT-1	EE1
Weightage (%)	10	10	10	70

Text & References:

Text:

- Deborah Morley - *Understanding Computers: Today & Tomorrow*, Eleventh Edition, April 11, 2007, Thomson

References:

- Rajaraman, V. 1998, *An Introduction to Computers*, Prentice Hall of India.
- Nagpal, 1999, *Computer Fundamentals*, Wheeler Publishing, New Delhi.
- Bhatnagar, S.C. and Ramani, K.V., *Computers and Information Management*.
- Hunt and Shelly. 1994, *Computers and Commonsense*, Prentice Hall of India.

FINANCIAL ACCOUNTING – I

Course Code: BBA 105

Credit Units: 04

Course Objective:

To understand the basics of accounting and concepts of double entry system. The students will be given a detailed grounding on recording of transactions and preparation of final accounting statements for business organizations

Course Contents:

Module I: Introduction to Accounting

Understanding the meaning, nature, functions and usefulness of accounting, branches of accounting, accounting equation, accounting concepts and Generally Accepted Accounting Principles. Difference between Indian GAAP and US GAAP

Module II: Recording Of Transactions

Concept of double entry system. Understanding the Accounting cycle. Preparation of voucher, journal, ledger and trial balance and numerical on the same.

Module III: Subsidiary Books

Preparation of subsidiary books including purchase book, sales book, purchase returns book and sales return books and numerical on the same. Cash book, types of cash book and balancing of cashbook. Numerical on single column cashbook, double column cashbook, triple column cashbook and petty cash book.

Module IV: Financial Statements

Preparation of trading account, manufacturing account, profit and loss account and balance sheet along with adjustments and numerical on the same and non-profit making organizations an overview. AS-1, AS-21 (no numerical)

Module V: Reconciliation of Bank Accounts

Causes for difference in the balance as per pass book and balance as per cashbook. Procedure for preparation of bank reconciliation statement when there is favorable balance and in case of overdraft and numerical on the same.

Module VI: Accounting For Depreciation

Meaning and objectives of providing depreciation. Causes of depreciation. Numerical on Straight Line Method Diminishing Balance Method, Sum of years digits method and machine hour rate method and Depletion method of depreciation. Change in method of depreciation with prospective and retrospective effect. AS-6 (no numerical)

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

Text & References:

Text:

- Maheshwari, S.N., Advanced Accountancy Volume-I, Ninth Edition, Vikas Publishing House Pvt. Ltd.

References:

- Grewal, T. S., Shukla, M .C, Advanced Accountancy, Sixteenth Edition, Sultan Chand and Sons.
- Tulsian, P.C, Financial Accounting 2005, Pearson Education.
- Narayanaswamy, R. Financial Accounting-A Managerial Perspective Second Edition, Prentce Hall India.
- Ramachandran, N., Kakani, R.K., Financial Accounting for Management, 2006, Tata McGraw Hill Publishing Company Limited.

BUSINESS MATHEMATICS

Course Code: BBA 106

Credit Units: 04

Course Objective:

The course is designed to orient the students towards the basic concepts of mathematics and its applications in the business world.

Course Contents:

Module I

Introduction to Business Mathematics, Scope and Importance; Co-ordinate Geometry – Distance between two points, equation of straight line (slope-intercept form, slope- point form, two point form) intersection between two lines – equation parallel line, perpendicular line.

Module II

Surds and Indices; Logarithm- Definition and properties, common logarithms; Linear, Quadratic and Simultaneous Equations - Methods of solving quadratic equation, Roots of quadratic equation, simultaneous equations with two or three unknowns; Inequalities with Graphs; Arithmetic and Geometric Progression- General term, summation, Business Application. Permutations and Combinations

Module III

Concept of functions, Limits and Continuity; Differentiation- definition, derivatives of Algebraic, Logarithmic and exponential function, Business application of differentiation; Maxima and Minima (single variable case)

Module IV

Integration- methods of integration, Business Application of Integration;

Module V

Introduction to Set Theory; Concepts of determinants and Matrices; Solution of Simultaneous Equations.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

Text & References:

Text:

- Singh J K & Singh S K, Business Mathematics, second edition, Brijwasi book distributors and publishers

References:

- Gupta S P, Statistical Methods, S. Chand & Co.
- Raghavachari M, 2005, Mathematics for Management, Tata Mc. GrawHill
- Piskunov N, Differential & Integral Calculus, Moscow MIR Publishers
- Sancheti & Kapoor , Business Mathematics, Sultan Chand & Sons

POLITY AND SOCIETY

Course Code: BBA 107

Credit Units: 03

Course Objective:

This paper focuses on understanding the basic concepts, theories and functioning of state and government.

Course Contents:

Module I: Introduction

What is Polity - definition and scope,

Concept of state and its elements, Constitution – features and classification, organs of government- concepts and function of (Legislature, executive and judiciary- judicial review and independence of judiciary) Separation of power.

Module II: Forms of Government

Unitary and federal form of Government – features and merits and demerits Parliamentary and Presidential form of Government One party democracy and military rule

Module III: Public administration:

Meaning scope and significance of public administration, concept of accountability and control: legislature, executive and judicial control over administration, public policy formulation and problems of implementation.

Module IV: Introduction to society

Society – definition, aims and scope, Social structure in India-(Unity and diversity, Rural urban continuum and Caste (and Varna), class and tribes)

Module V: Social Institutions

Basic concepts- society, community, social groups, association, institution, social stratification, status and role and .Institutions – family, marriage, kinship, religion, education.

Module VI: NGO,

Introduction to NGO, (Issues and programmes), place of NGOs in social structure of India, NGOs and judicial activism

Examination Scheme:

Components	P-1	C-1	CT-1	EE-1
Weightage (%)	10	10	20	60

Text & References:

Text:

- MacIver & Page ‘Society: An Introductory Analysis’; MacMillon India Ltd.; N. Delhi
- M. Haralambos ‘Sociology: Themes and perspectives’; Oxford University Press; N. Delhi
- Eddy Asirvatham & K.K. Misra ‘Political Theory’; S. Chand & Company Ltd., Delhi
- A.C. Kapur ‘Principles of Political Science’; S. Chand & Company Ltd., Delhi

References:

- Myneni ‘Political Science for Law Students’; Allahabad Law Agency
- R.L. Gupta ‘Political Theory’
- Vishoo Bhagwan ‘Indian Political thinker’;
- Amal Ray & Bhattacharya ‘Political Theory: Ideas and Institution
- T.B. Bottomore ‘ Sociology: A Guide to problems and Literature’; Blackie & Son (India) Ltd
- David G. Mandelbaum ‘Society in India’; Popular Prakashan, Mumbai
- Kingsley Davis ‘Human Society’; Surjeet Publications, Delhi

ENGLISH

Course Objective:

The course is intended to give a foundation of English Language. The literary texts are indented to help students to inculcate creative & aesthetic sensitivity and critical faculty through comprehension, appreciation and analysis of the prescribed literary texts. It will also help them to respond form different perspectives.

Course Contents:

Module I: Vocabulary

Use of Dictionary

Use of Words: Diminutives, Homonyms & Homophones

Module II: Essentials of Grammar - I

Articles

Parts of Speech

Tenses

Module III: Essentials of Grammar - II

Sentence Structure

Subject -Verb agreement

Punctuation

Module IV: Communication

The process and importance

Principles & benefits of Effective Communication

Module V: Spoken English Communication

Speech Drills

Pronunciation and accent

Stress and Intonation

Module VI: Communication Skills-I

Developing listening skills

Developing speaking skills

Module VII: Communication Skills-II

Developing Reading Skills

Developing writing Skills

Module VIII: Written English communication

Progression of Thought/ideas

Structure of Paragraph

Structure of Essays

Module IX: Short Stories

Of Studies, by Francis Bacon

Dream Children, by Charles Lamb

The Necklace, by Guy de Maupassant

A Shadow, by R.K.Narayan

Glory at Twilight, Bhabani Bhattacharya

Module X: Poems

All the Worlds a Stage

Shakespeare

To Autumn

Keats

O! Captain, My Captain.

Walt Whitman

Where the Mind is Without Fear

Rabindranath Tagore

Psalm of Life

H.W. Longfellow

Examination Scheme:

Components	A	CT	HA	EE
Weightage (%)	05	15	10	70

Text & References:

- Madhulika Jha, Echoes, Orient Long Man
- Ramon & Prakash, Business Communication, Oxford.
- Sydney Greenbaum Oxford English Grammar, Oxford.
- Successful Communications, Malra Treece (Allyn and Bacon)
- Effective Technical Communication, M. Ashraf Rizvi.

*** 30 hrs Programme to be continued for Full year**

BEHAVIOURAL SCIENCE - I

(UNDERSTANDING SELF FOR EFFECTIVENESS)

Course Code: BBA 143

Credit Units: 01

Course Objective:

This course aims at imparting an understanding of:
Self and the process of self exploration
Learning strategies for development of a healthy self esteem
Importance of attitudes and its effect on personality
Building emotional competence

Course Contents:

Module I: Self: Core Competency

Understanding of Self
Components of Self – Self identity
Self concept
Self confidence
Self image

Module II: Techniques of Self Awareness

Exploration through Johari Window
Mapping the key characteristics of self
Framing a charter for self
Stages – self awareness, self acceptance and self realization

Module III: Self Esteem & Effectiveness

Meaning & Importance
Components of self esteem
High and low self esteem
Measuring your self esteem

Module IV: Building Positive Attitude

Meaning and Nature of Attitude
Components and Types of Attitudes
Relevance and Importance of Attitudes

Module V: Building Emotional Competence

Emotional Intelligence – Meaning, Components, Importance and Relevance
Positive and Negative Emotions
Healthy and Unhealthy expression of Emotions

Module VI: End-of-Semester Appraisal

Viva based on personal journal
Assessment of Behavioural change as a result of training
Exit Level Rating by Self and Observer

Text & References:

- Dressler, David and Cans, Donald: The Study of Human Interaction
- Lindzey, G. and Borgatta, E: Sociometric Measurement in the Handbook of Social Psychology, Addison – Welsley, US.
- J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 2, Group (1996); Pfeiffer & Company

FRENCH - I

Course Code: BBA 144

Credit Units: 02

Course Objective:

To familiarize the students with the French language

- with the phonetic system
- with the syntax
- with the manners
- with the cultural aspects

Course Contents:

Module A: pp. 01 to 37: Unités 1, 2, Unité 3 Object if 1, 2

Only grammar of Unité 3: object if 3, 4 and 5

Contenu lexical : Unité 1: Découvrir la langue française : (oral et écrit)

1. se présenter, présenter quelqu'un, faire la connaissance des autres, formules de politesse, rencontres
2. dire/interroger si on comprend
3. Nommer les choses

Unité 2: Faire connaissance

1. donner/demander des informations sur une personne, premiers contacts, exprimer ses goûts et ses préférences
2. Parler de soi: parler du travail, de ses activités, de son pays, de sa ville.

Unité 3 : Organiser son temps

1. dire la date et l'heure

Contenu grammatical:

1. organisation générale de la grammaire
2. article indéfini, défini, contracté
3. nom, adjectif, masculin, féminin, singulier et pluriel
4. négation avec « de », "moi aussi", "moi non plus"
5. interrogation : Inversion, est-ce que, qui, que, quoi, qu'est-ce que, où, quand, comment, quel(s), quelle(s)
Interro-négatif : réponses : oui, si, non
6. pronom tonique/disjoint- pour insister après une préposition
7. futur proche

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project +Presentation

I – Interaction/Conversation Practice

Text & References:

- le livre à suivre : Campus: Tome 1

GERMAN - I

Course Code: BBA 145

Credit Units: 02

Course Objective:

To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.

To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany

Course Contents:

Module I: Introduction

Self introduction: heissen, kommen, wohnen, lernen, arbeiten, trinken, etc.

All personal pronouns in relation to the verbs taught so far.

Greetings: Guten Morgen!, Guten Tag!, Guten Abend!, Gute Nacht!, Danke sehr!, Danke!, Vielen Dank!, (es tut mir Leid!),

Hallo, wie geht's?: Danke gut!, sehr gut!, prima!, ausgezeichnet!,
Es geht!, nicht so gut!, so la la!, miserabel!

Module II: Interviewspiel

To assimilate the vocabulary learnt so far and to apply the words and phrases in short dialogues in an interview – game for self introduction.

Module III: Phonetics

Sound system of the language with special stress on Diphthongs

Module IV: Countries, nationalities and their languages

To make the students acquainted with the most widely used country names, their nationalities and the language spoken in that country.

Module V: Articles

The definite and indefinite articles in masculine, feminine and neuter gender. All Vegetables, Fruits, Animals, Furniture, Eatables, modes of Transport

Module VI: Professions

To acquaint the students with professions in both the genders with the help of the verb “sein”.

Module VII: Pronouns

Simple possessive pronouns, the use of my, your, etc.

The family members, family Tree with the help of the verb “to have”

Module VIII: Colours

All the color and color related vocabulary – colored, colorful, colorless, pale, light, dark, etc.

Module IX: Numbers and calculations – verb “kosten”

The counting, plural structures and simple calculation like addition, subtraction, multiplication and division to test the knowledge of numbers.

“Wie viel kostet das?”

Module X: Revision list of Question pronouns

W – Questions like who, what, where, when, which, how, how many, how much, etc.

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project +Presentation

I – Interaction/Conversation Practice

Text & References:

- Wolfgang Hieber, Lernziel Deutsch
- Hans-Heinrich Wangler, Sprachkurs Deutsch
- Schulz Griesbach, Deutsche Sprachlehre für Ausländer

- P.L Aneja, Deutsch Interessant- 1, 2 & 3
- Rosa-Maria Dallapiazza et al, Tangram Aktuell A1/1, 2
- Braun, Nieder, Schmöe, Deutsch als Fremdsprache 1A, Grundkurs

SPANISH – I

Course Code: BBA 146

Credit Units: 02

Course Objective:

To enable students acquire the relevance of the Spanish language in today's global context, how to greet each other. How to present / introduce each other using basic verbs and vocabulary

Course Contents:

Module I

A brief history of Spain, Latin America, the language, the culture...and the relevance of Spanish language in today's global context.

Introduction to alphabets

Module II

Introduction to 'Saludos' (How to greet each other. How to present / introduce each other).

Goodbyes (despedidas)

The verb *llamarse* and practice of it.

Module III

Concept of Gender and Number

Months of the years, days of the week, seasons. Introduction to numbers 1-100, Colors, Revision of numbers and introduction to ordinal numbers.

Module IV

Introduction to *SER* and *ESTAR* (both of which mean To Be).Revision of 'Saludos' and 'Llamarse'. Some adjectives, nationalities, professions, physical/geographical location, the fact that spanish adjectives have to agree with gender and number of their nouns. Exercises highlighting usage of *Ser* and *Estar*.

Module V

Time, demonstrative pronoun (Este/esta, Aquel/aquella etc)

Module VI

Introduction to some key AR /ER/IR ending regular verbs.

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project +Presentation

I – Interaction/Conversation Practice

Text & References:

- Español, En Directo I A
- Español Sin Fronteras

JAPANESE - I

Course Code: BBA 147

Credit Units: 02

Course Objective:

To enable the students to learn the basic rules of grammar and Japanese language to be used in daily life that will later help them to strengthen their language.

Course Contents:

Module I: Salutations

Self introduction, Asking and answering to small general questions

Module II: Cardinal Numbers

Numerals, Expression of time and period, Days, months

Module III: Tenses

Present Tense, Future tense

Module IV: Prepositions

Particles, possession, Forming questions

Module V: Demonstratives

Interrogatives, pronoun and adjectives

Module VI: Description

Common phrases, Adjectives to describe a person

Module VII: Schedule

Time Table, everyday routine etc.

Module VIII: Outings

Going to see a movie, party, friend's house etc.

Learning Outcome

- Students can speak the basic language describing above mentioned topics

Methods of Private study /Self help

- Handouts, audio-aids, and self-do assignments and role-plays will support classroom teaching

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project +Presentation

I – Interaction/Conversation Practice

Text & References:

Text:

- Teach yourself Japanese

References:

- Shin Nihongo no kiso 1

CHINESE – I

Course Code: BBA 148

Credit Units: 02

Course Objective:

There are many dialects spoken in China, but the language which will help you through wherever you go is Mandarin, or Putonghua, as it is called in Chinese. The most widely spoken forms of Chinese are Mandarin, Cantonese, Gan, Hakka, Min, Wu and Xiang. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.

Course Contents:

Module I

Show pictures, dialogue and retell.

Getting to know each other.

Practicing chart with Initials and Finals. (CHART – The Chinese Phonetic Alphabet Called “Hanyu Pinyin” in Mandarin Chinese.)

Practicing of Tones as it is a tonal language.

Changes in 3rd tone and Neutral Tone.

Module II

Greetings

Let me Introduce

The modal particle “ne”.

Use of Please ‘qing’ – sit, have tea etc.

A brief self introduction – Ni hao ma? Zaijian!

Use of “bu” negative.

Module III

Attributives showing possession

How is your Health? Thank you

Where are you from?

A few Professions like – Engineer, Businessman, Doctor, Teacher, Worker.

Are you busy with your work?

May I know your name?

Module IV

Use of “How many” – People in your family?

Use of “zhe” and “na”.

Use of interrogative particle “shenme”, “shui”, “ma” and “nar”.

How to make interrogative sentences ending with “ma”.

Structural particle “de”.

Use of “Nin” when and where to use and with whom. Use of guixing.

Use of verb “zuo” and how to make sentences with it.

Module V

Family structure and Relations.

Use of “you” – “mei you”.

Measure words

Days and Weekdays.

Numbers.

Maps, different languages and Countries.

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project +Presentation

I – Interaction/Conversation Practice

Text & References:

- “Elementary Chinese Reader Part I” Lesson 1-10

MACRO ECONOMICS FOR BUSINESS

Course Code: BBA 201

Credit Units: 04

Course Objective:

This course deals with principles of macroeconomics. The coverage includes determination of and linkages between major macro economic variables, the level of output and prices, inflation, unemployment, GDP growth, interest rates and exchange rates.

Course Contents:

Module I: Introduction

National Income Concepts and aggregates.

Module II: Keynesian theory of income determination

Historical background, Say's law, Keynesian theory of income determination, Money & Prices; Wage - cut and employment. Multiplier analysis - Static, Dynamic.

Module III: Theories of Consumption and Investment

Consumption and investment, The absolute income hypothesis, Relative income Hypothesis, Permanent income hypothesis, Life Cycle hypothesis. Concept of marginal efficiency of capital and marginal efficiency of investment.

Module IV: Introduction to Money and Interest

Money: Types, Functions, Keynes Liquidity preference theory, Liquidity Trap, IS / LM model. The anatomy of unemployment and inflation, The Phillips curve.

Module V: Balance of payment and Exchange Rate

Balance of payments, Types of disequilibrium in Balance of payments, Causes, Methods of correcting disequilibrium, Exchange rate: Types and Theories.

Module VI: Monetary and Fiscal Policy

Monetary policy: objective and instruments, Fiscal policy: objectives and instruments.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

Text & References:

Text:

- Ahuja H.L. Macro Economics, S. Chand &Co, New Delhi

References:

- Dewett, K. K, Modern Economic Theory: S. Chand &Co, New Delhi
- Shapiro Edward, Macro Economic Analysis, Tata Mc. Graw Hill.
- Seth M.L. Macro Economics, Agarwal Publications, Agra.
- R. Dornbusch & S. Fisher, Macroeconomics, Tata Mc. Graw Hill.
- Mankiw, Principles of Macro Economics, Thomson Publication.
- Sundharam. K.P.M, Money, Banking and International Trade, S. Chand & Co, New Delhi.

FINANCIAL ACCOUNTING – II

Course Code: BBA 202

Credit Units: 04

Course Objective:

To provide an understanding of the basics of financial statement analysis and statement of cash flow statement. To give a detailed understanding of accounting for different types of organizations like partnership and company, accounting for re-organization of the business in case of Amalgamation, absorption and reconstruction.

Course Contents:

Module I: Financial Statement Analysis

Introduction, objectives of financial statement analysis, Techniques-Ratio analysis, Comparative analysis and limitations of financial statement analysis.AS-20(no numerical)

Module II: Statement of Cash Flows

Purpose, use and structure of the Statement of Cash Flows, Preparation of the statement of cash flows, Reporting cash flows and Interpreting the statement of cash flows.AS-3(no numerical)

Module III: Accounting For Partnership

Introduction to partnership accounts, partnership deed. **Admission of a new partner**-Revaluation account, Computation of new profit sharing ratio and sacrificing ratio, Proportionate capital, Treatment of goodwill in partnership accounts and its valuation. **Retirement and Death of a partner:** Determining the gaining ratio, Revaluation of assets and liabilities, Reserve, Final payment to retiring partner, Treatment and adjustment of goodwill. Numericals on preparation of various accounts in case of retirement and death of a partner. **Dissolution of the firm:** Circumstances leading to dissolution of partnership, Settlement of the accounts, Capital ratio on insolvency, Insolvency of all partners and Garner Vs Murray decision.

Module IV: Company Accounts

Company Accounts: Characteristics and types of shares. Accounting for issue of shares at par, premium and discount. Numericals on calls in arrear, calls in advance, forfeiture of shares, reissue of forfeited shares in case of pro rata allotment and determining the amount to be transferred to capital reserve. **Accounting for debentures:** Classification of Debentures. Differentiate Debentures from shares. Numericals on issue of debentures for cash and for consideration other than cash. Issue of debentures as collateral security. Redemption of debentures and numericals on the same.

Module V: Amalgamation Absorption and Reconstruction of Companies

Determining purchase consideration. Numericals on accounting treatment of amalgamation, absorption, internal and external reconstruction. Understanding inter company holdings and numericals on the inter company holdings.AS-14(no numerical)

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

Text & References:

Text:

- Maheshwari, S. N. Advanced Accountancy Volume-II Ninth Edition, Vikas Publishing House Pvt. Ltd.

References:

- Grewal, T.S., Shukla, M.C., Advanced Accountancy Sixteenth Edition, Sultan Chand and Sons.
- Tulsian, P.C., Financial Accounting, Volume II, Pearson Education

ORGANISATIONAL BEHAVIOUR

Course Code: BBA 203

Credit Units: 03

Course Objective:

The objective of this course is to familiarize the students with the behavioural patterns of Human beings at individual and group levels.

Course Contents:

Module I: Understanding Human Behaviour

The concept, Nature and Significance of Human Behaviour, Factors Effecting Human Behaviour, Levels of Human Behaviour; S-O-B-A Model of Human Behaviour.

Module II: Individual Behaviour

Individual Differences; Personality and Theories of Personality; Perception; Learning and Behaviour reinforcement; Classical Conditioning Theory of Learning.

Module III: Motivation

Concept, Significance and Theories of Motivation, Motivation and Behaviour, Motivation at Work, Modification, Attitudes, Meaning and nature, Formation and change attitudes, Job related attitudes.

Module IV: Interpersonal Behaviour

Interpersonal Dimensions of Behaviour; Transactional Analysis Implications of TA, Organizational communication, Barriers in communication making communication effective, Types of communication.

Module V: Group Behaviour and Leadership

Group Behaviour; Types, Functions, Determinants of Group Behaviour, Inter Group Problems, Leadership: Nature and Significance of Leadership, Leadership Styles, Theories of Leadership; Trait Theory, Behavioural Theory, Managerial Grid.

Module VI: Change and Conflicts

Organizational conflict, Nature and types of conflict, Management of organizational conflict, Approaches to conflict management, Organizational culture, Learning and maintaining organizational culture, Organizational change, Planned change, Resistance to change, Organization development, Definition, Need for organization development, Organization development process.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

Text & References:

Text:

- Stephen Robins, Organisational Behaviour PHI

References:

- K. Ashwathappa, Organisational Behaviour, Tata McGr
- Keith Davis, Organisational Behaviour, Tata Mc Graw-Hill
- Keith Davis, Human Behaviour at Work, Tata McGraw-Hill

ANALYSIS AND DESIGN OF BUSINESS SYSTEMS

Course Code: BBA 204

Credit Units: 04

Course Objective:

The course aims at preparing students conceptualize and define scope and domain of system analysis and design. It also focuses on system development life cycle using conventional and structural look.

Course Contents:

Module I: The systems development Environment. (Information system development life cycle)

System & its parts, Types of Systems, Characteristics of a System, System Analyst in system Development, Developing Systems- SDLC, Approaches to System Development (Prototyping, Joint Application Design (JAD), Participatory Design (PD)), System Development Models (Waterfall model & Spiral Model), System Planning & Selection (Identifying, Selecting, Initiating & Planning System Development Project).

Module II: System Planning and Selection (Graphic technology modeling tool)

Identifying and Selecting Projects (Identifying potential development projects, classifying and ranking projects, and selecting projects for development), Methods for project identification and selection, Evaluation criteria for classifying and ranking projects, Initiating and Planning System Development Projects (Process & performed Activities, Deliverables & Outcomes), Assessing Project Feasibility (Economic, Operational, Technical, Schedule, Legal & Contractual, Political Feasibility)

Module III: System & Data Analysis (Data Analyzing Modeling)

Determining System Requirements (Traditional Methods, Modern & Radical Methods), Structuring System Requirements (Process Modeling – DFD, Logic Modeling – Structured English & Decision Tables, Conceptual Modeling – ER Model), Data Analysis & Techniques (Interpretive, Coding, Recursive Abstraction and Mechanical Technique), Types of Analysis (Descriptive, Exploratory, Confirmatory and Predictive), Modeling Methodologies (Bottom Up method & Top Down Method), Generic and Schematic Data Modeling.

Module IV: System & Database Design

System Design (Design Objectives, Phases in Designing, Purpose of System Design), System Design Goals, Type of Design, Design Strategy, System Decomposition (Modeling, Connection and Coupling of a System), System Design Methodologies, Database Design, Database Management System – an introduction, Overview of Data Models, Relational Database Model – Well structured relations, Keys, Schema & Subschema, Structure, Facilities & Users, Constraints, Anomalies, Functional Dependency, Normalization, Roles & Duties of System Administration.

Module V: System Implementation & Operation (System Management)

Activities in implementing (Coding, Testing & Installation, Documentation, Training, Support, Maintenance), Types of testing, planning installation, approaches to installation, Documenting a system, Training and Supporting users, Types & Frequencies of Training Methods, Reasons of System Implementation Failures, Project Closedown, Conducting System Maintenance – Types of Maintenance (Corrective, Adaptive and Perfective Maintenance), effective maintenance, Evaluation of System's Success, System Enhancement, Quality Assurance in System Cycle.

Module VI: System Security and Auditing

System Security: Data Security, Backup & Recovery during System & Database failure, Ethical Issues in System Development, Threat and Risk Analysis, Audit, System Audit, System Audit Standards (Planning, Implantation and Reporting Standards), System Analysis and Programming (Overview, Role & Duties of System Experts as Analyst and Programmer).

Examination Scheme:

Components	P-1	C-1	CT-1	EE1
Weightage (%)	10	10	10	70

Text & References:

Text:

- Essentials of System Analysis & Design, Second Edition, Valacich George Hoffer, Prentice-Hall India

References:

- Analysis and Design of information systems, James A. Senn
- Computer Based Information Systems, Kroeber, Donald W. and Watron, Hugh J.
- Systems Analysis & Design, E. M. Awad.
- Systems Analysis and Design – An Applied Approach, Dennis Wixom, Wiley

BUSINESS STATISTICS

Course Code: BBA 205

Credit Units: 04

Course Objective:

The objective of this course is to familiarize the students with various statistical tools which can help them in analysis and interpretation of business data. This course will provide students with hands-on experience to promote the use of statistical thinking and techniques to apply them to make educated decisions whenever there is variation in business data. Therefore, it is a course in statistical thinking via a data-oriented approach.

Course Contents:

Module I: Introduction to Statistics

Definitions, Functions of Statistics, Statistics and Computers, Limitation of Statistics, Application of Statistics.

Module II: Data Collection and Analysis

Methods of Data Collection, Primary And Secondary Data, Measures of Dispersion-Range, Quartile Deviation, Mean Deviation, Standard Deviation, Coefficient of Variation.(Absolute & Relative Measure of Dispersion), Skewness-Karl-Pearson's Coefficient of Skewness, Bowley's Coefficient of Skewness, Kurtosis.

Module III: Correlation Analysis and Regression Analysis

Introduction-Importance of Correlation, Types of Correlation, Scatter Diagram Method, Karl Pearson's coefficient of Correlation (Grouped and Ungrouped). Spearman's Coefficient of Rank Correlation, Rank Correlation for Tied Ranks, Regression Analysis- Concepts of Regression, Difference b/w Correlation and Regression, Regression Lines.

Module IV: Time Series Analysis

Meaning and Significance, Components of Time Series, Trend Measurement, Moving Average Method, Least Square Method (Fitting of Straight Line Only).

Module V: Probability

Introduction, Terminology used in Probability, Definitions of Probability, Mathematical, Statistical and Axiomatic Approach to Probability, Probability Rules-Addition Rule, Multiplication Rule of Probability, Conditional Probability- Bayes Theorem, Problems on Bayes Theorem.

Module VI: Probability Distribution

Discrete Probability Distributions-Binomial Probability Distribution, Poisson Probability Distribution, Properties, Applications, Continuous Probability Distributions-Normal Probability distribution, Properties of the Normal Curve, Applications, Relation b/w distributions.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

Text & References:

Text:

- Dr. Aditham B Rao, Quantitative Techniques in Business, Second Edition, Jaico Publications

References:

- Gupta S P, Statistical Methods, S. Chand & Co.
- Kapoor & Sancheti, Business Statistics, Sultan Chand & Sons
- Khanna K K, Prof. Jagjit Singh & Dr. Chandan J S, Business Statistics, Second edition, Vikas publishing House
- Anderson Sweeney Williams, Statistics for Business and Economics, Eighth edition, Thomson
- Kothari C R, Quantitative Techniques, Third edition, Vikas Publishing House
- Aggarwal B M, Business Statistics, S. Chand & Co.
- Hooda R P, 2002, Introduction to Statistics, Macmillan
- Rubin & Levin, Statistics for Management, Seventh edition, Pearson, Prentice Hall of India.

ENVIRONMENT STUDIES

Course Code: BBA 206

Credit Units: 04

Course Objective:

The term environment is used to describe, in the aggregate, all the external forces, influences and conditions, which affect the life, nature, behaviour and the growth, development and maturity of living organisms. At present a great number of environment issues, have grown in size and complexity day by day, threatening the survival of mankind on earth. A study of environmental studies is quite essential in all types of environmental sciences, environmental engineering and industrial management. The objective of environmental studies is to enlighten the masses about the importance of the protection and conservation of our environment and control of human activities which has an adverse effect on the environment.

Course Contents:

Module I: The multidisciplinary nature of environmental studies

Definition, scope and importance
Need for public awareness

Module II: Natural Resources

Renewable and non-renewable resources:

Natural resources and associated problems

Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.

Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.

Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.

Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.

Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.

Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.

- Role of an individual in conservation of natural resources.
- Equitable use of resources for sustainable lifestyles.

Module III: Ecosystems

Concept of an ecosystem

Structure and function of an ecosystem

Producers, consumers and decomposers

Energy flow in the ecosystem

Ecological succession

Food chains, food webs and ecological pyramids

Introduction, types, characteristic features, structure and function of the following ecosystem:

- a. Forest ecosystem
- b. Grassland ecosystem
- c. Desert ecosystem
- d. Aquatic ecosystems (ponds, streams, lakes, rivers, ocean estuaries)

Module IV: Biodiversity and its conservation

Introduction – Definition: genetic, species and ecosystem diversity

Biogeographical classification of India

Value of biodiversity: consumptive use, productive use, social, ethical aesthetic and option values

Biodiversity at global, national and local levels

India as a mega-diversity nation

Hot-spots of biodiversity

Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts

Endangered and endemic species of India

Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity

Module V: Environmental Pollution

Definition

□□□ Causes, effects and control measures of:

- a. Air pollution

- b. Water pollution
- c. Soil pollution
- d. Marine pollution
- e. Noise pollution
- f. Thermal pollution
- g. Nuclear pollution

Solid waste management: Causes, effects and control measures of urban and industrial wastes.

Role of an individual in prevention of pollution.

Pollution case studies.

Disaster management: floods, earthquake, cyclone and landslides.

Module VI: Social Issues and the Environment

From unsustainable to sustainable development

Urban problems and related to energy

Water conservation, rain water harvesting, watershed management

Resettlement and rehabilitation of people; its problems and concerns. Case studies.

Environmental ethics: Issues and possible solutions

Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.

Wasteland reclamation

Consumerism and waste products

Environmental Protection Act

Air (Prevention and Control of Pollution) Act

Water (Prevention and control of Pollution) Act

Wildlife Protection Act

Forest Conservation Act

Issues involved in enforcement of environmental legislation

Public awareness

Module VII: Human Population and the Environment

Population growth, variation among nations

Population explosion – Family Welfare Programmes

Environment and human health

Human Rights

Value Education

HIV / AIDS

Women and Child Welfare

Role of Information Technology in Environment and Human Health

Case Studies

Module VIII: Field Work

Visit to a local area to document environmental assets-river / forest/ grassland/ hill/ mountain.

Visit to a local polluted site – Urban / Rural / Industrial / Agricultural

Study of common plants, insects, birds

Study of simple ecosystems-pond, river, hill slopes, etc (Field work equal to 5 lecture hours)

Examination Scheme:

Components	CT	HA	S/V/Q	A	EE
Weightage (%)	15	5	5	5	70

Text & References:

- Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
- Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad 380 013, India, Email:mapin@icenet.net (R)
- Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p
- Clark R.S., Marine Pollution, Clarendon Press Oxford (TB)
- Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, Environmental Encyclopedia, Jaico Publ. House, Mumbai, 1196p
- De A.K., Environmental Chemistry, Wiley Eastern Ltd.
- Down to Earth, Centre for Science and Environment (R)
- Gleick, H.P. 1993. Water in Crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute Oxford Univ. Press. 473p
- Hawkins R.E., Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay (R)
- Heywood, V.H & Waston, R.T. 1995. Global Biodiversity Assessment. Cambridge Univ. Press 1140p.

- Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi 284 p.
- Mckinney, M.L. & School, R.M. 1996. Environmental Science Systems & Solutions, Web enhanced edition. 639p.
- Mhaskar A.K., Matter Hazardous, Techno-Science Publication (TB)
- Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co. (TB)
- Odum, E.P. 1971. Fundamentals of Ecology. W.B. Saunders Co. USA, 574p
- Rao M N. & Datta, A.K. 1987. Waste Water treatment. Oxford & IBH Publ. Co. Pvt. Ltd. 345p.
- Sharma B.K., 2001. Environmental Chemistry. Geol Publ. House, Meerut
- Survey of the Environment, The Hindu (M)
- Townsend C., Harper J, and Michael Begon, Essentials of Ecology, Blackwell Science
- Trivedi R.K., Handbook of Environmental Laws, Rules Guidelines, Compliances and Standards, Vol I and II, Enviro Media (R)
- Trivedi R. K. and P.K. Goel, Introduction to air pollution, Techno-Science Publication (TB)
- Wanger K.D., 1998 Environmental Management. W.B. Saunders Co. Philadelphia, USA 499p

ENGLISH

Course Code: BBA 240

Credit Units: 03

Course Objective:

The course is intended to give a foundation of English Language. The literary texts are indented to help students to inculcate creative & aesthetic sensitivity and critical faculty through comprehension, appreciation and analysis of the prescribed literary texts. It will also help them to respond form different perspectives.

Course Contents:

Module I: Vocabulary

Use of Dictionary

Use of Words: Diminutives, Homonyms & Homophones

Module II: Essentials of Grammar - I

Articles

Parts of Speech

Tenses

Module III: Essentials of Grammar - II

Sentence Structure

Subject -Verb agreement

Punctuation

Module IV: Communication

The process and importance

Principles & benefits of Effective Communication

Module V: Spoken English Communication

Speech Drills

Pronunciation and accent

Stress and Intonation

Module VI: Communication Skills-I

Developing listening skills

Developing speaking skills

Module VII: Communication Skills-II

Developing Reading Skills

Developing writing Skills

Module VIII: Written English communication

Progression of Thought/ideas

Structure of Paragraph

Structure of Essays

Module IX: Short Stories

Of Studies, by Francis Bacon

Dream Children, by Charles Lamb

The Necklace, by Guy de Maupassant

A Shadow, by R.K.Narayan

Glory at Twilight, Bhabani Bhattacharya

Module X: Poems

All the Worlds a Stage

Shakespeare

To Autumn

Keats

O! Captain, My Captain.

Walt Whitman

Where the Mind is Without Fear

Rabindranath Tagore

Psalm of Life

H.W. Longfellow

Examination Scheme:

Components	A	CT	HA	EE
Weightage (%)	05	15	10	70

Text & References:

- Madhulika Jha, Echoes, Orient Long Man
- Ramon & Prakash, Business Communication, Oxford.
- Sydney Greenbaum Oxford English Grammar, Oxford.
- Successful Communications, Malra Treece (Allyn and Bacon)
- Effective Technical Communication, M. Ashraf Rizvi.

BEHAVIOURAL SCIENCE - II

(PROBLEM SOLVING AND CREATIVE THINKING)

Course Code: BBA 243

Credit Units: 01

Course Objective:

To enable the students:

Understand the process of problem solving and creative thinking.

Facilitation and enhancement of skills required for decision-making.

Course Contents:

Module I: Thinking as a tool for Problem Solving

What is thinking: The Mind/Brain/Behaviour

Thinking skills

Critical Thinking and Learning:

Making Predictions and Reasoning

Memory and Critical Thinking

Emotions and Critical Thinking

Module II: Hindrances to Problem Solving

Perception

Expression

Emotion

Intellect

Work environment

Module III: Problem Solving Process

Recognizing and Defining a problem

Analyzing the problem (potential causes)

Developing possible alternatives

Evaluating Solutions

Resolution of problem

Implementation

Module IV: Plan of Action

Construction of POA

Monitoring

Reviewing and analyzing the outcome

Module V: Creative Thinking

Definition and meaning of creativity

The nature of creative thinking

Convergent and Divergent thinking

Idea generation and evaluation (Brain Storming)

Image generation and evaluation

Debating

The six-phase model of Creative Thinking: ICEDIP model

Module VI: End-of-Semester Appraisal

Viva based on personal journal

Assessment of Behavioural change as a result of training

Exit Level Rating by Self and Observer

Text & References:

- Michael Steven: How to be a better problem solver, Kogan Page, New Delhi, 1999
- Geoff Petty: How to be better at creativity; Kogan Page, New Delhi, 1999
- Phil Lowe Koge Page: Creativity and Problem Solving, New Delhi, 1996
- Bensley, Alan D.: Critical Thinking in Psychology – A Unified Skills Approach, (1998), Brooks/Cole Publishing Company.

FRENCH - II

Course Code: BBA 244

Credit Units: 02

Course Objective:

To enable the students to overcome the fear of speaking a foreign language and take position as a foreigner speaking French.

To make them learn the basic rules of French Grammar.

Course Contents:

Module A: pp.38 – 47: Unité 3 : Object if 3, 4, 5, 6

Module B: pp. 47 to 75 Unité 4, 5

Contenu lexical:

Unité 3: Organiser son temps

1. donner/demander des informations sur un emploi du temps, un horaire SNCF – Imaginer un dialogue
2. rédiger un message/ une lettre pour ...
 - i) prendre un rendez-vous/ accepter et confirmer/ annuler
 - ii) inviter/accepter/refuser
3. Faire un programme d'activités
4. imaginer une conversation téléphonique/un dialogue
5. Propositions- interroger, répondre

Unité 4: Découvrir son environnement

1. situer un lieu
2. s'orienter, s'informer sur un itinéraire.
3. Chercher, décrire un logement
4. connaître les rythmes de la vie

Unité 5 : s'informer

1. demander/donner des informations sur un emploi du temps passé.
2. donner une explication, exprimer le doute ou la certitude.
3. découvrir les relations entre les mots
4. savoir s'informer

Contenu grammatical:

1. Adjectifs démonstratifs
2. Adjectifs possessifs/exprimer la possession à l'aide de :
 - i. « de »
 - ii. A+nom/pronom disjoint
3. Conjugaison pronominale – négative, interrogative - construction à l'infinitif
4. Impératif/exprimer l'obligation/l'interdiction à l'aide de « il faut... »/ «il ne faut pas... »
5. passé composé
6. Questions directes/indirectes

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project +Presentation

I – Interaction/Conversation Practice

Text & References:

- le livre à suivre : Campus: Tome 1

GERMAN – II

Course Code: BBA 245

Credit Units: 02

Course Objective:

To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.

To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany

Introduction to Grammar to consolidate the language base learnt in Semester I

Course Contents:

Module I: Everything about Time and Time periods

Time and times of the day.

Weekdays, months, seasons.

Adverbs of time and time related prepositions

Module II: Irregular verbs

Introduction to irregular verbs like to be, and others, to learn the conjugations of the same, (fahren, essen, lessen, schlafen, sprechen und ähnliche).

Module III: Separable verbs

To comprehend the change in meaning that the verbs undergo when used as such

Treatment of such verbs with separable prefixes

Module IV: Reading and comprehension

Reading and deciphering railway schedules/school time table

Usage of separable verbs in the above context

Module V: Accusative case

Accusative case with the relevant articles

Introduction to 2 different kinds of sentences – Nominative and Accusative

Module VI: Accusative personal pronouns

Nominative and accusative in comparison

Emphasizing on the universal applicability of the pronouns to both persons and objects

Module VII: Accusative prepositions

Accusative prepositions with their use

Both theoretical and figurative use

Module VIII: Dialogues

Dialogue reading: 'In the market place'

'At the Hotel'

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project +Presentation

I – Interaction/Conversation Practice

Text & References:

- Wolfgang Hieber, Lernziel Deutsch
- Hans-Heinrich Wangler, Sprachkurs Deutsch
- Schulz Griesbach, Deutsche Sprachlehre für Ausländer
- P.L Aneja, Deutsch Interessant - 1, 2 & 3
- Rosa-Maria Dallapiazza et al, Tangram Aktuell A1/1, 2
- Braun, Nieder, Schmöe, Deutsch als Fremdsprache 1A, Grundkurs

SPANISH – II

Course Code: BBA 246

Credit Units: 02

Course Objective:

To enable students acquire more vocabulary, grammar, Verbal Phrases to understand simple texts and start describing any person or object in Simple Present Tense.

Course Contents:

Module I

Revision of earlier modules.

Module II

Some more AR/ER/IR verbs. Introduction to root changing and irregular AR/ER/IR ending verbs

Module III

More verbal phrases (eg, Dios Mio, Que lastima etc), adverbs (bueno/malo, muy, mucho, bastante, poco). Simple texts based on grammar and vocabulary done in earlier modules.

Module IV

Possessive pronouns

Module V

Writing/speaking essays like my friend, my house, my school/institution, myself....descriptions of people, objects etc, computer/internet related vocabulary

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project +Presentation

I – Interaction/Conversation Practice

Text & References:

- Español, En Directo I A
- Español Sin Fronteras

JAPANESE - II

Course Code: BBA 247

Credit Units: 02

Course Objective:

To enable the students to converse in the language with the help of basic particles and be able to define the situations and people using different adjectives.

Course Contents:

Module I: Verbs

Transitive verbs, intransitive verbs

Module II: More prepositions

More particles, articles and likes and dislikes.

Module III: Terms used for instructions

No parking, no smoking etc.

Module IV: Adverbs

Different adverbial expression.

Module V: Invitations and celebrations

Giving and receiving presents,

Inviting somebody for lunch, dinner, movie and how to accept and refuse in different ways

Module VI: Comprehension's

Short essay on Family, Friend etc.

Module VII: Conversations

Situational conversations like asking the way, At a post office, family

Module VIII: Illness

Going to the doctor, hospital etc.

Learning Outcome

➤ Students can speak the language describing above-mentioned topics.

Methods of Private study /Self help

➤ Handouts, audio-aids, and self-do assignments.

➤ Use of library, visiting and watching movies in Japan and culture center every Friday at 6pm.

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project +Presentation

I – Interaction/Conversation Practice

Text & References:

Text:

- Teach yourself Japanese

References:

- Shin Nihongo no kiso 1

CHINESE – II

Course Code: BBA 248

Credit Units: 02

Course Objective:

Chinese is a tonal language where each syllable in isolation has its definite tone (flat, falling, rising and rising/falling), and same syllables with different tones mean different things. When you say, “ma” with a third tone, it mean horse and “ma” with the first tone is Mother. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.

Course Contents:

Module I

Drills
Practice reading aloud
Observe Picture and answer the question.
Tone practice.
Practice using the language both by speaking and by taking notes.
Introduction of basic sentence patterns.
Measure words.
Glad to meet you.

Module II

Where do you live?
Learning different colors.
Tones of “bu”
Buying things and how much it costs?
Dialogue on change of Money.
More sentence patterns on Days and Weekdays.
How to tell time. Saying the units of time in Chinese. Learning to say useful phrases like – 8:00, 11:25, 10:30 P.M. everyday, afternoon, evening, night, morning 3:58, one hour, to begin, to end etc.
Morning, Afternoon, Evening, Night.

Module III

Use of words of location like-li, wai, hang, xia
Furniture – table, chair, bed, bookshelf,.. etc.
Description of room, house or hostel room.. eg what is placed where and how many things are there in it?
Review Lessons – Preview Lessons.
Expression ‘yao’, ‘xiang’ and ‘yaoshi’ (if).
Days of week, months in a year etc.
I am learning Chinese. Is Chinese difficult?

Module IV

Counting from 1-1000
Use of “chang-chang”.
Making an Inquiry – What time is it now? Where is the Post Office?
Days of the week. Months in a year.
Use of Preposition – “zai”, “gen”.
Use of interrogative pronoun – “duoshao” and “ji”.
“Whose”??? Sweater etc is it?
Different Games and going out for exercise in the morning.

Module V

The verb “qu”
Going to the library issuing a book from the library
Going to the cinema hall, buying tickets
Going to the post office, buying stamps
Going to the market to buy things.. etc
Going to the buy clothes Etc.
Hobby. I also like swimming.
Comprehension and answer questions based on it.

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project +Presentation

I – Interaction/Conversation Practice

Text & References:

- “Elementary Chinese Reader Part I” Lesson 11-20

OPERATIONS RESEARCH

Course Code: BBA 301

Credit Units: 04

Course Objective:

The objective of this paper is to make students familiar with basic concept and tools in Operations Research. These techniques assist in solving complex problems and help in decision making.

Course Contents:

Module I: Introduction

Introduction to Operations Research, Definition, scope and limitations of Operations Research

Module II: Linear Programming

Linear Programming – Basic Concepts, Model formulation; Solution methods – Graphical Solution method, Simplex method (problems involving only upto 3 constraints and of inequality <), Application of LPP in business decision making.

Module III: Transportation Problem

Transportation problem- Initial Basic feasible solution (North west corner rule, Vogels approximation method), Test for optimality (The Modified Distribution (MODI) method)

Module IV: Assignment Problem

Assignment Problem – Introduction, Approach of the Assignment model, Solution Methods (Hungarian method)

Module V: Game Theory

Game Theory - Concept and definition; Solution methods of Pure Strategy games (with saddle point), Significance of Game Theory.

Module VI: Queuing & Simulation

Introduction, Elementary queuing system, Introduction to Single – channel queuing model (with Poisson arrivals and Exponential service times), (no numerical); Introduction to Simulation, applications, advantages and drawbacks of simulation, Introduction to Monte – Carlo Simulation, Role of computers in Simulation.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

Text & References:

Text:

- Kapoor V K, Operations Research (Techniques for Management), Seventh edition, Sultan Chand & Sons.

References:

- Sharma J K, Operations Research (Theory & Practices), Second edition, Macmillan India Ltd.
- Hamdy A Taha, Operations Research, Seventh edition, Prentice Hall India
- Kothari C R, An introduction to Operations Research, Third edition, Vikas Publishing House

FINANCIAL MANAGEMENT – 1

Course Code: BBA 302

Credit Units: 04

Course Objective:

To take decisions which are effective, a manager in any of the functional areas be it Marketing, HR or IT requires a thorough cost and benefit analysis and a feel for Finance so as to look at the long term implications of his/her decision. This course is a "nut and bolts" course on Finance where the basic Financial decisions will be explained through problems and exercises, thus giving the student an understanding and a feel for Financial decision making. This syllabi is only for the Third semester and the course will continue in the Fourth Semester as well.

Course Contents:

Module I: Introduction to Financial Management

Evolution of Financial Management , Key activities of Finance Manager Changing Role of Finance Managers, Key Decision Areas in Financial Management, Objectives of the firm.

Module II: Tools for financial decision making

A framework for Financial Decision Making - Financial Statement Analysis: Interpretation & Analysis of fund flow statement, cash flow statement, financial ratio, common size statement, Comparative statement, trend analysis, time series.

Concept of Time value of Money, Process of Compounding and Discounting, Future Value of a Single amount, Future Value of an Annuity, Present Value of a Single Amount, Present Value of an Annuity.

Module IV: Analysis of Capital budgeting

Basics of Capital Budgeting, Types of capital budgeting decisions, Preparation of capital budgeting proposal, Estimating cash flows for project appraisal, Green capital budgeting.

Module IV: Techniques of Capital Budgeting

Non-discounted Cash Flow Techniques: Payback Period, ARR, Discounted Cash Flow Techniques: NPV, IRR, PI. Risk Analysis of Capital Budgeting : Risk adjusted discount rate, Certainty Equivalent Approach, Real Options: An Introduction to Decision Tree Approach, Sensitivity Analysis, Scenario Analysis & Simulation including Monte Carlo Simulation.

Module V: Working Capital Management Decision

Sources of short term finance: Accruals, Trade credit, Working capital advance by commercial banks, Public Deposits, Inter-corporate deposits, Short term loan from financial institutions, Commercial Paper, Factoring & Forfeiting. Factors influencing working capital requirement, Estimating working capital requirement (numerical), Operating cycle analysis

Module VI: Management of Cash, Receivables & Inventory

Methods of inventory management: An Introduction to EOQ, ABC analysis; Receivables management: Credit Standards & Analysis, Credit Terms, Collection Policy & Procedures. Management of cash: Cash Planning, Managing the cash flows, Optimum Cash Level, Investing surplus cash.

Examination Scheme:

Components	P-1	C-1	CT-1	Attendance	EE1
Weightage (%)	10	5	10	5	70

Text & References:

Text:

- Pandey, I. M, Financial Management. Ninth Edition, Vikas Publishing House Pvt. Ltd.

References:

- Van Horne, J.C Financial Management & Policy Twelfth Edition, Prentice Hall
- Chandra, P. Fundamentals of Financial Management, Sixth Edition, Tata McGraw Hill.

MANAGEMENT INFORMATION SYSTEMS

Course Code: BBA 303

Credit Units: 04

Course Objective:

This course focuses on the relationships among management, information, and systems as well as the relationship between a manager's need for information and his/her position in the organization, how hardware, software, data, people, and procedures are combined to form an information system, how information technology can be used by a business organization to gain a competitive advantage why a knowledge of information systems is crucial to anyone who plans a career in business Organization.

Course Contents :

Module I: Organizations, Management and Information

Meaning of MIS, Components of MIS, IS in Business, Data Information and knowledge, Characteristics of Information in context, Issues with Information, System and Subsystems, Organization as a System, Different Organizational Structures: Hierarchical Structure – (Different Levels of Management, Information disposition at different levels), Matrix Structure, Business Process (Management, Operational and Support).

Module II: Information Technology Architecture

Managing Hardware Assets – Considerations in Procurement and installation, Managing Software Assets – Consideration in procurement and configuration, Data Resource Management (Database Management System – Types and Structure of Database, Data Warehousing – Phases in building Data Warehouses in an organization, Data Mining – Data Mining Applications, Data Banking)

Module III: Management and Organizational Support Systems for the Firm

Information, Decision and Management, Decision Support System (Phases in Decision Making, Problems and Decision Types, DSS components, and Analytical Models in Decision Making), Executive Information System – Characteristics and benefits, Managing Knowledge (Knowledge Engineering, Knowledge Management Activities and Knowledge Representation Methodologies), Artificial Intelligence (Domains of AI, AI in Business), Expert System (Components, Benefits and Limitations, Suitability Criteria for ES)

Module IV: Building Information Systems in the Digital Firm

Organizational Planning – Planning at distinct Managerial Levels, Approaches in Planning (Top Down, Bottom Up, Planning through CSF), IT and IS Planning – Prerequisites and factors, IT and IS Architecture (Centralized, Decentralized and Distributed), Implementing IT and IS (Factors and Resistance in implementation), Change Management with BPR, System Development (System Development Life Cycle-Overview, Prototyping), Evaluating Factors for IT and IS services.

Module V: Managing Information Systems In The Digital Firm

Managing Security (Security Challenges of IT, Business and Technological Ethics), Computer Crime (Tools for Computer Crime, Tools for Security Management), IS Security Management Control (Information System Control, Auditing the Security), Managing World Wide Information System (Managing Multi Site IT and IS – Cultural and Technical Differences), World Wide IT and IS Strategies (Multinational, International and Global Strategies)

Module VI: Key System Applications For The Digital Age.

Enterprise Systems – Supply Chain Management & Customer Relationship Management Systems, Using Enterprise Applications and Achieving Operational Excellence & Customer Intimacy, E-Commerce: Digital Market & Digital Goods, M-Commerce: Services & Applications, Enterprise Applications: New Opportunities and Challenges.

Examination Scheme:

Components	P-1	C-1	CT-1	EE1
Weightage (%)	10	10	10	70

Text & References:

Text:

- Data Communication and Teleprocessing System, Trevor Housley

References:

- Data Communication and Distributed Networks, Uyles D. Black

MARKETING MANAGEMENT – I

Course Code: BBA 304

Credit Units: 04

Course Objective:

The main objective of this course is to give students an elementary knowledge of the fundamentals in the field of marketing. The focus will be both on developing and helping them imbibe basic marketing principles and establishing an appreciation of contemporary realities. However, in order to do justice to the varying diversity of a real market place, the course shall be taught over two semesters- semester III and IV. In semester III, emphasis will be on the core concepts in marketing, thereby giving the students an understanding of the environment in which marketing works.

In semester IV, the students will be introduced to the greater and finer details of how marketing works.

Course Contents:

Module I: Introduction to Marketing

Meaning of marketing, Core concepts of marketing, Evolution and its role in the changing business environment, Various marketing management philosophies, viz., the production concept, the product concept, selling concept and the marketing concept, The newer definitions of marketing- societal marketing and relationship marketing.

Module II: Relationship between Marketing and Strategic Planning

Introduction to Strategic Planning with marketing perspective, Marketing process and Marketing Plan.

Module III: Analyzing marketing opportunities

Internal and External Marketing Environment Analysis, Introduction to Marketing Information System and Marketing Research.

Module IV: Studying Consumer Behaviour

Buying Behaviour for Consumer Markets and Industrial Markets, Types of Buying Situations, Buying Decision Process and Factors Affecting Buyer Behaviour, Consumer Adoption Process.

Module V: Segmentation, Targeting and Positioning

Concept of Market Segmentation, Bases for segmenting Consumer and Business markets, Approaches for Targeting, Differentiation and Positioning.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

Text & References:

Text:

- Marketing Management, Philip Kotler, Eleventh Edition

References:

- Principles of Marketing, Philip Kotler and Gray Armstrong
- Marketing Management, Michael R. Czinkota and Masaaki Kotabe
- Marketing, Charles W. Lamb, Joseph F. Hair, and Carl McDaniel
- Fundamentals of Marketing, Stanton, Ezel, etc.

COST AND MANAGEMENT ACCOUNTING

Course Code: BBA 305

Credit Units: 03

Course Objective:

The course aims at developing an insight into cost accounting, its need and the various methods used to determining the cost of production, preparation of cost sheet, allocation and absorption of overheads, break even analysis, variance analysis and budgeting.

Course Contents:

Module I: Introduction to Cost Accounting

Meaning, nature and scope of cost accounting. Differentiate cost accounting from management accounting and financial accounting. Methods of costing. Cost concepts and numerical on preparation of cost sheet. Relevant costs for decision-making.

Module II: Material Pricing & methods of Costing

Methods of pricing materials. Actual cost method, First in First out method, Last in First out method, Highest in First out method, Replacement Cost method, Introduction to various methods used in costing: job costing, batch costing, contract costing, single costing, process costing, services or operating costing (no numericals)

Module III: Overhead Allocation and Absorption

Introduction and classification of overheads. Accounting for factory overheads, Accounting for the administration overheads. Definition and classification of Selling and Distribution overheads and numericals on the same. Introduction to Activity Based Costing.

Module IV: Marginal Costing and Cost Volume Profit Analysis

Marginal Costing – Fixed & variable cost, meaning & characteristics of marginal costing profit/volume ratio. Limiting or key factor, break-even analysis and calculation of sales for desired profit and numericals on the same.

Module V: Budgetary Control

Budgetary Control, objective of budgetary control, preparation of purchase budget, production budget, cash budget, fixed & flexible budgets and zero base budgeting.

Module VI: Variance Analysis

Concept of variance. Material Cost Variance, Material Price Variance and numericals on the same. Labour cost Variance, Labour Rate Variance and numericals on the same. Concept of overhead variance.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

Text & References:

Text:

- Cost Accounting, S.P Jain & K.L Narang

References:

- Management Accounting, MY Khan & PK Jain, Third Edition, Tata McGraw Hill
- Advanced Management Accounting, Robert S Koplman, Anthony A Atkinson, Third Edition, Printice Hall.

BUSINESS LAW

Course Code: BBA 306

Credit Units: 03

Course Objective:

The objective of the course is to acquaint the students with the fundamentals of business related laws, which have an important role over smooth conduct of business.

Course Contents:

Module I: Legal Environment of Business

Environment of Business, Its importance, Legal environment of business.

Module II: Indian Contract Act, 1872

Nature and kinds of Contracts, Concepts related to offer, Acceptance and Consideration, Principles Governing Capacity of Parties and Free Consent, Legality of Objects, Performance and Discharge of Contract, Breach of Contract and its Remedies, Basic Elements of Law Relating to Agency, Guarantee and Pledge.

Module III: Indian Sale of Goods Act, 1930

Sale and Agreement to Sell, Hire Purchase – Pledge – Mortgage –Hypothecation Lease. Goods – Different types of Goods, Passing of Property in Goods, Conditions and Warranties, Doctrine of Caveat emptor, Rights of an unpaid Seller.

Module IV: Negotiable Instruments Act, 1881

Meaning of Negotiability and Definition of Negotiable Instruments, Features, Cheques, Bill of Exchange and Promissory Note, Holder in Due Course, Crossing of Cheques, Endorsement and Dishonour of Cheques.

Module V: Elements of Company Law

Meaning and types of companies, Formation of a company, Memorandum and Articles of Association, Prospectus and Issue of Shares, Share Capital and Shareholders, Company Meetings and Proceedings, Powers and Liabilities of Directors ,meeting ,Managerial Remuneration and Winding up of Company.

Module VI: Consumer Protection Act 1986 and Torts

Need for Consumer Protection – Meaning of Consumer – Different Redressal Forums for Consumers, Rights of Consumers, Unfair Trade Practices, and Procedure for Filing Complaints. Meaning of tort, Application of Tortious Liability in Business Situations.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

Text & References:

Text:

- Mercantile Law N.D. Kapoor
- Prof(Cmde) P.K Goel ,Business Law for managers Biztantra

References:

- Dr S M Shukla and Dr O P Gupta Mercantile Law
- S S Gulshan Excel Book Mercantile Law
- Maheshwari & Maheshwari .Business Law

COMMUNICATION SKILLS - I

Course Code: BBA 341

Credit Units: 01

Course Objective:

To form written communication strategies necessary in the workplace.

Course Contents:

Module I: Introduction to Writing Skills

Effective Writing Skills
Avoiding Common Errors
Paragraph Writing
Note Taking
Writing Assignments

Module II: Letter Writing

Types
Formats

Module III

Memo
Agenda and Minutes
Notice and Circulars

Module IV: Report Writing

Purpose and Scope of a Report
Fundamental Principles of Report Writing
Project Report Writing
Summer Internship Reports

Examination Scheme:

Components	CT1	CT2	CAF	V	GD	GP	A
Weightage (%)	20	20	25	10	10	10	5

CAF – Communication Assessment File

GD – Group Discussion

GP – Group Presentation

Text & References:

- Business Communication, Raman – Prakash, Oxford
- Creative English for Communication, Krishnaswamy N, Macmillan
- Textbook of Business Communication, Ramaswami S, Macmillan
- Working in English, Jones, Cambridge
- A Writer's Workbook Fourth edition, Smoke, Cambridge
- Effective Writing, Withrow, Cambridge
- Writing Skills, Coe/Rycroft/Ernest, Cambridge
- Welcome!, Jones, Cambridge

BEHAVIOURAL SCIENCE - III (INTERPERSONAL COMMUNICATION AND RELATIONSHIP MANAGEMENT)

Course Code: BBA 343

Credit Units: 01

Course Objective:

This course aims at imparting an understanding of:
Interpersonal communication and relationship.
Strategies for healthy interpersonal relationship
Effective management of emotions.
Building interpersonal competence.

Course Contents:

Module I: Interpersonal Communication

Importance of Behavioural/ Interpersonal Communication
Types – Self and Other Oriented
Rapport Building – NLP, Communication Mode
Steps to improve Interpersonal Communication

Module II: Interpersonal Styles

Transactional Analysis
Life Position/Script Analysis
Games Analysis
Interactional and Transactional Styles
Bridging differences in Interpersonal Relationship through TA
Communication Styles

Module III: Conflict Management and Negotiation

Meaning and Nature of conflicts
Styles and techniques of conflict management
Meaning of Negotiation
Process and Strategies of Negotiation
Interpersonal Communication: Conflict Management and Negotiation

Module IV: Interpersonal Relationship Development

Importance of Interpersonal Relationships
Interpersonal Relationship Skills
Types of Interpersonal Relationships
Relevance of Interpersonal Communication in Relationship Development

Module V: Impression Management

Meaning & Components of Impression Management
Impression Management Techniques
Impression Management Training-Self help and Formal approaches

Module VI: End-of-Semester Appraisal

Viva based on personal journal
Assessment of Behavioural change as a result of training
Exit Level Rating by Self and Observer

Text & References:

- Vangelist L. Anita, Mark N. Knapp, Inter Personal Communication and Human Relationships: Third Edition, Allyn and Bacon
- Julia T. Wood. Interpersonal Communication everyday encounter
- Beebe, Beebe and Redmond; Interpersonal Communication, 1996; Allyn and Bacon Publishers.
- Rosenfeld, P., Giacalone, R.A. and Catherine, A.R. (2003). Impression Management: Building and Enhancing Reputations at Work. Thomson Learning, Singapore.

FRENCH - III

Course Code: BBA 344

Credit Units: 02

Course Objective:

To provide the students with the know-how

To master the current social communication skills in oral and in written.

To enrich the formulations, the linguistic tools and vary the sentence construction without repetition.

Course Contents:

Module B: pp. 76 – 88 Unité 6

Module C: pp. 89 to 103 Unité 7

Contenu lexical:

Unité 6 : se faire plaisir

1. acheter : exprimer ses choix, décrire un objet (forme, dimension, poids et matières) payer
2. parler de la nourriture, deux façons d'exprimer la quantité, commander un repas au restaurant
3. parler des différentes occasions de faire la fête

Unité 7 : Cultiver ses relations

1. maîtriser les actes de la communication sociale courante
2. (Salutations, présentations, invitations, remerciements)
3. annoncer un événement, exprimer un souhait, remercier,
4. s'excuser par écrit.
5. caractériser une personne (aspect physique et caractère)

Contenu grammatical :

1. accord des adjectifs qualificatifs
2. articles partitifs
3. Négations avec de, ne...rien/personne/plus
4. Questions avec combien, quel...
5. expressions de la quantité
6. ne...plus/toujours - encore
7. pronoms compléments directs et indirects
8. accord du participe passé (auxiliaire « avoir ») avec l'objet direct
9. Impératif avec un pronom complément direct ou indirect
10. construction avec « que » - Je crois que/ Je pense que/ Je sais que

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project +Presentation

I – Interaction/Conversation Practice

Text & References:

- le livre à suivre : Campus: Tome 1

GERMAN - III

Course Code: BBA 345

Credit Units: 02

Course Objective:

To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.

To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany

Course Contents:

Module I: Modal verbs

Modal verbs with conjugations and usage

Imparting the finer nuances of the language

Module II: Information about Germany (ongoing)

Information about Germany in the form of presentations or "Referat" – neighbors, states and capitals, important cities and towns and characteristic features of the same, and also a few other topics related to Germany.

Module III: Dative case

Dative case, comparison with accusative case

Dative case with the relevant articles

Introduction to 3 different kinds of sentences – nominative, accusative and dative

Module IV: Dative personal pronouns

Nominative, accusative and dative pronouns in comparison

Module V: Dative prepositions

Dative preposition with their usage both theoretical and figurative use

Module VI: Dialogues

In the Restaurant,

At the Tourist Information Office,

A telephone conversation

Module VII: Directions

Names of the directions

Asking and telling the directions with the help of a roadmap

Module VIII: Conjunctions

To assimilate the knowledge of the conjunctions learnt indirectly so far

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project +Presentation

I – Interaction/Conversation Practice

Text & References:

- Wolfgang Hieber, Lernziel Deutsch
- Hans-Heinrich Wangler, Sprachkurs Deutsch
- Schulz Griesbach, Deutsche Sprachlehre für Ausländer
- P.L Aneja, Deutsch Interessant- 1, 2 & 3
- Rosa-Maria Dallapiazza et al, Tangram Aktuell A1/1, 2
- Braun, Nieder, Schmöe, Deutsch als Fremdsprache 1A, Grundkurs

SPANISH – III

Course Code: BBA 346

Credit Units: 02

Course Objective:

To enable students acquire knowledge of the Set/definite expressions (idiomatic expressions) in Spanish language and to handle some Spanish situations with ease.

Course Contents:

Module I

Revision of earlier semester modules

Set expressions (idiomatic expressions) with the verb Tener, Poner, Ir....

Weather

Module II

Introduction to Gustar...and all its forms. Revision of Gustar and usage of it

Module III

Translation of Spanish-English; English-Spanish. Practice sentences.

How to ask for directions (using estar)

Introduction to IR + A + INFINITIVE FORM OF A VERB

Module IV

Simple conversation with help of texts and vocabulary

En el restaurante

En el instituto

En el aeropuerto

Module V

Reflexives

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project +Presentation

I – Interaction/Conversation Practice

Text & References:

- Español, En Directo I A
- Español Sin Fronteras -Nivel Elemental

JAPANESE - III

Course Code: BBA 347

Credit Units: 02

Course Objective:

To enable the students to converse in the language with the help of basic verbs and to express themselves effectively and narrate their everyday short encounters. Students are also given projects on Japan and Japanese culture to widen their horizon further.

Note: The Japanese script is introduced in this semester.

Course Contents:

Module I: Verbs

Different forms of verbs: present continuous verbs etc

Module II

More Adverbs and adverbial expressions

Module III: Counters

Learning to count different shaped objects,

Module IV: Tenses

Past tense, Past continuous tense.

Module V: Comparison

Comparative and Superlative degree

Module VI: Wishes and desires

Expressing desire to buy, hold, possess. Usage in negative sentences as well. Comparative degree, Superlative degree.

Module VII: Appointment

Over phone, formal and informal etc.

Learning Outcome

- Students can speak the language and can describe themselves and situations effectively
- They also gain great knowledge in terms of Japanese lifestyle and culture, which help them at the time of placements.

Methods of Private study /Self help

- Handouts, audio-aids, and self-do assignments.
- Use of library, visiting and watching movies in Japan and culture center every Friday at 6pm.

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project +Presentation

I – Interaction/Conversation Practice

Text & References:

Text:

- Teach yourself Japanese

References:

- Shin Nihongo no kiso 1

CHINESE – III

Course Code: BBA 348

Credit Units: 02

Course Objective:

Foreign words are usually imported by translating the concept into Chinese, the emphasis is on the meaning rather than the sound. But the system runs into a problem because the underlying name of personal name is often obscure so they are almost always transcribed according to their pronunciation alone. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.

Course Contents:

Module I

Drills
Dialogue practice
Observe picture and answer the question.
Introduction of written characters.
Practice reading aloud
Practice using the language both by speaking and by taking notes.
Character writing and stroke order

Module II

Measure words
Position words e.g. inside, outside, middle, in front, behind, top, bottom, side, left, right, straight.
Directional words – beibian, xibian, nanbian, dongbian, zhongjian.
Our school and its different building locations.
What game do you like?
Difference between “hui” and “neng”, “keyi”.

Module III

Changing affirmative sentences to negative ones and vice versa
Human body parts.
Not feeling well words e.g. ; fever, cold, stomach ache, head ache.
Use of the modal particle “le”
Making a telephone call
Use of “jiu” and “cai” (Grammar portion)
Automobiles e.g. Bus, train, boat, car, bike etc.
Traveling, by train, by airplane, by bus, on the bike, by boat.. etc.

Module IV

The ordinal number “di”
“Mei” the demonstrative pronoun e.g. mei tian, mei nian etc.
use of to enter to exit
Structural particle “de” (Compliment of degree).
Going to the Park.
Description about class schedule during a week in school.
Grammar use of “li” and “cong”.
Comprehension reading followed by questions.

Module V

Persuasion-Please don't smoke.
Please speak slowly
Praise – This pictorial is very beautiful
Opposites e.g. Clean-Dirty, Little-More, Old-New, Young-Old, Easy-Difficult, Boy-Girl, Black-White, Big-Small, Slow-Fast ... etc.
Talking about studies and classmates
Use of “it doesn't matter”
Enquiring about a student, description about study method.
Grammar: Negation of a sentence with a verbal predicate.

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project +Presentation
I – Interaction/Conversation Practice

Text & References:

- “Elementary Chinese Reader Part I, Part-2” Lesson 21-30

SUMMER ASSIGNMENT/ PROJECT

Course Code: BBA 360

Credit Units: 03

GUIDELINES FOR PROJECT FILE

Research experience is as close to a professional problem-solving activity as anything in the curriculum. It provides exposure to research methodology and an opportunity to work closely with a faculty guide. It usually requires the use of advanced concepts, a variety of experimental techniques, and state-of-the-art instrumentation.

Research is genuine exploration of the unknown that leads to new knowledge which often warrants publication. But whether or not the results of a research project are publishable, the project should be communicated in the form of a research report written by the student.

The project should build the attributes like intellectual ability, professional judgment and decision making ability, inter-disciplinary approach, skills for data handling, ability in written and oral presentation, and sense of responsibility

1. SCOPE

The relevant topic has to be defined with the mutual consent with your guide. The project is to study the selected problem, quality and shortcomings of available solutions. Your project must also include any new solution you can think of and general comments on why the problem is important. It is important to note that it takes time to write a good report.

2. TOPIC

It is the sole discretion of your faculty guide to allot you a topic for the project. If you have been thinking of some topic over a period of time and do the research work on the same, than it has to be with the consent of your guide.

Normally, the topic must be picked carefully keeping in mind

- ✓ Related to one or more subjects or areas of study within the core program.
- ✓ Clearly focused so as to facilitate an in-depth approach for finding the solution.
- ✓ Subject to availability of relevant information and to you knowledge
- ✓ Relevant to the current business scenario
- ✓ It is of interest to you and will lead to you all round development.

3. PLANNING YOUR PROJECT

The planning of the project is always recommended since it is an outline of what you intend to do. It will schedule you working and act as a guideline right from the outset.

The planning should entail the following:

- ✓ Defining aims and objectives of the project
- ✓ Formulating questions to be investigated
- ✓ Calculating the feasibility of the investigations.
- ✓ Working out various stages of the project
- ✓ Devising a time table to see the timely completion of different stages as per the schedule.

Benefits of planning

- ✓ Formulating a plan is creating an ideal model of your project, thus builds up your confidence.
- ✓ Make aware your guide to provide constructive comments as each stage of your project and provide you appropriate feedback of your work.
- ✓ It helps you concentrate on your thoughts.
- ✓ A plan can act as a guideline which helps you to keep check with the proceedings and direction.

4. MAKING A PROJECT DIARY

This includes the following:

- ✓ Making a note of everything you read; including those discarded.
- ✓ Ensuring that when recording sources, author's name and initials, date of publication, title, place of publication and publisher are included. (You may consider starting a card index or database from the outset). Making an accurate note of all quotations at the time you read them.
- ✓ Make clear what is a direct a direct quotation and what is your paraphrase.

5. GUIDELINES FOR A PROJECT FILE/REPORT

The file aims to encourage keeping a personal record of your learning and achievement throughout the project.

The file is a document that helps the evaluator assess your analytical skills & ability and present the evidence of the serious work carried out by you.

In general, file should be comprehensive and include:

- ✓ A short account of the activities that were undertaken as part of the project;
- ✓ A statement about the extent to which the project has achieved its stated goals.
- ✓ A statement about the outcomes of the evaluation and dissemination processes engaged in as part of the project;
- ✓ Any activities planned but not yet completed as part of the project, or as a future initiative directly resulting from the project;
- ✓ Any problems that have arisen that may be useful to document for future reference.

6. LAYOUT OF THE PROJECT/FILE

The format of the report should comprise of the following components

1. Title/cover page

It should detail the project title, student's name, course, year, guide name, date of submission (As per the format in annexure-1)

2. Acknowledgements

Acknowledgement to any advisory / financial assistance received while working on the project may be given.

The writer recognizes his indebtedness for guidance and assistance of the advisor/guide. Courtesy demands that he also recognize specific contributions by the other persons and institutions like libraries. Acknowledgements should be expressed very simply.

3. Abstract

An abstract is a brief or condensed statement by the writer, or the essential ideas of the writer's work. It should be straight to the point, not too descriptive but highly informative. It is a statement of the problem, a summary of the scope, methods and procedures, findings and results of the project.

4. Table of contents

This gives page references for each chapter and section. Titles and subtitles are to correspond exactly with those in the report.

5. Introduction

This brief documentation provides with the following facts about the project

- ✓ The background of the project,
- ✓ The objectives of the project
- ✓ The rationale for the project
- ✓ The limitations of the project should also be listed.

6. Materials and methods

This section should aim at the methodology, research design, sampling and fieldwork (if any)

Research methodology should be explained including modifications if any

Reflect the reliability and validity of the methods

Analysis and interpretation is to be shown.

7. Result and discussions

In this section emphasis should be laid down on

- ✓ What is performed and achieved in the project rather than the available literature in the context of the project.
- ✓ Discussion on your results with reference to the literature review.
- ✓ Matching your own results against what was established in the literature review. From this you should draw conclusion and make comments.
- ✓ Add value to the results with your own comments
- ✓ Highlight and provide analysis of any new themes that have emerged from your own research.

8. Conclusions and recommendations

In this section the outcome of the work is mentioned briefly. This should be a conclusion to the whole project. Check that your work answers the following questions:

- ✓ Did the research project meet its aims (check back to introduction for stated aims)?
- ✓ What are the main findings of the research?
- ✓ Are there any recommendations?
- ✓ Do you have any conclusion on the research process itself?

9. Future prospects

This section must give clear picture of where should further research be focused and for what other projects this project could be taken as input?

10. Appendices

It contains the material which is of interest to the reader but not an integral part of the project and statements of pros and cons that may be useful to document for future reference.

11. References

In this section you should give a list of all the references you have used. This should be cross referenced with you text. This includes papers and books referred to the body of the report.

For books, the following details are required:

Levi, M. 1996, International Financial Management, Prentice Hall, New York, 3rd Ed, 1996

For articles from journals,

Draper P and Pandyal K. 1991, The Investment Trust Discount Revisited, Journal of Business Finance and Accounting, Vol18, No6, Nov, pp 791-832.

7. ASSESSMENT OF THE PROJECT FILE

The weightage of the report will be based on the following criteria

- ✓ The quality of the report.
- ✓ The technical merit of the project which attempts to access the depth of the intellectual efforts put into the project.
- ✓ The project execution is concerned with how much work has been put in.

The file should fulfill the following assessment objectives

- ✓ Has the student made a clear statement of the objective or objective(s)?
- ✓ If there is more than one objective, do these constitute parts of a whole?
- ✓ Has the student developed an appropriate analytical framework for addressing the problem at hand?
- ✓ Is this based on up-to-date developments in the topic area?
- ✓ Has the student collected information / data suitable to the frameworks?
- ✓ Are the techniques employed by the student to analyze the data / information appropriate and relevant?
- ✓ Has the student succeeded in drawing conclusion form the analysis?
- ✓ Do the conclusions relate well to the objectives of the project?
- ✓ Has the student been regular in his work?
- ✓ Is the layout of the written report is as per the format?

8. EVALUATION SCHEME

The total weightage of the Project is 100 Marks. The evaluation of the project should be as per the following heads

✓ Faculty Guide	20	
✓ Viva	20	
✓ Presentation	20	
✓ Report	40	
Content and layout		10
Conceptual framework		10
Objectives and methodology		10
Implication and conclusions		10

9. PROJECT SCHEDULING

1. Registration

First week of the last academic month

Allotment of Faculty Guide takes place in accordance to the area of interest / stream chosen by the student at the time of registration.

2. Allotment of project topic

Week following the 'week of registration'

3. Submission of synopsis to faculty guide

Prior to the completion of End-Term Examination. The synopsis could be submitted any time after the allotment of project topic but certainly must be before completion of last examination.

4. Duration of Project

The project stretches for the full duration of the Semester break

5. Submission of Reports

First Report – After 20 Days from the commencement of the project

Second Report – 20 days after submission of the first report.

The first and second reports could be submitted through e-mail or any other medium as per the consent of faculty guide.

Rough Draft – Within first week of rejoining of institution
Final Report – Within second week of rejoining of institution

6. Evaluation

Evaluation of project should be done as per the scheme in the first week of August.

FINANCIAL MANAGEMENT – II

Course Code: BBA 401

Credit Units: 04

Course Objective:

The objective of this course is to develop an understanding of short term and long-term financial decisions of a firm and various financial tools used in taking these decisions. It is also aimed to develop the understanding of the financial environment in which a company operates and how it copes with it.

Course Contents:

Module I: Introduction

Financial Environment, Indian Financial System (Meaning, importance and role).

Module II: Sources of finance

Sources of finance – Debt: Term Loans, Debentures. Equity: Ordinary Shares. Hybrid: Preference, Warrants, Convertible securities. International Sources: FII, FDI, PE, Euro Markets, External Commercial Borrowings, ADRs, GDRs. An Introduction to: Venture capital, leasing, Hire purchase, Micro financing, International Cash Management, Financing of imports and exports, Functions of ECGC and Exim bank

Module III: Cost of capital

Concept significance assumptions, Computation of cost of capital of various sources: Equity, Debt, Reserve & Surplus and Preference shares. Weighted average cost of capital. Book value weights v/s market value weights.

Module IV: Leverage Analysis

EBIT-EPS analysis, Leverage Analysis: Operating Leverage, Financial Leverage & Combined Leverage.

Module V: Capital Structure Theories

Factors affecting Capital Structure decisions, Theory of Capital Structure Decisions, MM Theory, NI, NOI and traditional theory, Pecking order theory.

Module VI: Dividend Decisions

Importance of dividend decisions, Theories of Dividend decisions: Irrelevance theory, optimal dividend decision, relevance theory, Issues in dividend policy: Bonus Shares, Stock Splits & Buyback of shares. Tax considerations.

Examination Scheme:

Components	P-1	C-1	CT-1	Attendance	EE1
Weightage (%)	10	5	10	5	70

Text & References:

Text:

- Pandey, I .M. Ninth Edition, Financial Management, Vikas Publishing House Pvt. Ltd.

References:

- Chandra, P. Fundamentals of Financial Management, Sixth Edition, Tata McGraw Hill.
- Brearly R.A. and Myers, S.C. Eighth Edition Principles of Corporate Finance, Tata Mc-Graw Hill
- Horne.V.Tenth Edition, Financial Management and Policy, Prentice Hall of India

MARKETING MANAGEMENT – II

Course Code: BBA 402

Credit Units: 04

Course Objective:

To expose the students to the advance concepts of Marketing and to help them analyze the recurrent issues in Marketing with the help of cases.

Course Contents:

Module I: Product Mix Strategy

Classification of products and strategies for different types of consumer products, New product development process. Product Life Cycle and various strategies. Product Line Decisions, Branding: Concept and Challenges. Packaging and labeling.

Module II: Pricing Considerations and Strategies

Introduction to various objectives of pricing, Pricing Process. Adapting the price: Concept of geographical pricing, promotional pricing, discriminatory pricing. Understanding various pricing strategies and their application.

Module III: Distribution and Logistics Decision

Nature of Marketing Channels, Channel Functions and Flows, Channel Design and Management Decisions, Channel Dynamics. Introduction to Wholesaling, Retailing and Logistics.

Module IV: Deciding on the Marketing Communications Mix

The process of deciding the Marketing communication mix, Marketing communication budget. Introduction to various elements of integrated marketing communications briefly.

Module V: Introduction to global market place

Challenges and opportunities of Globalization. Factors governing entry into foreign markets. Marketing Mix for Global Markets. Trends in international marketing

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

Text & References:

Text:

- Kotler Philip Marketing Management, Eleventh Edition, Pearson.

References:

- Kotler Philip and Armstrong Gray, Principles of Marketing, Eleventh Edition, Pearson Education.
- Ramaswamy VS, Namakumari S, Marketing Management, Planning Implementation & Control, Third Edition, MacMillan.

RESEARCH METHODOLOGY AND REPORT PREPARATION

Course Code: BBA 403

Credit Units: 03

Course Objective:

To provide an exposure to the students pertaining to the nature and extent of research orientation, which they are expected to possess when they enter the industry as practitioners. To give them an understanding of the basic techniques and tools of marketing research. To train the students in evaluating and developing the marketing information system.

Course Contents:

Module I: Introduction

Nature and scope of marketing research, Marketing research as input in decision making process, Marketing research and marketing information system. Applications of marketing research, Planning a research project, Problem identification and formulation of Research Design, introduction to Research Design, Market research on the Internet.

Module II: Data collection methods

Attitudes measurement and scaling techniques, Ratio, Interval, Ordinal and nominal scales, Likert's scale, Thurstone scale, Semantic differentiation method. Observation methods and questionnaire method, Questionnaire design, Steps in constructing a questionnaire, Types of questions, introduction to Projective techniques and perceptual mapping.

Module III: Sampling

Sampling decisions, Sampling frame, Sample selection methods - Probability and non probability, Sample size, sampling error and error in sampling. Application of sampling methods to marketing problems.

Module IV: Data Collection Field Force

Data collection field force, Fieldwork procedure, common sources of error in the fieldwork, minimizing fieldwork errors, Tabulation of collected data.

Module V: Data Analysis

Data analysis-I, Test of significance Z, t, F and chi-square, Data analysis-II, Correlation and regression techniques, Data analysis – III – Cluster Analysis, Introduction to Statistical Package

Module VI: Report Writing

Research presentation and research process examination; Report writing - Types of research report. Examination of the research procedure, Selected applications of marketing research, identifying market segments, Product research, Advertising research.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

Text & References:

Text:

- Luck, David J and Rubin, Ronald S., Marketing Research, Seventh edition, Prentice Hall of India

References:

- Aaker, David A; Kumar V and George S., Marketing Research, Sixth edition, John Wiley & Sons
- Boyd, Harper W, Westphall, Ralph & Stasch, Stanely F, Market Research – Text & Cases, Richard D. Irwin Inc. Homewood, Illinois.

ANALYTICAL SKILL BUILDING

Course Code: BBA 404

Credit Units: 04

Course Objective:

To develop in students skills of analytical and logical reasoning which will be a great asset for them in their future careers.

Course Contents:

Module I: Quantitative Reasoning

Number System & Number Theory, Percentage method, Profit & Loss, Speed, Time & Distance

Module II: Quantitative Reasoning

Ratio, Proportion, Mixtures & Alligations, Set Theory, Co-ordinate Geometry (2-D only), Mensuration

Module III: Data Interpretation

Bar Graph / Line Graph / Pie Chart / Table / Table Three Dimensional or Triangular Bar Diagram / Misc. (Radar, Area, Network) / Caselets.

Module IV: Data Sufficiency & Logical reasoning

Mathematical / reasoning based. Data Decoding: Analytical: Assumption, Courses of Action, Argument, Weak / Strong, Pictorial Analysis

Module V: Verbal Ability & Reasoning

Vocabulary based questions, English Usage, Grammar Types of statements and their relationship / Reversibility of idea, Re-arranging sentences of a paragraph, Paraphrasing, Fact, Inference, Judgment & deductions.

Module VI: Reading comprehension

Four types of Passages: The social science passage, The Science passage, the business passage & the entertainment passage

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

Text & References:

- This course is aimed at enhancing students' skills in the area of English, General knowledge and Quantitative aptitude. No textbooks or reference books are required as the course is carried out in the form of classroom exercises, which are circulated by the faculty himself.

E-COMMERCE

Course Code: BBA 405

Credit Units: 03

Course Objective:

In the changed business environment of today, it has become imperative for businesses to understand, appreciate and learn to create their presence in cyber space. This course focuses on exposing the students to the world of e-commerce, the opportunities, and the threats and teaches them the strategies of making businesses viable and successful.

Course Contents:

Module I: Understanding E-commerce

Electronic Commerce (Overview, Definitions, Advantages, Issues & Constraints), Myths allied with E-Commerce, E-Commerce Vs E-Business, Role of E-Strategy, Value Chain in E-Commerce, E-Commerce Business Models, Managerial Prospective in E-Commerce, E-Governance.

Module II: Technology - The driving force behind E-Commerce

Hardware & Software consideration and implementation, Network resource & internet architecture: Network Client-Server Architecture, Types of Networks, Information Transfer – Packets and protocols, Network Hardware, Network design planning & consideration, Technology & Management Implications, hosting the web site, Wireless technology and Mobile-Commerce, Electronic Data Interchange.

Module III: E-Strategies and Tactics

Building E-Presence, Building life cycle – a website, Web site evaluation and usability testing, Web Portals & Web Services, Internet marketing (pros and cons, techniques, E-Cycle of Internet), E-Commerce Transaction Models (B2B, B2C, C2B, C2C), Integrating E-Commerce & Business Activities (SCM, ERP), E-Core values (Ethical, Legal, Taxation & International Issues).

Module IV: E-Commerce and Payment Systems

Real world Cash, Electronic Money, Analyzing Cash, Cheques and Credit Cards, Internet based payment system (requirement and models), payments methods & its types, B2B & E-Payment, M-commerce and M-Payment, Guidelines to E-Payments, Issues and Implications of E-Payment.

Module V: E-Commerce and Business Applications

E-Commerce Banking (Changing dynamics in banking industry, Home banking implementation approach), Retailing (Online retailing dynamics, Mercantile Models from the consumer's prospective and management challenges), Online Publishing (Edutainment, Advertising), Supply chain Management, Customer Asset Management, Sales force automation, Service and support, Logistics Management.

Module VI: Security Threats with E-Commerce

Security in Cyber Space, Kinds of thefts and Crime, Security protection and recovery, Designing the security, Online Money Laundering, Managerial Implications, Encryption and Basic Algorithms, Authentication and Trust (Digital Signatures & Certificates), Managing Cryptography, Internet Security Protocols and Standards (SSL, HTTPS), Government regulation and security issues.

Examination Scheme:

Components	P-1	C-1	CT-1	EE1
Weightage (%)	10	10	10	70

Text & References:

Text:

- Electronic Commerce from Vision to fulfilment, Third Edition, Elias M Awad, Pearson Education

References:

- Electronic Commerce – A manager's Guide, Ravi Kalakota & Andrew B. Shinston, Pearson Education.
- Electronic Commerce - Technologies & Applications, Bhaskar Bharat, Tata McGraw Hill.
- Global E-Commerce, University Press, J. Christopher & T.H.K. Clerk.

HUMAN RESOURCE MANAGEMENT

Course Code: BBA 406

Credit Units: 03

Course Objective:

The objectives of this course are to help the students develop an understanding of the dimensions of the management of human resources, with particular reference to HRM policies and practices in India.

Course Contents:

Module I: Fundamentals of HRM

Introduction, Concept and Functions, Scope and Significance of Human Resource Management, Personnel to HRM, Overview of basic HRM Model, Role and Responsibilities of the Human Resource Manager and essentials of Sound HR Policies.

Module II: Acquisition of Human Resources

Objectives, Policies and Process of Human Resource Planning, Job Analysis, Recruitment (process, methods: internal, external), Selection (process, tests, interviews), Induction, Placement.

Module III: Development of Human Resources

Training and Development(process, methods: On-the job, Off-the job), Evaluation of training(Kirkpatrick model) and Performance Appraisal(concept, significance, process, methods-Graphic rating scales, essays, confidential report, BARS,360 Degree, etc, errors during appraisal, reducing errors).

Module IV: Maintenance of Human Resources

Job Evaluation: concept, process, compensation: concept, components, Designing and Administering the Wage and Salary Structure, Grievance Procedure and Handling.

Module V: Retention and Separation Processes

Procedure of separation: Discharge, Retirement, Layoff, Retrenchment, VRS, Promotion and Transfer, exit interview, attrition and retention (concept, significance, determinants and strategies).

Module VI: Current Issues in HRM

Increased concern for HRM(Sound IR, dual career couples, flexi-working hours, work-from home facility), International Human Resource Management-Managing inter country differences, SHRM, talent management, Employee engagement, competency mapping, HR accounting-cases Indian organizations, HRIS, HR audit.

Examination Scheme:

Components	P1	C1	CT1	EE1
Weightage (%)	10	10	10	70

Text & References:

Text:

- Garry Dessler, Human Resource Management, Pearson Publications

References:

- Edward, B Flippo, Personnel Management, Mc Graw hill International Ed.
- Dale Yoder, Personnel Management and Industrial Relation,
- Monappa & Sayiaddin, Personnel Management, Vikas Publishing Company
- Desimone; Human Resource Development, Thomson Learning
- VSP Rao, Human Resource Management, Excel Publications
- K Aswathappa; Human Resource and Personnel Management; McGraw- Hill Companies
- Bohlander; Managing Human Resources; Thomson Learning. Ed. 13 2004

COMMUNICATION SKILLS - II

Course Code: BBA 441

Credit Units: 01

Course Objective:

To teach the participants strategies for improving academic reading and writing.

Emphasis is placed on increasing fluency, deepening vocabulary, and refining academic language proficiency.

Course Contents:

Module I: Social Communication Skills

Small Talk
Conversational English
Appropriateness
Building rapport

Module II: Context Based Speaking

In general situations
In specific professional situations
Discussion and associated vocabulary
Simulations/Role Play

Module III: Professional Skills

Presentations
Negotiations
Meetings
Telephony Skills

Examination Scheme:

Components	CT1	CT2	CAF	V	GD	GP	A
Weightage (%)	20	20	25	10	10	10	5

CAF – Communication Assessment File

GD – Group Discussion

GP – Group Presentation

Text & References:

- Essential Telephoning in English, Garside/Garside, Cambridge
- Working in English, Jones, Cambridge
- Business Communication, Raman – Prakash, Oxford
- Speaking Personally, Porter-Ladousse, Cambridge
- Speaking Effectively, Jermy Comfort, et.al, Cambridge
- Business Communication, Raman – Prakash, Oxford

BEHAVIOURAL SCIENCE - IV

(GROUP DYNAMICS AND TEAM BUILDING)

Course Code: BBA 443

Credit Units: 01

Course Objective:

To inculcate an elementary level of understanding of group/team functions.
To develop team-spirit and to know the importance of working in teams.

Course Contents:

Module I: Group formation

Definition and Characteristics
Importance of groups
Classification of groups
Stages of group formation
Benefits of group formation

Module II: Group Functions

External Conditions affecting group functioning: Authority, Structure, Org. Resources, Organizational policies etc.
Internal conditions affecting group functioning: Roles, Norms, Conformity, Status, Cohesiveness, Size, Inter group conflict.
Group Cohesiveness and Group Conflict
Adjustment in Groups

Module III: Teams

Meaning and nature of teams
External and internal factors effecting team
Building Effective Teams
Consensus Building
Collaboration

Module IV: Leadership

Meaning, Nature and Functions
Self leadership
Leadership styles in organization
Leadership in Teams

Module V: Power to empower: Individual and Teams

Meaning and Nature
Types of power
Relevance in organization and Society

Module VI: End-of-Semester Appraisal

Viva based on personal journal
Assessment of Behavioural change as a result of training
Exit Level Rating by Self and Observer

Text & References:

- Organizational Behaviour, Davis, K.
- Hoover, Judith D. Effective Small Group and Team Communication, 2002, Harcourt College Publishers
- Dick, Mc Cann & Margerison, Charles: Team Management, 1992 Edition, viva books
- LaFasto and Larson: When Teams Work Best, 2001, Response Books (Sage), New Delhi
- Smither Robert D.; The Psychology of Work and Human Performance, 1994, Harper Collins College Publishers

FRENCH - IV

Course Code: BBA 444

Credit Units: 02

Course Objective:

To enable students:

To develop strategies of comprehension of texts of different origin

To present facts, projects, plans with precision

Course Contents:

Module C: pp. 104 – 139 : Unités 8, 9

Contenu lexical :

Unité 8: Découvrir le passé

- 1) parler du passé, des habitudes et des changements.
- 2) parler de la famille, raconter une suite
- 3) d'événements/préciser leur date et leur durée.
- 4) connaître quelques moments de l'histoire

Unité 9: Entreprendre

1. faire un projet de la réalisation: (exprimer un besoin,
2. préciser les étapes d'une réalisation)
3. parler d'une entreprise
4. parler du futur

Contenu grammatical : Imparfait

- 1) Pronom « en »
- 2) Futur
- 3) Discours rapporté au présent
- 4) Passé récent
- 5) Présent progressif

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

Text & References:

- le livre à suivre : Campus: Tome 1

GERMAN - IV

Course Code: BBA 445

Credit Units: 02

Course Objective:

To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.

To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany.

Introduction to Advanced Grammar Language and Professional Jargon

Course Contents:

Module I: Present perfect tense

Present perfect tense, usage and applicability

Usage of this tense to indicate near past

Universal applicability of this tense in German

Module II: Letter writing

To acquaint the students with the form of writing informal letters.

Module III: Interchanging prepositions

Usage of prepositions with both accusative and dative cases

Usage of verbs fixed with prepositions

Emphasizing on the action and position factor

Module IV: Past tense

Introduction to simple past tense

Learning the verb forms in past tense

Making a list of all verbs in the past tense and the participle forms

Module V: Reading a Fairy Tale

Comprehension and narration

Rotkäppchen

Froschprinzessin

Die Fremdsprache

Module VI: Genitive case

Genitive case – Explain the concept of possession in genitive

Mentioning the structure of weak nouns

Module VII: Genitive prepositions

Discuss the genitive prepositions and their usage: (während, wegen, statt, trotz)

Module VIII: Picture Description

Firstly recognize the persons or things in the picture and identify the situation depicted in the picture;

Secondly answer questions of general meaning in context to the picture and also talk about the personal experiences which come to your mind upon seeing the picture.

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project +Presentation

I – Interaction/Conversation Practice

Text & References:

- Wolfgang Hieber, Lernziel Deutsch
- Hans-Heinrich Wangler, Sprachkurs Deutsch
- Schulz Griesbach, Deutsche Sprachlehre für Ausländer
- P.L Aneja, Deutsch Interessant- 1, 2 & 3
- Rosa-Maria Dallapiazza et al, Tangram Aktuell A1/1,2
- Braun, Nieder, Schmöe, Deutsch als Fremdsprache 1A, Grundkurs

SPANISH - IV

Course Code: BBA 446

Credit Units: 02

Course Objective:

To enable students acquire working knowledge of the language; to give them vocabulary, grammar, voice modulations/intonations to handle everyday Spanish situations with ease.

Course Contents:

Module I

Revision of earlier semester modules
Introduction to Present Continuous Tense (Gerunds)

Module II

Translation with Present Continuous Tense
Introduction to Gustar, Parecer, Apetecer, doler

Module III

Imperatives (positive and negative commands of regular verbs)

Module IV

Commercial/business vocabulary

Module V

Simple conversation with help of texts and vocabulary
En la recepcion del hotel
En el restaurante
En la agencia de viajes
En la tienda/supermercado

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

Text & References:

- Español Sin Fronteras (Nivel – Elemental)

JAPANESE - IV

Course Code: BBA 447

Credit Units: 02

Course Objective:

To enable the students to comfortably interact using basic Japanese.

Note: Teaching is done in roman as well as Japanese script, students will be taught katankana (another form of script) in this semester i.e. to be able to write all the foreign words in Japanese.

Course Contents:

Module I

Comparison using adjectives, Making requests

Module II

Seeking permission

Module III

Practice of conversations on:

Visiting people, Party, Meetings, After work, At a ticket vending machine etc

Module IV

Essays, writing formal letters

Learning Outcome

- Students can speak the language describing above-mentioned topics.

Methods of Private study /Self help

- Handouts, audio-aids, and self-do assignments, role-plays.
- Students are also encouraged to attend Japanese film festival and other such fairs and workshops organized in the capital from time to time.

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

Text & References:

Text:

- Teach yourself Japanese

References:

- Shin Nihongo no kiso 1

CHINESE – IV

Course Code: BBA 448

Credit Units: 02

Course Objective:

How many characters are there? The early Qing dynasty dictionary included nearly 50,000 characters the vast majority of which were rare accumulated characters over the centuries. An educate person in China can probably recognize around 6000 characters. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.

Course Contents:

Module I

Dialogue Practice
Observe picture and answer the question
Pronunciation and intonation
Character writing and stroke order.
Electronic items

Module II

Traveling – The Scenery is very beautiful
Weather and climate
Grammar question with – “bu shi Ma?”
The construction “yao ... le” (Used to indicate that an action is going to take place)
Time words “yiqian”, “yiwai” (Before and after).
The adverb “geng”.

Module III

Going to a friend house for a visit meeting his family and talking about their customs.
Fallen sick and going to the Doctor, the doctor examines, takes temperature and writes prescription.
Aspect particle “guo” shows that an action has happened some time in the past.
Progressive aspect of an actin “zhengzai” Also the use if “zhe” with it.
To welcome someone and to see off someone I cant go the airport to see you off... etc.

Module IV

Shipment. Is this the place to checking luggage?
Basic dialogue on – Where do u work?
Basic dialogue on – This is my address
Basic dialogue on – I understand Chinese
Basic dialogue on – What job do u do?
Basic dialogue on – What time is it now?

Module V

Basic dialogue on – What day (date) is it today?
Basic dialogue on – What is the weather like here.
Basic dialogue on – Do u like Chinese food?
Basic dialogue on – I am planning to go to China.

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation
I – Interaction/Conversation Practice

Text & References:

- “Elementary Chinese Reader, Part-2” Lesson 31-38

INTERNATIONAL BUSINESS MANAGEMENT

Course Code: BBA 501

Credit Units: 03

Course Objective:

To introduce students to the contemporary issues in International Business that illustrate the unique challenges faced by managers in the international business environment.

Course Contents:

Module I: Introduction to International Business

Nature and scope of international business. International business environment.

Classical theory of international trade: Absolute cost advantage theory, comparative cost theory, and Modern theory of international trade. Michael Porter model of competitive advantage of nations.

Globalization – forces, Meaning, dimensions and stages in Globalization.

Module II: International Business Environment

Tariff and non-tariff barriers. General Agreement on Trade and Tariffs (GATT), World Trade Organization. Important Ministerial Conferences & their outcomes. Dispute settlement mechanism under WTO. Regional Integrations, Trade Blocks – nature and levels of integration – arguments for and against regional integration.

Module III: Modes of International Entry

International Business – Entry modes - Franchising, Exporting, Licensing, International Agents, International Distributors, Cross Border Mergers & Acquisitions, Strategic Alliances, Joint Ventures, Overseas Manufacture and International Sales Subsidiaries, Outsourcing, FDI, FII, PN

Module IV: International Financial Management

Introduction to International Financial Management – International Monetary System, exchange rate system (floating and fixed) Financial Markets and Instruments- Introduction to Export and Import Finance – ECGC & EXIM Bank, Methods of payment in International Trade: Letter of Credit, Banker's Acceptance, Draft.

Module V: Forex Exposure

Country Risk Analysis – Political, Social and Economic. Types of Forex Exposure: Accounting, Operating & Transaction – their management. An introduction to interest rate exposure

Module VI: Foreign Trade Procedure

An Introduction to Foreign trade Policy and its impact on different sectors of the Economy. Documentation Framework: Types, and Characteristics of Document, Export Contract - INCO Terms - Processing of an Export Order.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

Text & References:

Text:

- Charles W L Hill. And Arun Kumar Jain. International Business: competing in the global market place, Mc Graw-Hill, 2007.

References:

- John D. Daniels Lee H Radebaugh, International Business: Environments and Operations. Addison Wesley, 2007.
- Cherulianam, Francis, International Business, 3rd edition, Prentice Hall India

PERSONAL FINANCIAL PLANNING

Course Code: BBA 502

Credit Units: 03

Course Objective:

Post Liberalization, India has witnessed a phenomenal growth in her GDP. With the advent of MNC's, and growth in private business, individuals income and saving pattern has changed. Therefore the need arises to manage these funds in a manner that it is no more called as savings but addressed as a need for Personal financial planning. This course is essential for every student irrespective of the specialization as every individual needs to plan his finances.

Course Contents:

Module I: Introduction to personal financial planning and personal accounting

Concept of Personal Financial Planning: Need, Significance, Scope; Ethical issues in Personal Financial Planning; Changing per capita investors. Need to maintain Accounts, Methods: Traditional & Using Electronic Media. Applying for PAN & filing of Income Tax returns.

Module II: Investment Avenues

Real Assets: Investment in Real Assets: Real Estate, Precious Metals, Other Fixed assets. Their relative merits & demerits. Change in their returns over the past few years.

Financial Assets: Investments in securities: Through IPO, Secondary Market. Investment in G-sec; Debt instruments, Post Office instruments, Insurance Policies, Mutual Funds, Certificate of Deposits, Foreign Market.

Module III: Introduction to Income tax and Income from salary

Introduction to Income tax act 1961 and Finance Act. Previous year, Assessment year, Income, Total Income, Gross Total Income, Capital and Revenue Receipts / Expenditures, Exempted Incomes, Residential Status and incidence of Tax.

Salary, Exemption:- Leave encashment, Gratuity, Pension, Annuity, Pension fund, Allowance (HRA, Entertainment, Special allowance – dependent of expense ad not dependent on expenae, perquisites – rent free accommodation, Leave travel concession, medical facility), Deductions 80c to 80u.). Sections (2(9), 2(31), 2(7), 2(24), 3, 6, 14, 288A, 288B, 2(17), 4, 9, 45, 9(1)(ii), 9(1)(iv), 9(1)(v), 10, 11, 12, 17(1), 22,

Module IV: Income from house property, capital gains and other sources

Income from House Property(Types of house property, Exempted house property income, Computation of GAV and NAV, Treatment of unrealized, recovered and arrears of rent), Capital Gains and other Sources (Short term & Long term capital gain, Cost of acquisition, Cost of improvement , Index cost, Income that are taxed under other sources, Deduction under other sources, Tax treatment of lotteries, puzzles. Sections 23, 24, 2528, 30, 31, 32.

Module V: Tax planning

Concept, significance and problems of tax planning, Tax evasion and tax avoidance, Individual Taxation Slabs, Wealth Tax, Gift Tax, Capital Gains Tax, Service tax, Recent Tax saving schemes

Module VI: Retirement & Goal Planning

Concept of risk assessment of individual, Introduction to portfolio management, Retirement planning & investment: Income generation after retirement, liability management, anticipation of expenses. Investment for major goals: House, Family, Education, Medical, Wealth Management/ Financial Advisory companies. Their role, significance & growth.

Examination Scheme:

Components	P-1	C-1	CT-1	Attendance	EE1
Weightage (%)	10	5	10	5	70

Text & References:

Text:

- Chandra P, Investment analysis and Portfolio Management, 3rd edition, Tata McGraw Hill
- Lal & Vashisht, Direct Taxes, 29th Edition, Tata McGraw Hill.

References:

- V.K.Bhalla, Security analysis and Portfolio Management, 16th edition, S.Chand

SALES AND DISTRIBUTION MANAGEMENT

Course Code: BBA 503

Credit Units: 03

Course Objective:

The major objective of this course is to acquaint the students with the theory and practice of Management of Sales Operations.

Course Contents:

Module I: Introduction

Sales management- Concept, Objectives and functions. Evolution of sales management. Nature and role of Sales Manager's job. Sales management as a career. Emerging trends in sales management.

Module II: Sales Organization

Purpose of sales organization. Setting sales organization. Types of sales organization. Coordination of selling functions with other marketing activities. Sales forecasting.

Module III: Controlling sales effort

Sales Budget: Purpose and budgetary procedure. Quotas: Concept, Objectives and Types. Sales Territory: Concept and procedure of devising sales territories, Routing and Scheduling of Sales force. Sales Audit.

Module IV: Managing Sales Force

Concept of sales force management. Recruitment and Selection of sales personnel (domestic and international perspective). Cross Cultural challenges. Sales training. Compensating and motivating sales personnel. Controlling and evaluating sales personnel.

Module V: Distribution Management and channel control

Distribution channels: Concept and need. Distribution Channel Strategy. Managing distribution channel. Features of effective channel design. Channel Conflict: Concept and stages. Conflict management.

Module VI: Logistics Management

Objectives of logistics. Concept of logistics planning: inventory management decisions, transportation decisions, Location decisions.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

Text & References:

Text:

- Still Cundiff, Sales Management Decision Strategies, Fifth Edition, Printice Hall.
- Panda Tapan K., Sahadev Sunil, Sales and Distribution Management, 2005, Oxford University Press.

References:

- Kapoor Ramneek, Fundamentals of Sales Management, 2005, McMillan.
- Sudha GS, Sales & Advertising Management, 2005, Indus Valley Publications.
- Walker, Churchill Ford, Management of Sales Force

COMMUNICATION SKILLS - III

Course Code: BBA 541

Credit Units: 01

Course Objective:

To equip the participant with linguistic skills required in the field of science and technology while guiding them to excel in their academic field.

Course Contents:

Module I

Reading Comprehension
Summarising
Paraphrasing

Module II

Essay Writing
Dialogue Report

Module III

Writing Emails
Brochure
Leaflets

Module IV: Introduction to Phonetics

Vowels
Consonants
Accent and Rhythm
Accent Neutralization
Spoken English and Listening Practice

Examination Scheme:

Components	CT1	CT2	CAF	V	GD	GP	A
Weightage (%)	20	20	25	10	10	10	5

CAF – Communication Assessment File

GD – Group Discussion

GP – Group Presentation

Text & References:

- Effective English for Engineering Students, B Cauveri, Macmillan India
- Creative English for Communication, Krishnaswamy N, Macmillan
- A Textbook of English Phonetics, Balasubramanian T, Macmillan

BEHAVIOURAL SCIENCE - V

(INDIVIDUAL, SOCIETY AND NATION)

Course Code: BBA 543

Credit Units: 01

Course Objective:

This course aims at enabling students towards:
Understand the importance of individual differences
Better understanding of self in relation to society and nation
Facilitation for a meaningful existence and adjustment in society
To inculcate patriotism and National pride.
To enhance personal and professional excellence

Course Contents:

Module I: Individual differences & Personality

Personality: Definition & Relevance
Importance of nature & nurture in Personality Development
Importance and Recognition of Individual differences in Personality
Accepting and Managing Individual differences (Adjustment Mechanisms)
Intuition, Judgement, Perception & Sensation (MBTI)
BIG5 Factors

Module II: Socialization

Nature of Socialization
Social Interaction
Interaction of Socialization Process
Contributions to Society & Nation

Module III: Patriotism and National Pride

Sense of Pride and Patriotism
Importance of Discipline and hard work
Integrity and accountability

Module IV: Human Rights, Values and Ethics

Meaning of Human Rights
Human Rights Awareness
Importance of human rights
Values and Ethics- Learning based on project work on Scriptures like Ramayana, Mahabharata, Gita etc

Module V: Personal and Professional Excellence

Personal excellence:
Identifying Long-term choices and goals
Uncovering talent, strength and style
Alan P. Rossiter's eight aspects of Professional Excellence
Resilience during challenge and loss
Continued Reflection (Placements, Events, Seminars, Conferences, Projects, Extracurricular Activities, etc.)

Module VI: End-of-Semester Appraisal

Viva based on personal journal
Assessment of Behavioural change as a result of training
Exit Level Rating by Self and Observer

Text & References:

- Bates, A. P. and Julian, J.: Sociology - Understanding Social Behaviour
- Dressler, David and Cans, Donald: The Study of Human Interaction
- Lapiere, Richard. T – Social Change
- Rose, G.: Oxford Textbook of Public Health, Vol.4, 1985.
- Robbins O.B. Stephen;. Organizational Behaviour

FRENCH - V

Course Code: BBA 544

Credit Units: 02

Course Objective:

To furnish some basic knowledge of French culture and civilization for understanding an authentic document and information relating to political and administrative life

Course Contents:

Module D: pp. 131 – 156 Unités 10,11

Contenu lexical:

Unité 10: Prendre des décisions

1. Faire des comparaisons
2. décrire un lieu, le temps, les gens, l'ambiance
3. rédiger une carte postale

Unité 11: faire face aux problèmes

- 1) Exposer un problème.
- 2) parler de la santé, de la maladie
- 3) interdire/demander/donner une autorisation
- 4) connaître la vie politique française

Contenu grammatical:

- 1) comparatif - comparer des qualités/ quantités/actions
- 2) supposition : Si + présent, futur
- 3) adverbe - caractériser une action
- 4) pronom "Y"

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project +Presentation

I – Interaction/Conversation Practice

Text & References:

- le livre à suivre : Campus: Tome 1

GERMAN - V

Course Code: BBA 545

Credit Units: 02

Course Objective:

To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.

To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany

Introduction to Advanced Grammar and Business Language and Professional Jargon

Course Contents:

Module I: Genitive case

Genitive case – Explain the concept of possession in genitive

Mentioning the structure of weak nouns

Module II: Genitive prepositions

Discuss the genitive prepositions and their usage: (während, wegen, statt, trotz)

Module III: Reflexive verbs

Verbs with accusative case

Verbs with dative case

Difference in usage in the two cases

Module IV: Verbs with fixed prepositions

Verbs with accusative case

Verbs with dative case

Difference in the usage of the two cases

Module V: Texts

A poem 'Maxi'

A text Rocko

Module VI: Picture Description

Firstly recognize the persons or things in the picture and identify the situation depicted in the picture;

Secondly answer questions of general meaning in context to the picture and also talk about the personal experiences which come to your mind upon seeing the picture.

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project +Presentation

I – Interaction/Conversation Practice

Text & References:

- Wolfgang Hieber, Lernziel Deutsch
- Hans-Heinrich Wangler, Sprachkurs Deutsch
- Schulz Griesbach, Deutsche Sprachlehre für Ausländer
- P.L Aneja, Deutsch Interessant- 1, 2 & 3
- Rosa-Maria Dallapiazza et al, Tangram Aktuell A1/1, 2
- Braun, Nieder, Schmöe, Deutsch als Fremdsprache 1A, Grundkurs

SPANISH - V

Course Code: BBA 546

Credit Units: 02

Course Objective:

To enable students acquire working knowledge of the language; to give them vocabulary, grammar, voice modulations/intonations to handle everyday Spanish situations with ease.

Course Contents:

Module I

Revision of earlier semester modules

Module II

Future Tense

Module III

Presentations in English on
Spanish speaking countries'

Culture

Sports

Food

People

Politics

Society

Geography

Module IV

Situations:

En el hospital

En la comisaria

En la estacion de autobus/tren

En el banco/cambio

Module V

General revision of Spanish language learnt so far.

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

Text & References:

- Español Sin Fronteras, Greenfield

JAPANESE - V

Course Code: BBA 547

Credit Units: 02

Course Objective:

To enable the students to converse, read and write language comfortably and be able to converse using different patterns and forms taught through out. Students are taught and trained enough to get placed themselves in Japanese companies.

Note: Teaching is done in roman as well as Japanese script.

Course Contents:

Module I

Dictionary form of the verbs, Joining of verbs

Negative form of verbs

Potential form

Module II

Joining of many actions together

Usage of dictionary form of the verbs in sentences

Introducing colloquial language.

Module III

Direct form of the speech, quotations,

Expressing thoughts

Actions and reasoning

Module IV

Conclusion

Receiving and giving things, favour etc.

Different forms like 'tara' form.

Module V

Revision of the whole syllabus

Learning Outcome

- Students can speak and use different patterns, ways to describe a particular situation and can converse comfortably in mentioned situations through out.
- Students can appear in the interviews for placements in Japanese companies.

Methods of Private study /Self help

- Teaching will be supported by handouts, audio-aids, and self-do assignments and role plays.
- Use of library, visiting and watching movies in Japan and culture center every Friday at 6pm.

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project +Presentation

I – Interaction/Conversation Practice

Text & References:

Text:

- Teach yourself Japanese

References:

- Shin Nihongo no kiso 1

CHINESE – V

Course Code: BBA 548

Credit Units: 02

Course Objective:

What English words come from Chinese? Some of the more common English words with Chinese roots are ginseng, silk, dim sum, fengshui, typhoon, yin and yang, Tai chi, kung-fu. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.

Course Contents:

Module I

Drills

Dialogue practice

Observe picture and answer the question.

Pronunciation and intonation.

Character writing and stroke order

Module II

Intonation

Chinese foods and tastes – tofu, chowmien, noodle, Beijing duck, rice, sweet, sour...etc. Learning to say phrases like – Chinese food, Western food, delicious, hot and spicy, sour, salty, tasteless, tender, nutritious, good for health, fish, shrimps, vegetables, cholesterol is not high, pizza, milk, vitamins, to be able to cook, to be used to, cook well, once a week, once a month, once a year, twice a week.....

Repetition of the grammar and verbs taught in the previous module and making dialogues using it.

Compliment of degree “de”.

Module III

Grammar the complex sentence “suiran ... danshi...”

Comparison – It is colder today than it was yesterday.....etc.

The Expression “chule...yiwai”. (Besides)

Names of different animals.

Talking about Great Wall of China

Short stories

Module IV

Use of “huozhe” and “haishi”

Is he/she married?

Going for a film with a friend.

Having a meal at the restaurant and ordering a meal.

Module V

Shopping – Talking about a thing you have bought, how much money you spent on it? How many kinds were there? What did you think of others?

Talking about a day in your life using compliment of degree “de”. When you get up? When do you go for class?

Do you sleep early or late? How is Chinese? Do you enjoy your life in the hostel?

Making up a dialogue by asking question on the year, month, day and the days of the week and answer them.

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project +Presentation

I – Interaction/Conversation Practice

Text & References:

- “Elementary Chinese Reader ” Part-II Lesson 39-46

SUMMER TRAINING

Course Code: BBA 550

Credit Units: 06

GUIDELINES FOR INTERNSHIP FILE

There are certain phases of every Intern's professional development that cannot be effectively taught in the academic environment. These facets can only be learned through direct, on-the-job experience working with successful professionals and experts in the field. The internship program can best be described as an attempt to institutionalise efforts to bridge the gap between the professional world and the academic institutions. Entire effort in internship is in terms of extending the program of education and evaluation beyond the classroom of a university or institution. The educational process in the internship course seeks out and focuses attention on many latent attributes, which do not surface in the normal class room situations. These attributes are intellectual ability, professional judgment and decision making ability, inter-disciplinary approach, skills for data handling, ability in written and oral presentation, sense of responsibility etc.

In order to achieve these objectives, each student will maintain a file (Internship File). The Internship File aims to encourage students to keep a personal record of their learning and achievement throughout the Programme. It can be used as the basis for lifelong learning and for job applications. Items can be drawn from activities completed in the course modules and from the workplace to demonstrate learning and personal development.

The File will assess the student's analytical skills and ability to present supportive evidence, whilst demonstrating understanding of their organization, its needs and their own personal contribution to the organization.

The layout guidelines for the Internship File

- A4 size Paper
- font: Arial (10 points) or Times New Roman (12 points)
- line spacing: 1.5
- top and bottom margins: 1 inch/ 2.5 cm; left and right margins: 1.25 inches/ 3 cm

The File will include *five sections* in the order described below. The content and comprehensiveness of the main body and appendices of the report should include the following:

1. **The Title Page**--Title - An Internship Experience Report For (Your Name), name of internship organization, name of the Supervisor/Guide and his/her designation, date started and completed, and number of credits for which the report is submitted.
2. **Table of Content**--an outline of the contents by topics and subtopics with the page number and location of each section.
3. **Introduction**--short, but should include how and why you obtained the internship experience position and the relationship it has to your professional and career goals.
4. **Main Body**--should include but not be limited to daily tasks performed. Major projects contributed to, dates, hours on task, observations and feelings, meetings attended and their purposes, listing of tools and materials and their suppliers, and photographs if possible of projects, buildings and co-workers.
5. **Appendices**--include pamphlets, forms, charts, brochures, technical and descriptive literature, graphs and other information related to your Internship experience.

The Main Body will have three sections and will include the following items which will be evaluated for the final assessment:-

1. An analysis of the company/organization in which the student is working
2. A personal review of the student's management skills and how they have been developed through the programme.
3. The research report that the student has prepared on the project assigned to him by the organization. (Incase a student is not assigned a specific research project in the organization, he has to select any one aspect of the organization and prepare a research report on it).

ASSESSMENT OF THE INTERNSHIP FILE

The student will be provided with the Student Assessment Record (SAR) to be placed in front of the Internship File. Each item in the SAR is ticked off when it is completed successfully. The faculty will also assess each item as it is completed. The SAR will be signed by the student and by the faculty to indicate that the File is the student's own work. It will also ensure regularity and meeting the deadlines.

STUDENT ASSESSMENT RECORD (SAR)

Management File Item	Criteria for successful completion of the item
1. Analysis of organization (1500-2000 words)	<ul style="list-style-type: none"> • Clear presentation of ideas and analysis • Provides an organizational diagram, following organization presentation conventions • Analysis covers the organization's: <ul style="list-style-type: none"> ➤ Business strategy and mission ➤ Structure ➤ Resources and assets ➤ Current financial performance ➤ Leadership/decision-making style ➤ Staffing and skill base ➤ Products/services and customers
2. Personal review of Management skills development (1000-1500 words)	<ul style="list-style-type: none"> • Clear presentation of ideas and analysis • Demonstrate awareness of own management skills • Presents critical analysis of own management effectiveness, supported with examples • Provides evidence of development of specific management skills e.g. strategic, financial, leadership • Explains how new skills and learning have benefited the organization and self
3. Design of Research Project (1500- 2000 words)	<ul style="list-style-type: none"> • Clear presentation of ideas and analysis • Justifies the choice of subject for the research project and why this might be beneficial to the organization • Selects and justifies appropriate research methods for the project • Demonstrate understanding of the key stages in undertaking a research project • Indicates which analytical/statistical tools would be most appropriate and why • The design plan takes account of the resourcing implications of carrying out the research e.g. staffing and other costs

Examination Scheme:

Report by Student (Internship File)

a. Organization & Presentation/Language and clarity /substance of Contents covered and Comprehensiveness	20%
b. Research Report	30%
Industry Feedback (continuous)	20%
Presentation & Viva (At the end)	30%
Total	100%

CONSUMER BEHAVIOUR

Course Code: BBA 504

Credit Units: 04

Course Objective:

To develop an understanding of how consumers behave and use the knowledge to adopt appropriate marketing strategies.

Course Contents:

Module I: Introduction

Consumer Behaviour: Definition and significance. Understanding consumer and market. Difference in individual buyer behaviour and organizational buyer behaviour. Market segmentation: lifestyle and demographic segmentation, usage segmentation, benefit segmentation. Product positioning.

Module II: Environmental influences

Culture: Meaning and Characteristics. Cross Cultural understanding of Consumer Behaviour. Subculture. Social Groups: Meaning and formation of a group. Reference groups. Influence of reference groups on consumer behaviour. Family: Lifecycle and it's significance on consumer behaviour. Family purchase decision process.

Module III: Personal influence and Diffusion of Innovation

Concept, nature and significance of personal influence. Opinion leadership and its role in consumer behaviour. Concept of product adoption and adoption process. Diffusion of innovation and process of diffusion.

Module IV: Individual determinants of Consumer Behaviour

Personality and self concept and it's relevance in consumer behaviour. Motivation: Nature and role of motives and their significance in marketing. Information processing: Concept and Process. Attitudes: Characteristics, functions and it's importance in buyer behaviour.

Module V: Consumer Decision process

Consumer decision process model. Problem Recognition, Search and Evaluation, Purchasing Process. Post-purchase Behaviour: Post Purchase evaluation and Product disposition.

Module VI: Organizational buyer behaviour

Nature of Organizational Buying. Factors influencing organizational buyer behaviour. Types of decision situations. Organizational buyers decision process.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

Text & References:

Text:

- Loudon David L. & Della Bitta Albert J. Consumer Behaviour, Fourth Edition, Tata McGraw Hill.

References:

- Schiffman and Kanuk, Consumer Behaviour, Eighth Edition, Printice Hall.
- Hawkins, Best, Coney, Consumer Behaviour, Building Marketing Strategy, Ninth Edition, Tata McGraw Hill.

SERVICE MARKETING

Course Code: BBA 505

Credit Units: 04

Course Objective:

The course has been designed to familiarize students with characteristics of services, their design and delivery and the complexities of handling intangibles.

Course Contents:

Module I: Services an Overview

Services: concept, characteristics. Marketing of goods v/s marketing of services. Significance of services marketing. Role of services sector in economy. Growth of service sector. Services- Global and Indian Scenario. Introduction to service marketing mix.

Module II: Consumer Behaviour in Services

Consumer decision-making process. Consumer Expectations: Concept. Factors influencing customer expectation of services. Service encounter and moments of truths. Managing Customer Satisfaction. Service failure and recovery.

Module III: Service Quality & Productivity

Concept of service quality. GAP Model of service quality. Measuring and improving service quality. Managing service operations and operational design for services. Concept of productivity in service context. Approaches to improve productivity. Managing service demand and capacity: Understanding capacity constraints, understanding demand patterns. Strategies for matching demand and supply.

Module IV: Service Environment

Importance of service environment. Designing service environment and marketing strategies.

Module V: Managing service personnel

Role of service personnel and developing customer-focused personnel. Job characteristics. Dealing with conflict and stress. Internal marketing.

Module VI: Pricing and Distribution for services

Price determinants, pricing modifications. Approaches to pricing services. Pricing strategies linking to value definitions. Customer-focused pricing. Channel structures, distribution-growth options.

Module VII: Integrated Marketing Communications for services

Role of communications, communication options, integrative communications program.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

Text & References:

Text:

- Clow Kenneth E. and Kurtz David L. , Services marketing operations, management and strategy, biztantra innovations in management, John Willey & Sons

References:

- Valarie A Zeithaml and mary J Bitner , Services Marketing, Third Edition, Tata McGraw Hill Companies
- Christopher Lovelock , Service Marketing (people, technology and strategy), 2001, Fifth Edition, Pearson Education.
- Rampal M.K., Gupta S.L., Service Marketing, 2006 Galgotia Publishing Company.

INTERNATIONAL MARKETING

Course Code: BBA 506

Credit Units: 04

Course Objective:

After giving students an introduction of marketing management, it is necessary to give them an overview about the international scenario keeping in view the ever growing importance of international market.

Course Contents:

Module I: Introduction

Meaning, scope and challenges of international marketing. International dimensions of marketing, international marketing v/s domestic marketing. Benefits of International Marketing.

Module II: Global Business Environment

WTO and its impact on international business operations. Tariff and non-tariff barriers. Regional economic groupings and their significance.

Module III: International Marketing Environment

International marketing environment- Geographical, demographic, economic, political, legal, socio cultural environment- Elements of culture. Cultural challenges Business customs and practices. Emerging markets and marketing challenges.

Module IV: Planning for International Marketing

International Marketing Research and Information System. Modes of entering into foreign markets. International Product Life Cycle. International market segmentation, targeting and positioning.

Module V: International Marketing Decisions

International pricing strategy- Factors influencing price, pricing methods. Global Branding Decisions. International distribution – Types and functions of foreign distribution channels; distribution logistics. Promotion Decisions- International advertising, selection of media, challenges of international advertising, personal selling publicity and sales promotion.

Module VI: The Indian Scenario

The Export Import Scene in India. EXIM Policy. Export Documentation, Export Procedure

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

Text & References:

Text:

- Onkvist Sak Onkvist, Shaw John J. International Marketing Analysis & Strategy, Third Edition, Prentice Hall.

References:

- Graham Cateora, International Marketing, Twelfth Edition, Tata McGraw Hill.
- Keegan Warren J. Global Marketing Management, Seventh Edition, Prentice Hall.

FINANCIAL SERVICES

Course Code: BBA 507

Credit Units: 04

Course Objective:

The aim of the course is to orient the student to the recent changes in the financial institutions and financial services industry and their link to economic development. The financial institutions and services are changing rapidly. A course that merely describes the existing institutions and services will not prepare you for the change. Thus you must familiarize yourself with the services available in the industry today and understand why they are the way they are and why they are changing. An Indian perspective will be given.

Course Contents:

Module I: Financial Services

Role of Financial Services in economic development. Evolution of Financial Services Sector in India. Marketing of Financial Services (Introduction)

Module II: Venture Capital

Venture Capital Financing, International Experiences in Venture Capital Financing, Venture Capital Financing in India, Pitfalls to be avoided. Preparation & evaluation of Business Plan

Module III: Factoring & Forfaiting

Factoring Services - Features Merits and Demerits, Cost Benefit Analysis. Forfaiting: Features, merits & Limitations

Module IV: Leasing and Hire Purchase

Development of Leasing and Hire Purchase, Types of Leasing, Pricing Methodology and Financial analysis, Taxation, Legal Framework for Leasing and Hire Purchase Companies

Module V: Mutual funds

The concept & Role of M/Fs, History of M/Fs in India, Types of M/Fs, Fund Structure & constituent, Selecting the right Investment Products for Investors, Comparison of Investment products, Measuring of Risk In M/Fs, Recommending model Portfolios & selecting the right funds.

Module VI: Credit rating & other financial services

Credit rating concept of Credit rating, Types of credit rating, Advantages and Disadvantages of credit rating, Credit rating agencies and their methodology and process, Individual Credit rating, Sovereign Credit Rating Practices. Custodial Services, Credit Cards

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

Text & References:

Text:

- Khan, M. Y. Indian Financial System, Tata McGraw Hill
- Khan, M.Y. Financial Services, Tata McGraw Hill

References:

- Bhole L.M, Financial Institutions and Markets: Structure, Growth & Innovations, Tata McGraw Hill
- Pnadey,I.M. Ninth Edition, Financial Management, Vikas Publishing House Pvt. Ltd.

PRINCIPLES OF INVESTMENT MANAGEMENT

Course Code: BBA 508

Credit Units: 04

Course Objective:

The course aims at equipping the undergraduate students with financial tools, which help in making decisions for investment in financial securities. It is also aimed at imparting a basic understanding of the influence of changing economic scenario on the decisions and important theories and models, techniques and regulations underlying these decisions.

Course Contents:

Module I: Introduction to Investments

Investments: Introduction, Avenues for Investment including introduction to derivatives, Investments and Speculation, Features of a Good Investment programme, Process of Investment Decision Making, Risks involved in Investments including the concept of beta, Principle of Dominance.

Module II: The Stock Markets in India

Nature and Functions of the Stock Market, OTCEI & BSE, NSE & Role of Depositories, Market Indices, The Brokerage Business

Module III: Valuation of Securities

Bond Valuation and Analysis, Preference share Valuation and Analysis, Equity Share Valuation

Module IV: Security Analysis

Fundamental Security Analysis, Technical Security Analysis

Module V: Portfolio Analysis and Management

Portfolio Analysis: Risk and Return, Portfolio Choice: Utility Theory and Indifference Curves, Markowitz: Portfolio Selection Model, Capital Asset Pricing Model, Sharpe's Single Index Model

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

Text & References:

Text:

- Sharpe, William F. Alexander and Bailey, Investments, Sixth Edition Prentice - Hall, India

References:

- Fisher, Donald E & Jordan, Ronald., Securities Analysis & Portfolio Management., Sixth Edition, Prentice Hall
- Haugen, Robert. Modern Investment Theory, Fifth Edition, Prentice Hall
- Bhalla, V. K. Investment Management, S. Chand & Co.

FINANCIAL DERIVATIVES

Course Code: BBA 509

Credit Units: 04

Course Objective:

This course attempts to give an overview of the derivatives market with special reference to India. A financial manager must understand how derivatives can be used to the advantage of the firm. An introduction to Derivatives will equip the students to understand the mechanics of this highly intriguing & innovative field of study

Course Contents:

Module I: Introduction to financial derivatives

Introduction to derivative trading, Characteristics of derivatives, Underlying assets (Equity Bonds/loans, Foreign Currency, and Commodity), Importance of derivatives as an investment option, introduction to types of derivatives, Participants in derivatives market (Hedgers, Speculators, Arbitrageurs). Evolution of Derivative markets in India.

Module II: Forwards & Futures

Forward contracts: Limitations of forward markets, Differences between forwards and futures, Futures terminology, pricing of futures contract, Introduction to currency futures, Interest rate futures, Treasury bond futures, Eurodollar futures, commodity futures, Index futures & Stock Futures (Hedging, speculation and arbitrage).

Module III: Options: Fundamentals

Terminology - call, put, writer, buyer, premium, intrinsic value, time value, expiry date, settlement date, strike price, ATM, OTM & ITM, Options positions (payoff graphs), Types of Stock options, futures options vs spot options, Options on stock Indices, currencies & futures, Warrants & executive stock options, Exotic options

Module IV: Principles of trading & Hedging with Options

Option Valuation: The BS-Merton Model (Solving for BS model, assumption application and criticism), Trading strategies - Option trading using bull and bear spreads (payoff graphs)

Module V: Swaps

Terminology:- LIBOR, MIBOR, Swap basis, Interest rate swaps, Determining LIBOR/MIBOR swap zero rates, Currency swaps: Various types of swaps & features, Introduction to Swaptions.

Module VI: Recent Developments

New Derivative contracts including Credit Derivatives, Weather Derivatives, Energy Derivatives, etc. Role of derivatives in the economic meltdown of 2007 - 2008, Major Derivative mishaps in the world including The Barrings Bank disaster, The Sumitomo corporation scandal, the Swiss Bank scam

Examination Scheme:

Components	P-1	C-1	CT-1	Attendance	EE1
Weightage (%)	10	5	10	5	70

Text & References:

Text:

- Hull, John C, An introduction to futures and options markets, Second Edition Prentice Hall of India

References:

- Gupta, S .L., ,Financial Derivatives Theory, Concepts and Problem 2005, Prentice - Hall, India

ORGANISATIONAL DEVELOPMENT AND CHANGE

Course Code: BBA 510

Credit Units: 04

Course Objective:

It aims to provide a conceptual input of meaning, characteristics, process and influences of organizational development and change management. It gives comprehensive overview of human capital from the prospective of organizational excellence in the light of transitional phase of Indian Industries. It gives the imperatives, assumptions, role and skills of O.D. specialists through experiential learning methods it facilitates teamwork, team building and the concepts of transformational Leadership.

Course Contents:

Module I: Organizational Development

Nature, basic assumptions, characteristics and techniques.

Module II: Models of organizational Development

Steps involved in OD, Role of managers, Factors affecting OD.

Module III: Action Research

Model of OD Steps, Methodology and competencies required in O.D. through Action Research technology.

Module IV: Structural & Comprehensive Organizational Development

Changing values, Models and Theories of Planned Change, fundamental Strengths of OD

Module V: Change Management

Need for the change, Factors causing change, environmental, Technological, Leagal, Political, Social and cultural factors of change, Models and Techniques involved in change management, Total Quality Management, Business Process Reengineering, Learning Organization.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

Text & References:

Text:

- French W L & Bell, Organizational Development, Prentice Hall of India
- Ravishankar S & Mishra R.K., Organizational Development, Visison Books Pvt. Ltd.

References:

- Perek U & Rao T V , Designing & Managing HR System, Oxford & IBH Publishing company
- Perek U & Rao T V Making Organization Roles Effective, ,TATA McGraw Hill

TRAINING AND DEVELOPMENT

Course Code: BBA 511

Credit Units: 04

Course Objective:

The objective of the course is to help students acquire and enhance their knowledge of how to plan, develop, carry out, and evaluate training and executive development programmes in Business Organizations.

Course Contents:

Module I: Introduction

Meaning and definition of training, Training vs education, Culture and Context, Introduction to training Strategy.

Module II: Process of Training

Establishing objectives, training need assessment, designing the programs, training methods, trainers and training styles, Introduction to Management Development program.

Module III: Evaluation of Training & Development

Training Evaluation – Need for evaluation, Measuring Training Effectiveness, Concept of Return on Investment, Cost – Benefit Analysis, Models of Training Evaluation.

Module IV: Training Systems

Systems Goals and Approaches, Training Centers, Action Research for better Training

Module V: Changes in Training Needs for Modern Organizations

Concept and Need for Learning Organizations, Training for Trainers, Leadership, Team Playing and Group Dynamics, Basics of Sensitivity Training, Computer Based Training.

Module VI: Development

Executive Development – significance & nature, identifying development needs and setting objectives. Techniques of development and advantages. Role of HRD in 21st Century.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

Text & References:

Text:

- Lynton R.P and Pareek U (1990). Training for Development. Vistaar Publications, New Delhi

References:

- Goldstein , Training in Organizations, Thomson Learning
- Pareek Udai, Training and Development, Tata McGraw Hill.
- Srivastava, S., Recruitment, Selection & Retention, ABS Course pack, 1999.
- Wexley, K & Lathan Gary, Developing & Training HR in Organization. P. Hall, 2002.

INTERNATIONAL HUMAN RESOURCE MANAGEMENT

Course Code: BBA 512

Credit Units: 04

Course Objective:

The main objective of this course is to explore the dynamics of global business development and to prepare the students about examining significant business investment opportunities and maximization of returns in context with human resources.

Course Contents:

Module I: Internationalization

The strategic business context – A strategic business imperative localization of the talent port folio, Broad overview of International Human Resource Management features, elements, benefits and limitations.

Module II: Strategic Human Resource Management

Strategic HRM, Aims of SHRM, Integrating the business and HR strategies, Formulating HR strategy, Content of HR strategies, Relationship between International Strategy and SIHRM.

Module III: Cross-Cultural Management

Cultural diversity in consortia formation, Developing cognitive framework to appreciate the impact of culture on managerial behaviour, Introduction, Understanding Culture, Key Concepts, Determinants of Cultural Identity, Frameworks for Mapping the Culture, Concept of Geert Hofstede

Module IV: International Recruitment, Training and Rewards

Recruiting from Host country, Reward strategies for international execution, the expatriate approach, international values and reward policy, designing rewards for the international business unit, Training Global executives.

Module V: Performance Management and Compensation in International Business

Context for international performance management, framework for performance management, Compensation, issue of double taxation.

Module VI: Best HR Practices

Emerging Trends, North America, South America, some key pointers, Northern Europe, Value based management in Nordic countries, China emerging economy,, Japan – a culture of enfolding relationship, Trends and Future of HR in high performing Co., Essay on Dream Organisationa..

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

Text & References:

Text:

- Dowling, Peter; Title: International human resource management - Managing people in a multinational context; Publisher: Thompson.

References:

- By Monir H. Tayeb International Human Resource Management: A Multinational Company Perspective, Oxford University Press.
- By Paul Sparrow, Chris Brewster, Hilary Harris; Pub. Taylor and Francis, Globalizing Human Resource Management; Oxford University Press.

RELATIONAL DATABASE MANAGEMENT SYSTEM

Course Code: BBA 513

Credit Units: 04

Course Objective:

The objective of the course is to give knowledge of the Relational Database Management Software, in particular ORACLE. It is expected that a student at the end of the course would attain a good conceptual and practical understanding of databases.

Course Contents:

Module I: Introduction to RDBMS

RDBMS: Introduction, Relational Model concept and Relational data structure, Relational Model constraints as domain constraints, Key constraints, Entity integrity constraints, Referential Integrity constraints.

Module II: Introduction to oracle

Tools of Oracle, Features of oracle.

Module III: SQL

Overview of SQL, Component of SQL (DDL, DML, DCL), Advantage of SQL, Basics of syntax writing, Data Definition Language, Create command, Data type, Constraints, ALTER & DROP, UPDATE & DELETE Commands, Substitutions variables, Run time Environments variables, SELECT Commands Basic Constructs, Functions, Nested Queries, Correlated queries, Views, Sequence, User Management Commands.

Module IV: PL/SQL

Basic features, Block Structure of a PL/SQL Programs, Control Structures, Exception Handling, Cursor, Procedure, Functions and Triggers, Internet features of Oracle.

Module V: Database Technologies

Client/Server Databases, Distributed Databases, Web Databases

Module VI: Administration of Oracle databases

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

Text & References:

- Oracle8i: The Complete Reference, McGraw Hill

SOFTWARE PROJECT DESIGN AND ANALYSIS

Course Code: BBA 514

Credit Units: 04

Course Objective:

This module will introduce and develop concepts that are seen as central to the effective management of software projects. You will be expected to develop an appreciation of key, generic project management concepts and techniques as well as those techniques and approaches that are specific to the management of software projects. As well as knowing the core techniques, you will be expected to apply them across a limited range of software project management scenarios.

Course Contents:

Module I: An Introduction to Software Project Management

Management Spectrum, People, Product, Process, Project the W5HH Principle. The Profile of a Project, Project start-up; development; completion; operation, Role of SDLC models (such as the waterfall model, incremental model, spiral model) and structured methods (such as SSADM)

Module II: Project Metrics

Measures, Metrics & Indicators, Metrics in the process & project domain, Metrics for software quality.

Module III: Software Project Planning

Discussion of network diagrams and critical path analysis (CPA). Planning aids, simple manual techniques such as Gantt charts through to more complex and sophisticated planning tools, Estimation tools (Delphi technique, CoCoMo)

Module IV: Risk Analysis & Management

Risks Risk Identification, Risk Projection, Risk Refinement, Mitigation, Monitoring & Management.

Session V: Scheduling and Resourcing

Concepts of lateness, Defining task set for software project, Defining a Task Network, Scheduling, Earned value analysis, error tracking, project plan

Module VI: Software Configuration Management

Baselines, SCM Process, Identification of objects in s/w configuration, version control, change control, Configuration audit, status reporting, hands on MS-Project.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

Text & References:

- Software Engineering by Pressmann.
- Structured System Analysis & Design by Whitten

PROGRAMMING WITH MICROSOFT VISUAL BASIC

Course Code: BBA 515

Credit Units: 04

Course Objective:

The objective of the course is to offer the students all key concepts and capabilities to be bound in Microsoft Visual Basic. This course seeks to provide very clear and straightforward implementation of key features of Visual Basic with explanations of each work. The student should walk away with an in-depth understanding of how to utilize all of Visual Basic's capabilities for building industrial strength enterprise application and understand the process of software development. The course will make the students learn real world context.

Course Contents:

Module I: Visual Basic Overview

Opening, writing and running Visual Basic Program, Working with controls and defining their properties, working with menus and dialog boxes.

Module II: Programming Fundamentals

Visual Basic Variables and Operators, using Decision Structure, using Iterations and Timers.

Module III: Creating the Perfect User Interface

Working with Forms, Printers and Error Handling, adding Artwork and Special Effects

Module IV: Managing Corporate Data

Using Modules and Procedures, working with Arrays, exploring text files and string processing, managing access databases.

Module V: Professional Edition Tools and Techniques

Word Processing with the Rich Text box control, Displaying progress and status information, Integrating music and video with the multimedia MCI control, using the windows API.

Module VI: Advanced Database Programming

Managing data with the Flex Grid Control, Exploring database handling using DAO, RDO and ADO, Handling the Recordset.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

Text & References:

Text:

- Michael Halvorson: Microsoft Visual Basic 6.0 – Prentice Hall of India P Ltd.

References:

- Noel Jerke: The Complete Reference Visual Basic 6.0 – Tata Mc-Graw Hill
- Smith & Amundsen: Database Programming with Visual Basic 6 – Techmedia
- Rob Thayer: Visual Basic 6 Unleashed – Techmedia

LAW OF CRIMES

Course Code: BBA 516

Credit Units: 04

Course Objective:

The basic objective of this course is to give an insight of the basic principles of crime and the law determining criminal liability and punishment.

Course Contents:

Module I: Introduction to Law of Crimes

Extent and operation of the Indian Penal Code, Definition of Crime, Fundamental elements of crime, Stages in commission of a crime, Intention, Preparation, Attempt: Essentials of the attempt, Impossible attempt, attempt and preparation distinguished

Module II: General Explanations and Exceptions

Definitions, Constructive joint liability, Mistake, Judicial and Executive acts, Accident, Necessity, Infancy, Insanity, Intoxication, Consent, Good faith Private Defense

Module III: Abetment and Criminal Conspiracy

Law relating to Abetment, Accomplice vs. Co-accused.

Module IV: Punishment

Theories: Deterrent, Retributive, Preventive, Expiatory and Reformatory Theory Punishment under the IPC: Fine, Life Imprisonment, And Death Sentence/Capital Punishment

Module V: Offences affecting Body

Offences affecting the Human body, Offences against Women and Offences against Property.

Module VI: Offences: Defamation and related to property

Defamation and offences relating to documents and property marks

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

Text & References:

Text:

- Ratanlal & Dhirajlal – The Indian Penal Code
- H.S. Gaur – Penal Law of India

References:

- Glanville Williams – Textbook of criminal law
- Russel on Crime

INVESTMENT AND COMPETITION LAW

Course Code: BBA 517

Credit Units: 04

Course Objective:

Understanding the basics of investment and competition laws of India in the contest of new economic order.

Course Contents:

Module I: Competition Law

Background, Prohibitions and Competition Commission of India

Module II: Corporate Finance and regulatory framework

Security Contract (Regulation) Act 1956, Depositories Act 1996, The Securitization and Reconstruction of Financial Assets and enforcement of security Interest Act, 2002

Module III: Regulatory framework for foreign trade, multinational companies

Foreign Trade (Development & Regulation) Act 1992, UNCTAD Draft Model on Trans – national Corporations, Control and regulation of foreign companies in India, Foreign collaborations and joint ventures

Module IV: Foreign Exchange Management

Background, Policies and Authorities and FERA Vs FEMA

Module V: Investor's Protection Law

Provisions under SEBI Act, Important provisions of Consumer Protection Act, IRDA

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

Text & References:

(Compulsory Readings (Latest editions only): Competition Act 2002)

- Security Contract (Regulation), Act 1956
- SEBI, Act 1992
- Depositories, Act 1996
- Foreign Trade (Development & Regulation), Act 1992
- Foreign Exchange Management, Act 1999
- Taxman's Student's Guide to Economic Laws

LAW AND TECHNOLOGY

Course Code: BBA 518

Credit Units: 04

Course Objective:

Understanding the legal measures for handling issues related Technological development in various fields. To develop a better understanding of Techno- legal aspects for the development of society and business.

Course Contents:

Module I: E-Commerce

Online contracting, online securities offering and E-Banking

Module II: Cyber Crimes

Obscenity, Defamation, Hacking and Cracking Crime through Mobile Phones

Module III: Genetic and Medical Technologies

Regulation of Genetic Technology and Laws for Medical Technology

Module IV: Broadcasting

Regulation and Control of Broadcasting and Law relating to Cable Television Network

Module V: Jurisdiction

Concept of Territorial Jurisdiction for Handling Technological issues. And Protection against the anticipated threats (outcome of technological advancement)

Module VI: Information Technology Act, 2000

Introduction to Information Technology: Meaning and Definition, Digital Signature, electronic governance, offences Cyber regulation Appellate Tribunal

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

Text & References:

Compulsory Readings (Latest editions only)

Text:

- Relevant Legislations and Conventions
- Information Technology Act - Prof. S. R. Bhansali
- Cyber Law (Text and Cases), Gerald R. Ferrera, WEST THOMSON

References:

- Cyber Crime - Vakul Sharma

BUSINESS POLICY AND STRATEGIC MANAGEMENT

Course Code: BBA 601

Credit Units: 03

Course Objective:

The aim of the course is to orient the students in theories and practices of Strategic Management so as to apply the acquired knowledge in formulation and implementation of strategies for better decision-making. This is a gateway to the real world of management and decision-making.

Course Contents:

Module I: Introduction

Planning, Evolution of strategic management, Concept of Corporate Strategy: Intended & Emergent, Patterns of Strategy Development, Levels of strategy.

Module II: Mission & Vision

Concept of Strategic Intent, Vision and Mission, Formulation of Vision and Mission Statements, Different Perspectives on Vision and Mission, Business Definition and concept of a Business Model.

Module III: Strategic Analysis

Industry Analysis, Competitor Analysis using Porter's 5-Forces model, Market Analysis, Environmental Threat and Opportunity Profile (ETOP), Internal Analysis: Building Organization Capability Profile and Strategic Advantage Profile (SAP), Building competencies using Value chain Analysis, Environmental Analysis and dealing with uncertainty, Scenario Analysis, SWOT Analysis.

Module IV: Strategic Choice

Strategic alternatives at corporate level: expansion, stability, retrenchment and combination, Strategic choice models for dominant single-business companies- Strickland's Grand Strategy Selection Matrix, Model of Grand Strategy Clusters, Strategic choice models for multi-business companies- BCG, GE Nine Cell Matrix, Hofer's Model. Coevolving, Patching, Strategy as simple rules. Strategic alternatives at business level: Michael Porter's Generic competitive strategies. Building Sustainable Competitive Advantage.

Module V: Strategic Implementation

Operationalizing strategy and Institutionalizing strategy- developing short-term objectives and policies, functional tactics, and rewards. Structural Implementation, Strategic Control, Mc Kinsey 7-S Framework.

Module VI: Recent Developments

Recent Developments in the Field of Strategy: Use of Balanced Scorecard approach, Corporate Governance and Corporate Social Responsibility, Corporate sustainability.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

Text & References:

Text:

- Business Policy and Strategic Management, Jauch & Glueck
- Strategic Management, Formulation, Implementation & Control, Pearce & Robinson (McGraw Hill), (9th Edition)

References:

- Corporate Strategy, Lynch (Pearson),(4th Edition)
- Strategic Planning, Ramaswamy & Namakumari
- Competitive Advantage, Michael E. Porter
- Crafting & Executing Strategy, The Quest for Competitive Advantage, Thomson, Strickland, Gamble & Jain (McGraw Hill, (12th Ed.)

ENTREPRENEURSHIP DEVELOPMENT

Course Code: BBA 602

Credit Units: 03

Course Objective:

The objective of the course is to provide students an understanding of entrepreneurship & the process of creating and growing a new venture. The course also focuses on giving the students the concept of an entrepreneur who is willing to accept all the risks & put forth the effort necessary to create a new venture.

Course Contents:

Module I: Basic Concepts

Qualities, Characteristics of an entrepreneur, Venture idea generation, Ideas and the entrepreneurship, Women entrepreneurs, Preliminary Screening, Drawbacks or Problems of entrepreneurship, Reasons of failure, Overview of setting up an enterprise.

Module II: Project Appraisal

Pre-feasibility Report, Project Report, Comparative Rating of Product ideas, Cash Flow, Financial Analysis and Planning, Sources of Finance. Stages of Project Feasibility Analysis-Market, Technical, Financial, Social Analysis, Project Implementation Stages

Module III: Financial Analysis

Financing the project, Sources of finance, Venture Capital Sources, What Investor looks in the Investment Proposal, Outline for a Venture Capital Proposal. Sources of finance from different banks, Proposal with IDBI etc.

Module IV: Market and Materials Management Analysis

Vendor development, vendor selection decision factors, methods of price determination, direct and hidden cost in material management, market development, market feasibility, activities and decisions in materials management

Module V: Project Management

Steps and procedure for setting up small scale, Role of Banks and Financial Institutions in Development, E-Commerce, E-Business, E-Auction. Project management problems.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

Text & References:

Text:

- Developing Entrepreneurship, Udai Pareek Sanjeev & Rao T.V, Printers, Ahmedabad
- Issues and Problems: Small: 1, Sharma, S.V.S., Industry Extension Training Institute, Hyderabad

References:

- A Practical Guide to Industrial Entrepreneurs; Srivastava, S.B., Sultan Chand & Sons
- Entrepreneurship Development; Bhanussali, Himalaya Publishing, Bombay

PRODUCTION AND OPERATIONS MANAGEMENT

Course Code: BBA 603

Credit Units: 03

Course Objective:

The course is oriented to familiarize the students with fundamentals of Production and Operations Management, and tools and techniques used in taking decisions in operating and controlling the Production and Service Industries. Further this course will familiarize the students with Quality Management and Current Quality Tools used in Production and Service Industries.

Course Contents:

Module I: Overview of Production and Operation Management

Brief history of Production and Operation Management, The Service Revolution, Definition, Factors Affecting Operations Management, Role- Scope and Function of Production and Operation Management, Criteria of Performance for the Production and Operation Management, Operation Strategies, Effect of Growth of Service Sector on Operations Management.

Module II: Demand Forecasting & Capacity Planning

Qualitative Forecasting Methods (Educated Guess, Consensus, Delphi Method, Historical Analogy, Market Research), Quantitative Forecasting (Linear Regression, Moving Average, Weighted Moving Average, Exponential Smoothing with Numerical), Definition of Production Capacity.

Module III: Facility Location and Facility Layout

Factors Affecting Location Decisions, Quantitative Techniques in Facility Location (Factor Rating Method, Centre of Gravity Method, Load Distance Method, Break Even Analysis Method – Numerical for each method), Utilization of GIS in Plant Location.

Principles of Facility Layout, Types of Layout (Process Layout, Product or Line Layout, Fixed Position Layout), Basics of Line Balancing -No Numerical), Merits and Demerits of Product and Process Layout.

Module IV: Production Planning and Control

Capacity Planning, Aggregate Planning, Master Production Scheduling.

Production Planning and Control Systems (Push System, Pull System).

Job Shop Scheduling and its Criteria (Mean Flow Time, Mean Tardiness, Number of Tardy Jobs - Numerical), Single Processor Job Shop Scheduling (Due Date Method, Shortest Processing Time Method - Numerical).

Two Machines Scheduling – Johnson’s Rule – Numerical,.

General Job Shop Scheduling – Earliest Due Date Method – Numerical.

Module V: Inventory Management, Supply Chain Management & Logistics Management

Basic Concepts of Inventory Management, Lead time, Safety Stock, Elements of Inventory Costs.

Inventory Models – EOQ –Derivation and Numerical, EOQ with Quantity Discount – Numerical, Fixed Order Quantity Model - No Numerical, Fixed Order Period Model - No Numerical.

Basic Concepts, Objectives of Supply Chain Management, Decision Phases in Supply Chain Management.

Basic Concepts of Logistics Management, Warehousing, Material Handling Equipments.

Module VI: Foundations of Quality, Quality Control, TQM

Concept of Quality - Gurus of quality a Comparative Discussion on Edward Deeming, David Juran and Philip Crosby - their Philosophy contribution and limitations.

Statistical Quality Control (Mean and Range Charts, c Chart, p Chart – Numerical), Basic Concepts of Acceptance Sampling, OC Curves – No Numerical.

Basic Concepts of TQM, 5 –S and Kaizen, 6-Sigma.

ISO Standards, and ISO Certification.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

Text & References:

Text:

- Buffa, E.S, Sarin RK,2008, Modern Production/ Operations Management, John Wiley & Sons

References:

- Chary SN, 2008, Production and Operations Management, McGraw Hill.
- Gaither N, Greg F, 2002, Operations Management, Thompson South Western.
- Everett E., Adam Jr. & Ronald J Ebert, Production and Operation Management, Fifth edition, Prentice Hall of India.
- Monden Y, 1993, Toyota Production System, Industrial Engineering and Management Press – Institute of Industrial Engineering, Norcross, Georgia.

PUBLIC RELATIONS AND CORPORATE IMAGE

Course Code: BBA 604

Credit Units: 03

Course Objective:

The course is aimed at developing in students an understanding of Corporate Image and the tools of Public relations applicable in today's business scenario.

Course Contents:

Module I: Corporate image

Understanding Corporate Image, Corporate Image Building: A Marketing Exercise, an overview to Marketing, understanding the Marketing Mix – Product, Price, Place, Promotion

Module II: Marketing Communications

Role in Corporate Image Building, introduction to the tools used for marketing communication – Advertising, Visual Corporate Identity, Public Relations, Sales Promotion, Direct Marketing, Sales Management, Sponsorships, Exhibitions, Packaging, Merchandising and Point-of-Purchase Materials, E-Marketing and Customer Service

Module III: Corporate Image and Society

Module IV: Public Relations

Understanding Public Relations, Role and Scope of PR, Corporate Image and PR, PR as part of Marketing Communications

Module V: Exercising PR

In-house PR, PR Agencies, Modes of PR and Media Handling, PR Events, Crisis Management in Public Relations

Module VI: PR Publications

In-house Journals, Ghost Writing, Media Writing, Press releases, brochures.

Module VII: Research in Public Relations

Building Information Resources, Areas of PR research: Public Opinion Research, Media Tracking, Content Analysis, Campaign Examination, Benchmark Studies,

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

Text & References:

Text:

- Public Relations: Principles, Cases and Problems, H. Frazier Moore, Frank B. Kalupa

References:

- Marketing Management, Philip Kotler
- Integrated Marketing Communications, PR Smith with Jonathan Taylor
- IMC, Tom Duncan

COMMUNICATION SKILLS - IV

Course Code: BBA 641

Credit Units: 01

Course Objective:

To enhance the skills needed to work in an English-speaking global business environment.

Course Contents:

Module I: Business/Technical Language Development

Advanced Grammar: Syntax, Tenses, Voices
Advanced Vocabulary skills: Jargons, Terminology, Colloquialism
Individualised pronunciation practice

Module II: Social Communication

Building relationships through Communication
Communication, Culture and Context
Entertainment and Communication
Informal business/ Technical Communication

Module III: Business Communication

Reading Business/ Technical press
Listening to Business/ Technical reports (TV, radio)
Researching for Business /Technology

Module IV: Presentations

Planning and getting started
Design and layout of presentation
Information Packaging
Making the Presentation

Examination Scheme:

Components	CT1	CT2	CAF	V	GD	GP	A
Weightage (%)	20	20	25	10	10	10	5

CAF – Communication Assessment File

GD – Group Discussion

GP – Group Presentation

Text & References:

- Business Vocabulary in Use: Advanced Mascull, Cambridge
- Business Communication, Raman – Prakash, Oxford
- Business Communications, Rodgers, Cambridge
- Working in English, Jones, Cambridge
- New International Business English, Jones/Alexander, Cambridge

BEHAVIOURAL SCIENCE - VI (STRESS AND COPING STRATEGIES)

Course Code: BBA 643

Credit Units: 01

Course Objective:

To develop an understanding the concept of stress its causes, symptoms and consequences.

To develop an understanding the consequences of the stress on one's wellness, health, and work performance.

Course Contents:

Module I: Stress

Meaning & Nature

Characteristics

Types of stress

Module II: Stages and Models of Stress

Stages of stress

The physiology of stress

Stimulus-oriented approach.

Response-oriented approach.

The transactional and interactional model.

Pressure – environment fit model of stress.

Module III: Causes and symptoms of stress

Personal

Organizational

Environmental

Module IV: Consequences of stress

Effect on behaviour and personality

Effect of stress on performance

Individual and Organizational consequences with special focus on health

Module V: Strategies for stress management

Importance of stress management

Healthy and Unhealthy strategies

Peer group and social support

Happiness and well-being

Module VI: End-of-Semester Appraisal

Viva based on personal journal

Assessment of Behavioural change as a result of training

Exit Level Rating by Self and Observer

Text & References:

- Blonna, Richard; Coping with Stress in a Changing World: Second edition
- Pestonjee, D.M, Pareek, Udai, Agarwal Rita; Studies in Stress And its Management
- Pestonjee, D.M.; Stress and Coping: The Indian Experience
- Clegg, Brian; Instant Stress Management – Bring calm to your life now

FRENCH - VI

Course Code: BBA 644

Credit Units: 02

Course Objective:

To strengthen the language of the students both in oral and written so that they can:

- i) express their sentiments, emotions and opinions, reacting to information, situations;
- ii) narrate incidents, events ;
- iii) perform certain simple communicative tasks.

Course Contents:

Module D: pp. 157 – 168 – Unité 12

Unité 12: s'évader

- 1) présenter, caractériser, définir
- 2) parler de livres, de lectures
- 3) préparer et organiser un voyage
- 4) exprimer des sentiments et des opinions
- 5) téléphoner
- 6) faire une réservation

Contenu grammatical:

- 1) proposition relative avec pronom relatif "qui", "que", "où" - pour caractériser
- 2) faire + verbe

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

Text & References:

- le livre à suivre : Campus: Tome 1

GERMAN - VI

Course Code: BBA 645

Credit Units: 02

Course Objective:

To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.

To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany

Introduction to Advanced Grammar and Business Language and Professional Jargon

Course Contents:

Module I: Adjective endings

Adjective endings in all the four cases discussed so far

Definite and indefinite articles

Cases without article

Module II: Comparative adverbs

Comparative adverbs as and like

Module III: Compound words

To learn the structure of compound words and the correct article which they take

Exploring the possibility of compound words in German

Module IV: Infinitive sentence

Special usage of 'to' sentences called zu+ infinitive sentences

Module V: Texts

A Dialogue: 'Ein schwieriger Gast'

A text: 'Abgeschlossene Vergangenheit'

Module VI: Comprehension texts

Reading and comprehending various texts to consolidate the usage of the constructions learnt so far in this semester.

Module VII: Picture Description

Firstly recognize the persons or things in the picture and identify the situation depicted in the picture;

Secondly answer questions of general meaning in context to the picture and also talk about the personal experiences which come to your mind upon seeing the picture.

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

Text & References:

- Wolfgang Hieber, Lernziel Deutsch
- Hans-Heinrich Wangler, Sprachkurs Deutsch
- Schulz Griesbach, Deutsche Sprachlehre für Ausländer
- P.L Aneja, Deutsch Interessant- 1, 2 & 3
- Rosa-Maria Dallapiazza et al, Tangram Aktuell A1/1, 2
- Braun, Nieder, Schmöe, Deutsch als Fremdsprache 1A, Grundkurs

SPANISH – VI

Course Code: BBA 646

Credit Units: 02

Course Objective:

To enable students acquire working knowledge of the language; to give them vocabulary, grammar, voice modulations/intonations to handle everyday Spanish situations in Present as well as in Present Perfect Tense with ease.

Course Contents:

Module I

Revision of the earlier modules

Module II

Present Perfect Tense

Module III

Commands of irregular verbs

Module IV

Expressions with Tener que and Hay que

Module V

En la embajada

Emergency situations like fire, illness, accident, theft

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project +Presentation

I – Interaction/Conversation Practice

Text & References:

- Español, En Directo I A
- Español Sin Fronteras

JAPANESE - VI

Course Code: BBA 647

Credit Units: 02

Course Objective:

To enable the students to converse in the language with the help of verbs and the usage of different sentence patterns, which help them to strengthen the language.

Students are taught and trained enough to get placed in Japanese companies.

Note: The teaching is done in roman as well as Japanese script. 10 more kanjis are introduced in this semester.

Course Contents:

Module I: Polite form of verbs

Expressing feelings with the polite forms of verb.

Module II: Potential form

Ability of doing or not doing something

Module III: Conjunctions

Joining two sentences with the help of shi and mo

Module IV: Intransitive Verbs

Sentence patterns of indirect speech

Module V: Feelings and expressions

Regret, existence etc.

Learning Outcome

➤ Students can speak the language with the use of different forms of verb.

Methods of Private study/ Self help

- Hand-outs, audio -aids, assignments and role-plays will support classroom teaching.
- Students are encouraged to watch Japanese movies at Japan Cultural and information center.

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

Text & References:

- Shin Nihon-go no Kiso Lesson No. 26 to 30.
- All vocabulary and topics taught are from the above-mentioned book.

CHINESE – VI

Course Code: BBA 648

Credit Units: 02

Course Objective:

Chinese emperor Qin Shi Huang – Ti who built the great wall of China also built a network of 270 palaces, linked by tunnels, and was so afraid of assassination that he slept in a different palace each night. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.

Course Contents:

Module I

Drills

Dialogue practice

Observe picture and answer the question.

Pronunciation and intonation.

Character writing and stroke order.

Module II

Going out to see a science exhibition

Going to the theatre.

Train or Plane is behind schedule.

Indian Economy-Chinese Economy

Talking about different Seasons of the Year and Weather conditions. Learning to say phrases like-spring, summer, fall, winter, fairly hot, very cold, very humid, very stuffy, neither hot nor cold, most comfortable, pleasant etc.

Module III

Temperature – how to say – What is the temperature in May here?

How is the weather in summer in your area?

Around 30 degrees

Heating, air-conditioning

Is winter in Shanghai very cold?

Talking about birthdays and where you were born?

The verb “shuo” (speak) saying useful phrases like speak very well, do not speak very well, if speak slowly then understand if speak fast then don’t understand, difficult to speak, difficult to write, speak too fast, speak too slow, listen and can understand, listen and cannot understand ... etc.

Tell the following in Chinese – My name is I was born in ... (year). My birthday is Today is ... (date and day of the week). I go to work (school) everyday. I usually leave home at . (O’clock). In the evening, I usually (do what)? At week end, I On Sundays I usually It is today..... It will soon be my younger sisters birthday. She was born in (year). She lives in (where). She is working (or studying)..... where... She lives in (where.)

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

Text & References:

- Elementary Chinese Reader Part-2 ,3 ; Lesson 47-54

DISSERTATION

Course Code: BBA 655

Credit Units: 06

The Aims of the Dissertation

The aim of the dissertation is to provide you with an opportunity to further your intellectual and personal development in your chosen field by undertaking a significant practical unit of activity, having an educational value at a level commensurate with the award of your degree

The dissertation can be defined as a scholarly inquiry into a problem or issues, involving a systematic approach to gathering and analysis of information / data, leading to production of a structured report.

The Dissertation Topic

It is usual to give you some discretion in the choice of topic for the dissertation and the approach to be adopted. You will need to ensure that your dissertation is related to your field of specialisation.

Deciding this is often the most difficult part of the dissertation process, and perhaps, you have been thinking of a topic for some time.

It is important to distinguish here between 'dissertation topic' and 'dissertation title'. The topic is the specific area that you wish to investigate. The title may not be decided until the dissertation has been written so as to reflect its content properly.

Few restrictions are placed on the choice of the topic. Normally we would expect it to be:
relevant to business, defined broadly;
related to one or more of the subjects or areas of study within the core program and specialisation stream;
clearly focused so as to facilitate an in-depth approach, subject to the availability of adequate sources of information and to your own knowledge;
of value and interest to you and your personal and professional development.

Planning your dissertation

This will entail following:

- Selecting a topic for investigation.
- Establishing the precise focus of your study by deciding on the aims and objectives of the dissertation, or formulating questions to be investigated. Consider very carefully what is worth investigating and its feasibility.
- Drawing up initial dissertation outlines considering the aims and objectives of the dissertation. Workout various stages of dissertation
- Devising a timetable to ensure that all stages of dissertation are completed in time. The timetable should include writing of the dissertation and regular meetings with your dissertation guide.

The dissertation plan or outline

It is recommended that you should have a dissertation plan to guide you right from the outset. Essentially, the dissertation plan is an outline of what you intend to do, chapter wise and therefore should reflect the aims and objectives of your dissertation.

There are several reasons for having a dissertation plan

- It provides a focus to your thoughts.
- It provides your faculty-guide with an opportunity, at an early stage of your work, to make constructive comments and help guide the direction of your research.
- The writing of a plan is the first formal stage of the writing process, and therefore helps build up your confidence.
- In many ways, the plan encourages you to come to terms with the reading, thinking and writing in a systematic and integrated way, with plenty of time left for changes.
- Finally, the dissertation plan generally provides a revision point in the development of your dissertation report in order to allow appropriate changes in the scope and even direction of your work as it progresses.

Keeping records

This includes the following:

- Making a note of everything you read; including those discarded.

- Ensuring that when recording sources, author's name and initials, date of publication, title, place of publication and publisher are included. (You may consider starting a card index or database from the outset). Making an accurate note of all quotations at the time you read them.
- Make clear what is a direct quotation and what is your paraphrase.

Dissertation format

All students must follow the following rules in submitting their dissertation.

- Front page should provide title, author, Name of degree/diploma and the date of submission.
- Second page should be the table of contents giving page references for each chapter and section.
- The next page should be the table of appendices, graphs and tables giving titles and page references.
- Next to follow should be a synopsis or abstract of the dissertation (approximately 500 words) titled: Executive Summary.
- Next is the 'acknowledgements'.
- Chapter I should be a general introduction, giving the background to the dissertation, the objectives of the dissertation, the rationale for the dissertation, the plan, methodological issues and problems. The limitations of the dissertation should also be hinted in this chapter.
- Other chapters will constitute the body of the dissertation. The number of chapters and their sequence will usually vary depending on, among others, on a critical review of the previous relevant work relating to your major findings, a discussion of their implications, and conclusions, possibly with a suggestion of the direction of future research on the area.
- After this concluding chapter, you should give a list of all the references you have used. These should be cross - references with your text. For articles from journals, the following details are required e.g.

Draper P and Pandyal K. 1991, The Investment Trust Discount Revisited, Journal of Business Finance and Accounting, Vol18, No6, Nov, pp 791-832.

For books, the following details are required:

Levi, M. 1996, International Financial Management, Prentice Hall, New York, 3rd Ed, 1996

- Finally, you should give any appendices. These should only include relevant statistical data or material that cannot be fitted into the above categories.

Guidelines for the assessment of the dissertation

While evaluating the dissertation, faculty guide will consider the following aspects:

Has the student made a clear statement of the objective or objective(s).

If there is more than one objective, do these constitute parts of a whole?

Has the student developed an appropriate analytical framework for addressing the problem at hand.

Is this based on up-to-date developments in the topic area?

Has the student collected information / data suitable to the frameworks?

Are the techniques employed by the student to analyse the data / information appropriate and relevant?

Has the student succeeded in drawing conclusion form the analysis?

Do the conclusions relate well to the objectives of the project?

Has the student been regular in his work?

Layout of the written report.

Examination Scheme:

Contents & Layout of the Report	30
Conceptual Framework	10
Objectives & Methodology	15
Implications & Conclusions	15
Viva/ Presentations	30
Total	100

BRAND MANAGEMENT

Course Code: BBA 605

Credit Units: 04

Course Objective:

The objective of the course is to help the students understand and appreciate the theoretical concepts of brands. To generate the ability to apply the concepts in real life.

Course Contents:

Module I: Introduction

Meaning and importance of brands. Brands v/s products. Challenges and opportunities of branding. Concept of Brand Equity. Brand management process. Role of CRM in building brands.

Module II: Brand Positioning and value

Sources of brand equity. Brand Building. Implications of brand building. Brand positioning: Brand value. Internal branding.

Module III: Brand Marketing

Criteria for choosing Brand elements. Building brand equity: Product strategy, pricing strategy. Integrated marketing communication. Celebrity endorsements. Concept of co-branding

Module IV: Brand Performance and Branding strategies

Brand value chain, Brand equity management system. Brand hierarchy. Designing branding strategy. Brand extension: Concept, Advantages and disadvantages. Evaluating opportunities of brand extension. Branding strategy over PLC.

Module V: Managing Brands

Reinforcing Brands. Brands revitalization Managing brands internationally, advantages and disadvantages of global marketing. Standardization v/s customization. Global Brand strategy.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

Text & References:

Text:

- Keller Kevin Lane, Strategic Brand Management: Building, Measuring and Managing Brand Equity, Second Edition, Printice Hall.

References:

- Jean Noel Kampferer, Kogan Page, Strategic Brand Management, Second Edition
- Understanding Brands, Cowley D.

ADVERTISING AND SALES PROMOTION

Course Code: BBA 606

Credit Units: 04

Course Objective:

The objective of the course is to familiarize students with advertising concepts and strategies, the methods and tools used. Enabling them to develop advertising strategies and plans and to develop the judgment parameters required in product management, to evaluate advertising.

Course Contents:

Module I: Introduction

Role of Promotion in Marketing Mix. Components of promotion mix viz Advertising Publicity, Personal selling, Public relations and Sales promotion. Concept of integrated marketing communication.

Module II: Advertising

Need, scope objectives and importance of advertising, Strengths and Weaknesses of Advertising as a Promotion Tool, role of advertising in current market, advertising and society- latest trends in advertisements different types of advertisements.

Module III: Advertising Campaign Planning

Setting advertising goals and objectives- The DAGMAR Approach. Message strategies and tactics- Creative approaches, Copywriting and testing. Advertising copy design. Copy layout, Advertising appeals and themes, Classification of advertisement copies-Essentials of a good copy Ethics in advertising.

Module IV: Advertising Media and Agencies

Types of media, media planning and scheduling. Advertising budgets. Approaches to advertising budgeting. Measuring advertising effectiveness. Advertising business in India. Rural advertising. Legal and ethical aspects of advertising, Advertising and society. Advertising in international perspective.

Module V: Sales Promotion

Need, scope objectives and importance of sales promotion. Management of sales Promotion at the consumer, trade and sales force levels. Strengths and weaknesses of Sales Promotion.

Module VI: Sales Promotion Strategy

Planning and designing sales promotion programme with specific reference to sales contest, trade in discount coupons etc. sales display and merchandising. Latest trends in sales promotion.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

Text & References:

Text:

- Belch and Belch, Advertising and Promotion, Sixth Edition, Tata McGraw Hill

References:

- Batra Rajeev, Aaker, David A and Myere John G. Advertising Management, Fifth Edition, Pearson Education
- Advertising Management – Chunawalla

RETAIL MANAGEMENT

Course Code: BBA 607

Credit Units: 04

Course Objective:

Keeping in view the growth of retail industry, the course has been designed to familiarize students with the basics of retail industry and give them an overview about rural marketing practices.

Course Contents:

Module I: Introduction

Nature, scope and importance of retailing, retail competition theories, Retail management process, Influence of changing environment on retailing viz demographic changes, lifestyle changes, technology changes (e-business), Retail Environment.

Module II: Consumer Behavior in Retailing

Consumer Behavior in retailing, Buying decision process in retailing, Types of buying decision, market segmentation for retailing, generational cohorts.

Module III: Retail Marketing Strategy & Customer Service

Types of retailers, multichannel retailing, Retail strategy concept & its elements, Strategic retail planning process, Retail Pricing, Retail Promotion tool, Customer Loyalty Programme, global retailing growth strategies & international market entry strategies, Advantages through customer service, Customer evaluation of service quality, GAP model for improving service.

Module IV: Merchandise management

Retail Information system & supply chain management, Concept of merchandise management. Planning Merchandise – organizing buying process, developing an assortment plan, allocating merchandise to stores meeting vendors and establishing strategic relations with them, branding strategies for retail (e.g., private labels).

Module V: Store management & visual merchandising

Store layout & space planning, atmospherics, Choosing store location, visual merchandising, Recruitment, selection, Training, motivation, Compensation and Control of store employees.

Module VI: Rural Retailing

Introduction to rural retailing, Relevance, Importance and the Emerging Scenario of Rural markets, Major problem areas in rural retailing, Strategies for Rural Retailing, Social and sustainability aspects of rural retailing.

Examination Scheme:

Components	P-1	C-1	CT-1	EE-1
Weightage (%)	10	10	20	60

Text & References:

Text:

- Levy & Weitz , Retailing Management, Fifth edition , Tata McGraw Hill,
- Kashyap Pradeep, Raut Siddhartha, The Rural Marketing Book, 2006, Biztantra.

References:

- Retailing management, Swapna Pradhan,, 3rd edition Tata McGrawhill.
- Retail Marketing Management, David Gilbert.
- Barry Berman & Joel R. Evans, Retail Management, A Strategic Approach, Ninth Edition, Pearson Education.

CORPORATE TAX PLANNING

Course Code: BBA 608

Credit Units: 04

Course Objective:

To provide understanding of Direct Tax including Rules pertaining there to and application to different business situations. To understand principles underlying the Service Tax and concepts of VAT.

Course Contents:

Module I: Introduction to Tax Management

Concept of tax planning, Tax avoidance and tax evasions, Corporate taxation.

Module II Income from business

Residential Status of companies, Taxable income under Business and Profession, Computation of Profit and Gains from business profession, Deemed business profits, Assessment of Retail Business, Deemed incomes (cash credit, unexplained investments, unexplained money and other assets, unexplained expenditures, investments and valuable articles not fully disclosed in books of accounts).

Module III: Deductions allowed under business and profession

Deduction Expressly allowed section 30-35, Depreciation deduction calculation, Setoff and carry forward of unabsorbed depreciation section 32(2). Determining Actual Cost⁴³(1), Set-off and Carry Forward Losses, Bonus or commission to employees section, Interest on borrowed capital, Insurance premium 36(1(i)), Employees contribution to provident fund, Bad debts 36, Revenue expenditure incurred by statutory corporation, Banking transaction tax, Security transaction tax, Commodity transaction tax, provision for admissibility of general deduction 37(1),

Module IV: International accounting and Taxation

Analysis of foreign financial statement, Accounting standard: US GAAP, Indian GAAP, IAS, IFRS. Transfer Pricing – Meaning, measurement, strategic considerations Norms & Practices, tax havens, Double taxation agreement among countries, Tax implication of activities of foreign enterprise in India: Mode of entry and taxation respectively.

Module V: Indirect tax - concepts and general principles

Service tax - Charge of service tax and taxable services, Valuation of taxable services, Payment of service tax and filing of returns.

VAT – Introduction, Calculation of VAT Liability including input Tax Credits, Small Dealers and Composition Scheme, VAT Procedures, Central Sales Tax.

Module VI: Tax Planning And Financial Management Decisions

Tax planning relating to capital structure decision, Dividend policy, Inter – corporate, dividends and bonus shares, Tax provisions relating to free trade zones, Infrastructure sector and backward areas, Tax incentives for exports. Tax deductions and collection at source, Advance payment of tax.

Examination Scheme:

Components	P-1	C-1	CT-1	Attendance	EE1
Weightage (%)	10	5	10	5	70

Text & Reference:

Text:

- Lal & Vashisht, Direct Taxes, 29th Edition, Pearson

References:

- Singhania & Singhania, Income Tax, 39th Edition, Taxmann

BANKING AND FINANCIAL INSTITUTIONS

Course Code: BBA 609

Credit Units: 04

Course Objective:

The aim of the course is to orient the finance students to the change in the banking industry. The financial industry much like the computer industry is changing rapidly. The students will be familiarized with institutions of today and developing an understanding why they are the way they are, and why they are changing is the core aim of the course. An Indian perspective will be added but conceptually the Global frameworks will be used.

Course Contents:

Module I: Introduction

Money, Process of Capital Formation., Banking and Financial Institutions and economic development, Role of Development Banks in Industrial Financing.

Module II: Banking System & Operations.

Banking system and structure in India- Types of banks in operation and their functions, Retail and Wholesale Banking, Near Banks, Rural Banking. Cooperative Banking. Universal Banking, NBFCs- International Banking- financing exporters and importers – Important ECGC Policies and guarantees governing export financing) Banking Operation: An overview Principles of Lending, Study of Borrowers & Project Evaluation Criteria

Module III: Banking Sector Reforms

Provisions of Banking Regulation Act, Prudential Norms - Narsimhan Committee Recommendations, Regulatory Institutions RBI & SEBI, Basle Committee Recommendations, Asset Liability Management in Commercial Banks.

Module IV: Insurance Institutions

Introduction to Insurance – Elements of Insurance Risk, Principles of Insurance, Types of Insurance – Life Insurance and General Insurance Products including unit linked plans, Re-insurance, Bancassurance- concepts, critical issues & functional aspects. Role of Insurance companies in Industrial Financing.

Module V: Financial Inclusion

Concept, Financial Inclusion in India: Challenges, Scope of Financial Inclusion in banking activities & financial services.

Micro Finance as a tool of Financial inclusion: Evolution: Grameen Model, Self Help groups.

Progress in India, Principles of microfinance- institutional structures and delivery mechanisms. Enforcement and savings

Module VI: Trends in Banking

Banking Innovations. Marketing of banking services; Banking Technology - Internet banking, ATMs, mobile banking; Banking Technology - ECS, debit, credit and smart cards

Securitization (SARFAECI Act, SPV, ARC)

Examination Scheme:

Components	P-1	C-1	CT-1	Attendance	EE1
Weightage (%)	10	5	10	5	70

Text & References:

Text:

- Khan,M. 3rd Reprint, 1998, Financial Institutions and Markets, Tata McGraw Hill Publishing Company Limited.

References:

- Cornett and Sauunders, 1999, Fundamentals of Financial Institutions Management, 1999 McGraw Hill Publishing Company Limited.
- Bhole L.M., Third Edition, Financial Institutions and Markets; Structure, Growth and Innovations, Third Edition. Tata McGraw Hill Publishing Company Limited.
- Patahak.V Bharati Second Edition, The Indian Financial System Pearson Education

ADVANCED CORPORATE FINANCE

Course Code: BBA 610

Credit Units: 04

Course Objective:

The basic objective of this course is to acquaint the students with the latest developments in the field of corporate finance. This course will be a step above Financial Management II where they will learn advanced topics related to behavioural finance, corporate restructuring & corporate governance

Course Contents:

Module I: Introduction

Objectives of Corporate finance. Shareholder wealth maximization. Agency Problems, Management Compensation & measurement of Performance

Module II: Valuation Concepts

Valuation Models, Application of Valuation Model, EVA/MVA, Balanced scorecard and other methods/measures of financial performance.

Module III: Corporate restructuring

Differential Efficiency & Financial Synergy: Theory of Mergers, Operating Synergy & Pure Diversification: Theory of mergers, Costs and Benefits of Merger, Evaluation of Merger as a Capital Budgeting Decision, Poison Pills, Turnaround Strategies, Tax Planning relating to mergers and Amalgamation

Module IV: Corporate Governance & Business Ethics

Implementation of Corporate Governance, Ethics and finance, Ethical practices in market place, corporate responsibility, social audit and ethical investing.

Module V: Behavioural Finance

Introduction and Expected Utility, Non-Expected Utility Preferences, A review of classical probability theory, Beliefs, Biases and Heuristics, Preferences and Anomalies in the Financial markets

Module VI: Strategic Cost management

Financial aspects of supply chain management, Operations management perspective on Costs, Strategic cost analysis (using activity based costing, target costing and life cycle costing) and product pricing at Different stages of product's life cycle

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

Text & References:

Text:

- Brealey and Myers, Principles of Corporate Finance, Eighth Edition, Tata McGraw Hill Publishing Company Limited.

References:

- Ross, Westerfield and Jaffe, Seventeenth Edition, Tata McGraw Hill.
- Quiry, P., Dallochio, M., YannLE Fur,.Antonio Salvi, Seventh Edition, John Wiley and Sons

INDUSTRIAL RELATIONS AND LABOUR LAW

Course Code: BBA 611

Credit Units: 04

Course Objective:

The objective of the course is to acquaint students with the origin and importance of Labour laws governing general functioning of employees in an organisation .And also to educate student with the important provisions under these laws .This will enable them to develop the right perspective of this delicate responsibility to deal with union constructively and to maintain industrial democracy.

Course Contents:

Module I: Basic Concepts

Industrial Relations, Industrial Peace, Industrial unrest and Industrial Discipline

Module II: Laws Relating to Industry

The factories Act, 1948 - Definition - Approval licencing and registration of factories - Notice by occupier, Health, and welfare measures - weekly holidays. Leave with wages, Employment of women and young person - Penalties and returns. The Industrial Disputes Act, 1947 - Definition - Persuasive, conciliation and voluntary process for the settlement of industrial disputes - power of the Govt. under ID Act - Instrument of economic coercion - Strike & lock out, Lay off Retrenchment, Transfer and closures - Discharge and Dismissal - Managements prerogative during pendency of proceeding

Module III: Laws Relating to Remuneration

The Payment of Wages Act, 1936 - Definition - Rules for payment of wages and deductions from wage. The Minimum Wages Act 1948 - Fixing of minimum wages, Procedure for raising minimum wage - Concept of living wages, Fair wage and minimum wage. The Employees State Insurance Act 1948 - Definition - Applicability of the Act - Insurable workmen - Contribution Benefit - Penalties. The Employees Provident Fund and Miscellaneous Provisions Act, 1952 and Employees family pension scheme - definition - Coverage of the organization and employees under the Act - Employees Provident Fund and pension fund scheme - Calculation of contribution withdrawal of Provident Fund amount - Penalties for offence. The Payment of Gratuity Act, 1972 - Definition - Scope and Coverage of the Act - Eligibility criteria - Calculation of Gratuity Nomination. The Payment of Bonus Act 1965 - Applicability of Act - Coverage of employee - Calculation of bonus Rate of Payable bonus - available surplus - allocable surplus.

Module IV: Laws Relating to Trade Union

The Trade Union Act 1926. Statutory Definition - Registration of TU Immoduley granted to Registered Trade Union - Recognition of TU.

Module V: Compensation and Insurance

The workmen's compensation Act 1923 - Definition - Rules regarding workmen's compensation - Defense available to employer and employees, E.S.I.C. Act, 1948, The Maternity Benefit Act 1961.

Module VI: Misc Acts

The Industrial Employment (standing order) Act 1946 - Scope and coverage of the Act - Concept of standing order - its certification process - Modification - interpretation and enforcement of standing orders.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

Text & References:

Text:

- P L Malik, Handbook of Labour and Industrial Law Eastern Book Publication 9th Edition 2005

References:

- R. C. Chawla and K.C. Garg, "Industrial Law", Ludhiana, Kalyani Publishers, 1993.
- P.L. Malik, "Industrial Law", Lucknow, Eastern Book Co., 1995.19th edition reprinted 2006
- J.K. Bareja, "Industrial Law", New Delhi, Galgotia Publishing Co., 2001.
- M.Y. Pylee and George Simon, "Industrial Relations and Personnel Management", New Delhi, Vikas Publishing House, 1996.

- P. Subba Rao, “Essentials of Human Resource Management and Industrial Relations: Text, Cases and Games”, Mumbai, Himalaya, 2000.
- S.C. Shrivastava, “Industrial Relations and Labour Laws”, New Delhi, Vikas Publishing House, 2000
Fourth revised Edition. Reprinted 2006

PERFORMANCE MANAGEMENT SYSTEM

Course Code: BBA 612

Credit Units: 04

Course Objective:

This course will help students understand the significance of appraisal for an organization and individuals. It will develop an understanding of various Performance Appraisal tools and their applications and potential appraisal. Further it will develop a right perspective in them towards managing and improving performance.

Course Contents:

Module I: Overview of Performance Management

Employee Motivation & Needs (Vroom's & Adam's Theory of Motivation), Performance Appraisal: The past & the future, Human Resource Development & Performance Appraisal, Planning Performance & Role Clarity, Accountability and Effectiveness.

Module II: Process of Performance Appraisal

Measuring Performance Appraisal – Objectives & Indicators, Methods of Appraisal – Contemporary & Modern methods, Performance feedback & counseling.

Module III: 360 degree Feedback

Definition, methodology, advantages/disadvantages of Feedback, RSDQ Model, and Criteria for success, Experiences in 360 appraisals.

Module IV: Potential Appraisal

Concept, difference between performance appraisal and potential appraisal, Competency mapping & potential appraisal –case studies

Module V: Performance Management in application

Performance Management and development, Performance Management and Pay, Creating High Performance organization.

Module VI: Emerging Concerns & Performance Management

Appraisal for future – going beyond tangible performance, HR Scorecard, live projects.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

Text & References:

Text:

- T.V. Rao; Performance Management and Appraisal; Jaico Publication
- Dinesh K. Srivastava, "Strategies for Performance Management", New Delhi, 2005, Excel Books,

References:

- K Aswathappa; Human Resource and Personnel Management; McGraw- Hill Companies
- Desimone; Human Resource Development Thomson Learning

COMPENSATION AND REWARD MANAGEMENT

Course Code: BBA 613

Credit Units: 04

Course Objective:

The objective of this course is to familiarize students with the dynamics of wage and salary administration and current trends in India.

Course Contents:

Module I: Introduction

Overview of Compensation Management, Wage and Salary Administration – Nature, Importance, Philosophy, Objectives, Definition, Goals Role of various parties – Employees, Employers, Unions & Government and Legislations for compensation.

Module II: Developing Compensation Programs

Job Evaluation, Basic systems Time wage, Piece wage, Incentives, Wage payments and Total Salary Structure, Compensation Surveys, Hay Plan, Developing Competitive Compensation Programs, Developing Salary Structures

Module III: Derivatives of Compensation

Pay for Performance, Merit pay and Performance Appraisal, Performance based rewards, Performance Criteria Choices, and Competency Mapping & Developing Performance Matrix, Performance based Compensation Schemes.

Module IV: Incentive Plans

Incentive Plans: individual and group incentive plans, Productivity Gain sharing plans, Profit Sharing Plans, Non - Financial and Financial incentives, Measuring Cost- to – Company (CTC).

Module V: Employee Benefits

Employee Benefits: Supplemented Pay benefits (pay for time not worked) insurance benefits, Retirement benefits, Employees' service benefits, Introduction to ESOPs, Flexible benefits and Benefit Surveys.

Module VI: Current Trends

Current Trends in Compensation and Reward Management

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

Text & References:

Text:

- Garry Dressler, "Personnel / Human Resource Management", London, Prentice Hall, 1994.
- William B. Werther Jr. and Keith Davis "Human Resource Management". New Jersey: McGraw Hill. (1993)
- Milkovich & Newman, Compensation, Irwin/McGraw-Hill 8th Ed.

References:

- Frans Poets, The Art of HRD – Job Evaluation & Remuneration, Crest Publishing, Volume7 1st Edition
- Michael Armstrong, Helen Murlis, The Art of HRD – Reward Management, Crest Publishing
- Michael Armstrong, Employee Reward, (University Press)
- P. Zingheim, The New Pay, Linking Employee & Organization Performance, Schuster, (Jossey-Bass)
- Sara Rynes, Compensation in Organization, Gerhart (Jossey BASS)
- Wendell L French, "Human Resource Management", USA, Houghton Mifflin Company, 1994.
- David D. Decenzo and Stephen P. Robbins, "Human Resource Management", New Delhi, Prentice Hall, 3rd Edn., 1988.

OBJECT ORIENTED PROGRAMMING WITH JAVA

Course Code: BBA 614

Credit Units: 04

Course Objective:

The objective of the course is to give knowledge of 5th Object Oriented approach to development of software using Java Language, It is expected that a student at the end of the course would attain a good conceptual understanding and logical approach of software development

Course Contents:

Module I: Basics of OOPS

Object, Class, Abstraction & Encapsulation, Inheritance, Polymorphism Genesis and overview of Java The creation of Java, Java's importance to the Internet, Lexical issues (White space, Identifiers, Literals, Comments, Separators, Keywords), The Java Class Libraries.

Module II: Data types, variables and arrays

Integer Data Type, Floating Data Type, Characters, Booleans, Literals, Variables, Type Conversion & Casting, Arrays & Strings Operators Arithmetic Operators, The Bitwise Operators, Relational Operators, Boolean Logical Operators, the Assignment Operator, the ? Operator.

Module III: The Control Statements

Selection Statements, Iteration Statements, Jump Statements Classes, Class Fundamentals, Declaration of Object, introducing Methods, Constructors, a Stack Class, Overloading Methods and Constructors, Argument Passing, Objects as Parameters, Returning Objects, introducing Final & understanding Static

Module IV: Inheritance

Inheritance Basics, Using Super, Multilevel Hierarchy, Method Overriding, Dynamic Method Dispatch, using Abstract Classes, Exception handling Fundamentals of Exception Handling, Exception Types, using Try and Catch, Throw and Throws, nested Try statements.

Module V: I/O Applets

I/O basics, Reading console inputs and outputs, The Print Writer Class, Applet fundamentals, the Transient and Volatile modifiers, native methods and their problems. The Java Libraries String Handling, Exploring Java.lang, the collections framework with java.util, managing Input/ Output by exploring java.io.

Module VI: The Applet Class

Applet architecture, an applet skeleton, Applet display methods, passing parameters to Applets, Applet context and show Document. Networking Java and the net, InetAddress, TCP/IP Client and Server Socket, URL Connections.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

Text & References:

Text:

- Herbert Schildt: The Complete Reference – Java 2, Fourth Edition. Tata McGraw-Hill.

References:

- C. Thomas Wu - An introduction to Object Oriented Programming with Java 2nd Edition. Tata Mc-Graw Hill
- Cay S. Horstmann, Gary Cornell – Core Java. Pearson Education Asia
- Deitel & Deitel – Java, How to Program, 3rd Edition. Pearson Education Asia

DATA COMMUNICATION AND NETWORK

Course Code: BBA 615

Credit Units: 04

Course Objective:

The objective of the course is to give knowledge of the Object Oriented approach to development of software using C++ Language. It is expected that a student at the end of the course would attain a good conceptual understanding and logical approach of software development.

Course Contents:

Module I: Introduction

Introduction to Computer Networking, Computing Models and Network development. Required Network Elements, Networking Services, Common Networking Services File Service, Print Services, Message services, Application Services, Database services Centralized versus Distributed Network Services.

Module II: Transmission Media

Transmission Media, Introduction to Transmission Media, Common Computer Network Transmission Media, Public and Private Network, Transmission Media Connections Introducing Transmission Media Connections, Networking Connectivity Hardware.

Module III: Networking Protocol and Models

Networking Protocol and Models, Need of Rules, Moving from Rules to Models, OSI Model, Leading Protocol Stack for Computer Networking, Internet protocol, Transmission Control Protocol.

Module IV: LAN terminology & Components

LAN terminology & Components, LAN architecture, protocols and Addressing, Ethernet LANs, Token Ring & FDDI, LAN Networking Devices, Common approaches to LAN Management, Concept of N/w Design. Introduction to WAN: Private & Public, VPN: How it works, VPN security, Technologies.

Module V: Overview of ATM Technology

Overview of ATM Technology, VoIP, Frame Relay, Gigabit Ethernet, Wireless Communications Convergence of Telecom, IT & Management, Telecommunication as a strategic weapon-some, Satellite communication, V-SAT.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

Text & References:

Text:

- Computer Networks & Internets, D.E. Comer
- Data & Computer Communications, William Stallings

References:

- Introduction to Networking, Barry Nance
- Computer Communication Networks, A. Shanmugam and S. Rajeev
- Computer Networks, Tanenbaum

WEB DATABASE PROGRAMMING WITH ASP

Course Code: BBA 616

Credit Units: 04

Course Objective:

The objective of the course is to capacitate students to build and deploy dynamic web applications that interact with a powerful database. The modules provide background on subjects such as HTML, client side scripting and relational databases. At the end of the course, the students will be able to set up their own personal dynamic web site using a Microsoft web server to illustrate web site creation and administration principles. The curriculum will make the students learn real world context.

Course Contents:

Module I: ASP Fundamentals

Software requirements, Installing personal web server, Installing IIS, IIS service features, Hardware requirement, ASP connection with IIS, Built in objects.

Understanding request and response objects.

The ASP request object, Requesting information from forms, QueryString collection & Server variables, cookies, ASP response object, response object methods and properties.

Module II: Understanding VB Script Language

Scripting, VB Scripting, understanding variables Integrating Script with HTML, Client side and server side scripting, Converting variable types, Operators, Message Box, Accessing objects, Using built in functions and statements, Program control statements.

Error Handling

ASP Error Handling.

Module III

Understanding Procedures and Classes

Understanding procedures, Sub-procedures, Functions, Classes, Methods, Events.

Session and Application Objects

The Session Object and collection of Session Object, Methods, properties and events, the application object collections and methods. Using session and application objects.

Module IV: The ADO connect Object

Data Access components, Universal data access architecture, ADO, DAO, RDO architectures, OLE DB and ODBC, The ADO connection object, Creating and opening connection object, Creating DSN, connection with ODBC, connecting with OLE DB, using ADO connection and SQL statements.

Module V: ADO Recordset Object

Creating and opening a recordset object, moving through a recordset, The fields collection, using ADO recordset, Bookmarks, Filtering Recordsets, Searching for records, Modifying Records, The Get String method.

The ADO command object

Creating a command object, using a stored procedure, using stored procedure with parameters, return values, output parameters and the command object.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

Text & References:

Text:

- Joline Morrison, Mike Morrison: Database Driven Web Sites, Second Edition - Thomson.

References:

- Bhanu Pratap: Understanding Active Server Pages – Cyber Tech Publication
- Patrick Carey: New Perspective on HTML, XHTML, and Dynamic HTML, Comprehensive, Third Edition - Thomson
- Keith Morneau, Jill Batistick: Active Server Pages – Thomson

INTELLECTUAL PROPERTY RIGHTS

Course Code: BBA 617

Credit Units: 04

Course Objective:

The objective of this course is to acquaint the students with basics of intellectual property rights with special reference to Indian law and practice.

Course Contents:

Module I: Introduction

Types of Intellectual Property Rights, Inventions vs. Discoveries, Conventions

Module II: Copyright

Nature and Meaning, Scope of protection, Procedure for protection and Enforcement and Remedies

Module III: Patents

Nature and Meaning, Scope of protection, Procedure for protection and Enforcement and Remedies

Module IV: Trademarks

Nature and Meaning, Scope of protection, Procedure for protection and Enforcement and Remedies

Module V: Designs

Nature and Meaning, Scope of protection, Procedure for protection and Enforcement and Remedies

Module VI: Current Scenario:

Role of WTO and essential elements under TRIPS.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

Text & References:

Compulsory Readings (Latest editions only)

Text:

- Paris Convention for the Protection of Industrial Property, 1883
- Berne Convention for the Protection of Literary and Artistic Works, 1886
- Indian Copyright Act, 1957
- Indian Patents Act, 1970
- Agreement on Trade-Related Aspects of Intellectual Property Rights, 1994 (the TRIPS Agreement)
- Indian Trademarks Act, 1999
- Indian Designs Act, 2000
- Patents Amendment Ordinance, 2004.

References:

- Nair and Kumar, eds., Intellectual Property Rights (N. Delhi: Allied, 1994)
- Narayanan, P., Patent Law, Kolkata: Eastern Law House, 1998)

HUMAN RIGHTS

Course Code: BBA 618

Credit Units: 04

Course objective:

The objective of this course is to lay the foundation of the Human Rights law and acquaint the students with basic human rights institutions.

Course Contents:

Module I: Introduction

Concept & development of Human Rights.

Module II: UN Charter and Human Rights

Contribution of United Nations in the development & implementation of Human Rights, Universal Declaration of Human Rights, International Covenants

Module III: Human Rights and the Indian Constitution

Fundamental Rights & Directive principles of State Policy.

Module IV: Protection of Human Rights Act 1993

Meaning & scope, Nature of Human Rights violations Role of National Human Rights Commission, role of NGO's, The Judiciary

Module V: Group Rights

Rights of Marginalised Groups

Women

Children

Refugees

Refugees

Prisoners

Disabled

Module VI: Protection of Human Rights

Role of National Human Rights Commission, role of NGO's, the role of Judiciary, Recent developments in Human Rights.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

Text & References:

(Compulsory Readings)

Text:

- UN Charter
- Constitution of India
- Human Rights Act 1993
- Sinha, M.K. – Implementation of Non-Derogation Human Rights (Delhi 1999)

References:

- D.D. Basu – Human Rights
- Upender Baxi – Human Rights
- Thomas Buergenthal – Human Rights
- Henry Steiner & Philip Alston – International Human Rights Law
- B.G. Ramcharan – International Human Rights (Oxford, 1998)
- Y.K. Tyagi – British Yearbook (2001).

INDUSTRIAL RELATIONS AND LABOUR LAW

Course Code: BBA 619

Credit Units: 04

Course Objective:

The objective of the course is to acquaint student's with the origin and importance of Labour laws governing general functioning of employees in an organisation .And also to educate student with the important provisions under these laws .This will enable them to develop the right perspective of this delicate responsibility to deal with union constructively and to maintain industrial democracy.

Course Contents:

Module I: Basic Concepts

Industrial Relations, Industrial Peace, Industrial unrest and Industrial Discipline

Module II: Laws Relating to Industry

The factories Act, 1948 - Definition - Approval licensing and registration of factories - Notice by occupier, Health, and welfare measures - weekly holidays. Leave with wages, Employment of women and young person - Penalties and returns. The Industrial Disputes Act, 1947 - Definition - Persuasive, conciliation and voluntary process for the settlement of industrial disputes - power of the Govt. under ID Act - Instrument of economic coercion - Strike & lock out, Lay off Retrenchment, Transfer and closures - Discharge and Dismissal - Managements prerogative during pendency of proceeding

Module III: Laws Relating to Remuneration

The Payment of Wages Act, 1936 - Definition - Rules for payment of wages and deductions from wage. The Minimum Wages Act 1948 - Fixing of minimum wages, Procedure for raising minimum wage - Concept of living wages, Fair wage and minimum wage. The Employees State Insurance Act 1948 - Definition - Applicability of the Act - Insurable workmen - Contribution Benefit - Penalties. The Employees Provident Fund and Miscellaneous Provisions Act, 1952 and Employees family pension scheme - definition - Coverage of the organization and employees under the Act - Employees Provident Fund and pension fund scheme - Calculation of contribution withdrawal of Provident Fund amount - Penalties for offence. The Payment of Gratuity Act, 1972 - Definition - Scope and Coverage of the Act - Eligibility criteria - Calculation of Gratuity Nomination. The Payment of Bonus Act 1965 - Applicability of Act - Coverage of employee - Calculation of bonus Rate of Payable bonus - available surplus - allocable surplus.

Module IV: Laws Relating to Trade Union

The Trade Union Act 1926. Statutory Definition - Registration of TU Immoduley granted to Registered Trade Union - Recognition of TU.

Module V: Compensation and Insurance

The workmen's compensation act 1923 - Definition - Rules regarding workmen's compensation - Defense available to employer and employees, E.S.I.C. Act, 1948, The Maternity Benefit Act 1961

Module VI: Misc Acts

The Industrial Employment (standing order) Act 1946 - Scope and coverage of the Act - Concept of standing order - its certification process - Modification - interpretation and enforcement of standing orders.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

Text & References:

Text:

- P L Malik ,Handbook of Labour and Industrial Law Eastern Book Publication 9th Edition 2005

References:

- R. C. Chawla and K.C. Garg, "Industrial Law", Ludhiana, Kalyani Publishers, 1993.
- P.L. Malik, "Industrial Law", Lucknow, Eastern Book Co., 1995.19th edition reprinted 2006
- J.K. Bareja, "Industrial Law", New Delhi, Galgotia Publishing Co., 2001.
- M.Y. Pylee and George Simon, "Industrial Relations and Personnel Management", New Delhi, Vikas Publishing House, 1996.

- P. Subba Rao, “Essentials of Human Resource Management and Industrial Relations: Text, Cases and Games”, Mumbai, Himalaya, 2000.
- S.C. Shrivastava, “Industrial Relations and Labour Laws”, New Delhi, Vikas Publishing House, 2000. Fourth revised Edition. Reprinted 2006