VIKRAM UNIVERSITY, UJJAIN

SYLLABUS

THREE YEARS BBA (FULL TIME) PROGRAMME (EFFECTIVE FROM 2012 – 2015 BATCH)

FACULTY OF MANAGEMENT STUDIES VIKRAM UNIVERSITY UJJAIN

FACULTY OF MANAGEMENT STUDIES VIKRAM UNIVERSITY, UJJAIN

THREE YEAR B.B.A. (FULL TIME) PROGRAMME

COURSE STRUCTURE (EFFECTIVE FROM 2012 – 2015 BATCH)

FIRST SEMESTER		
Ext.	Int.	Total
70	30	100
nagement 70	30	100
70	30	100
agement 70	30	100
		400
	70 nagement 70	70 30 anagement 70 30 70 30

SECOND SEMESTER MARKS

Code	Course Title	Ext.	Int.	Total
BBA 121	Hindi	70	30	100
BBA 122	Managerial Economics	70	30	100
BBA 123	Advanced Accounting	70	30	100
BBA 124	Human Resource Management	70	30	100
				400

THIRD SEMESTER

MARKS

Code	Course Title	Ext.	Int.	Total
BBA 231 BBA 232 BBA 233 BBA 234	Organizational Behaviour Financial Management Business Communication Business Mathematics	70 70 70 70	30 30 30 30	100 100 100 100
				400

FOURTH SEMESTER

MARKS

Code	Course Title	Ext.	Int.	Total
BBA 241	Marketing Management	70	30	100
BBA 242	Business Law	70	30	100
BBA 243	Cost Administration	70	30	100
BBA 244	Business Taxation	70	30	100
				400

Code	Course Title	Ext.	Int.	Total
BBA 351	Production & Materials Management	70	30	100
BBA 352	Management Accounting	70	30	100
BBA 353	Consumer Behaviour	70	30	100
BBA 354	Statistics	70	30	100
				400

SIXTH SEMESTER

MARKS

Code	Course Title	Ext.	Int.	Total
BBA 361	Labour Laws	70	30	100
BBA 362	Entrepreneurship Development	70	30	100
BBA 363	Sales & Advertising Management	70	30	100
BBA 364	Computer Application	70	30	100
				400
	Grand	l Total		2400

Scheme of Examination

(EFFECTIVE FROM 2012 – 2015 BATCH)

A Internal Marks:

Written tests: There will be one written tests of 15 marks.
 Normally, duration of tests will be one hour. Pattern of test questions may be in following forms: Essay type questions /long questions /short answer question/ small case/ small exercise/case study / objective type / quiz etc.

 Attendance. Class discipline, class behaviour, Class participation, assignments/ group assignments, presentations and case discussion to be assigned and assessed by concerned faculty. Weightage of

B External:

these marks may vary.

The examination paper of 70 marks may consist of 10 questions (Attempt any five questions). Short answer questions and case study may also be asked.

BBA- 111: English (EFFECTIVE FROM 2012 - 2015 BATCH)

- 1. Short answer comprehension on unseen passage. Questions to be answered in one sentence each. 15 to be set and 10 to be attempted.
- 2. Paragraph writing in not more than 150 words on a given topic, two topics to be set, one to be attempted.
- 3. Letter writing (except business letters) in not more than 150 words. Two to be set, one to be attempted.
- 4. Exercise in Grammar. 15 to be set, 10 to be attempted. Grammar exercises: Articles, Nouns, Adjectives, Adverbs, Pronouns, Prepositions, Tenses, Infinitive, Gerund, Participles, Direct and Indirect Speech, Conjunctions.

Suggested Readings:

- 1. English for Indian students by Dr. B.G. Tandon and Dr. R.N.Dixit, Published by Madhya Pradesh Granth Academy. (First Five Lesson Only).
- 2. A Practical English Grammar by A.J. Thomson and A.V. Martinet, Oxford University Press, Delhi

BBA- 112: Environment and Management (EFFECTIVE FROM 2012 – 2015 BATCH)

Course Objective:

The objective of this paper is to create awareness among students of the external environmental factors which affect decision making in the business organization.

- 1. Business Environment Types of Environment. Significance and Objectives of the Study of Business Environment. Process of Environmental Analysis. Limitations of Environmental Analysis.
- 2. Economic Environment Main Features of Indian Economy. Characteristic Features of Globalization, Privatization, and Liberalization in India and Current Trends in this Context.
- 3. Social Environment Social Responsibility of Business, Business Ethics: Nature, Significance and Sources of Business Ethics. Code of Business and Professional Ethics.
- 4. Political Environment Fundamental Rights, Fundamental Duties and Directive Principles as provided in the Constitution of India. Main Provisions of the Consumer Protection Act of India.
- 5. International Environment Functions of WTO, World Bank, WHO, UNO, and UNICEF. Main Provisions of Legislations regarding Intellectual Property Rights.

Suggested Readings:

- 1. Business Environment Francis Cherunilam
- 2. Govt. & Business Sengupta
- 3. Business & Society P.K. Ghosh & G.K. Kapoor
- 4. Essential of Business Environment K. Aswathappa
- 5. Environmental Management N.K. Oberoi, Excel Books

BBA – 113: Financial Accounting(EFFECTIVE FROM 2012 – 2015 BATCH)

Course Objective:

The objective of this course is to help students, in acquiring the ability to record business transactions according to modern methods of accounting and use accounting data as an aid to decision making.

Suggested Examination Paper Pattern:

Semester exam will be of 70 marks. Section A of practical problems/Cases shall be worth 40 marks. Section B worth of 30 marks will comprise theory questions.

Course Contents:

- 1. Nature and Scope of Accounting, Accounting Concepts and Conventions, Various systems of Accounting.
- 2. Journalizing, Ledger Posting, Subsidiary Books-Cash Book.
- 3. Sales Book, Purchase Book Petty Cash Book, Bank Reconciliation Statement, Bill and Bank Transaction.
- 4. Preparation of Trial Balance: Trading and Profit and Loss Account, Balance Sheet (With Adjustments).
- 5. Depreciation. and Reserves & Funds.

- 1. Double Entry Book-Keeping Shukla & Grewal
- 2. Double Entry Book-Keeping R.R. Gupta
- 3. Financial Accounting S.N. Maheshwari
- 4. Financial Accounts S.M. Shukla
- 5. Advanced Accounting Ashok Sehgal & Deepak Sehgal

BBA – 114: Fundamentals of Management (EFFECTIVE FROM 2012 – 2015 BATCH)

Course Objective:

The objective of this course is to teach the students the concepts fundamentals and principles of Management as they are applicable to business and non-business organizations and acquaint them with modern management practices.

Course Contents:

- 1. The nature of Management Definition and role of Management. Process of Management. The Functions of a Manager, Scientific Management.
- 2. Planning Nature and Process of Planning, Components of Planning Decision Making, Tactical and Strategic Decision Making. Group Decision Making.
- 3. Organization Nature and Process of Organizing, Forms of Organizational Structure. Line and Staff Relationship, Departmentation,
- 4. Span of Management, Delegation of Authority, Decentralization.
- 5. Control Meaning and Process of Control. Relationship between Planning and Controlling. Management Audit.

- 1. Organisation and Management R.D. Agrawal
- 2. Essentials of Management Koontz and O'Donnel.
- 3. Management Stoner
- 4. Principles of Management G.R. Terry
- 5. Practice of Management Peter Drucker
- 6. Principles of Management Sherlekar

BBA – 121: Hindi

(EFFECTIVE FROM 2012 – 2015 BATCH)

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इकाई — 1	(ক)	मानक भाषा — मानक भाषा से आशयए मानक भाषा की आवश्यकता, मानक और अमानक भाषा में भेद, मानक हिन्दी
	(ख)	भाषा का आधुनिकरण, प्रक्रिया और स्वरूप पर विचार।
इकाई – २ अशुद्धि शो	धन –	
	(ক) (ख) (ग) (ঘ)	उच्चारणगत अशुद्वियाँ वर्तनीगत अशुद्वियाँ शब्दार्थगत अशुद्वियाँ व्याकरणगत अशुद्वियाँ
इकाई — 3 (क)	संक्षिप्तिक (ख)	रण पल्लवन
इकाई —4 (क)	लोकोक्ति (ख)	एवम् मुहावरे — अर्थ एवं प्रयोग पारिभाषिक शब्दावली (1) मानविकी — 50 शब्द (2) वाणिज्यिक — 50 शब्द
इकाई –5 कार्यालयी	न पत्र लेख (क) (ख)	न — प्रारूप अर्द्वशासकीय, शासकीय, व्यावसायिक समाचार लेखन
संदर्भ ग्रन्थ :	1. 2. 3. 4. 5.	हिन्दी स्वरूप और प्रयोग – 1,2, 3 हिन्दी ग्रन्थ अकादमी भोपाल व्याकरण बोध और हिन्दी रचना – कोमल सिंह सौलंकी व्यावहारिक हिन्दी – डॉ.नरेन्द्र राय आधुनिक हिन्दी,व्याकरण और रचना – डॉ. वासुदेव नन्दन प्रसाद हिन्दी भाषी – डॉ. भोलानाथ तिवारी
		अंक विभाजन
		इकाई 1 20 अंक इकाई 2 10 अंक इकाई 3 10 अंक इकाई 4 15 अंक इकाई 5 15 अंक

प्रश्नपत्रों में विकल्पों सहित प्रत्येक इकाई से प्रश्नपत्र पूछे जावेंगे तथा प्रश्नो की अधिकतम संख्या पॉच होगी।

70 अंक

BBA - 122: Managerial Economics (EFFECTIVE FROM 2012 – 2015 BATCH)

Course Objective:

The objective of this paper is to provides the students and understanding of the concepts and tools of economic analysis of the business situations to enable them to take managerial decisions in the light of economic forces influencing the business.

Course Contents:

- 1. Nature, Scope and Significance of Managerial Economics
- 2. Demand Analysis Law of Demand, Demand Determinants, Elasticity of Demand.
- 3. Cost Analysis Cost Concepts, Elements of Costs, Cost Output Relation in short run and long run.
- 4. Production Function, Law of return to scales, Law of variable proportions.
- 5. Price Analysis Law of Supply, Pricing under different market conditions.

Suggested Readings:

- 1. Managerial Economics: P.L.Mehta
- 2. Managerial Economics: D.N. Dwivedi
- 3. Managerial Economics: Varshney and Maheshwari
- 4. Managerial Economics: M. Adhikary
- 5. Managerial Economics: G S Gupta

BBA – 123: Advanced Accounting (EFFECTIVE FROM 2012 – 2015 BATCH)

Course Objective:

To help students to acquire the ability to understand advanced concepts of accounting and to prepare accounting data as an aid to decision making.

Suggested Examination Paper Pattern:

Semester exam will be of 70 marks. Section A of practical problems/Cases shall be worth 40 marks. Section B worth of 30 marks will comprise theory questions.

- 1. Definition Shares, Debentures and Bonds.
- 2. Issue of Shares Application, Allotment, Calls, Call in Advance and Call in Arrears at Premium and at Discount.
- 3. Forfeitures of shares Issued at par, Issued at Discount, Issued at Premium, when there is an over subscription and Prorate Allotment, Reissue of Forfeited Shares, Issue and Redemption of Debenture.
- 4. Preparation of Company's Final Account : Profit and Loss Accounts and Balance Sheet.

5. Disclosure in Company Account as per scheduled VI Part I and Part II.

Suggested Readings:

- 1. Advanced Accounts: S.N. Maheshwari
- 2. Advanced Accounts: Ashok Sehgal
- 3. Advanced Accounts Volume II M.C. Shukla, T.S.Grewal, S.C. Gupta New Delhi Sultan and Sons, 1999
- 4. Advanced Accountancy R.L. Gupta, M.Radhaswamy New Delhi Sultan and Sons, 1999
- 5. Advanced Accountancy S.P.Jain and K.L.Narang Ludhiana Kalyani Publishers 8th ed. 1994.

B.B.A-124: Human Resource Management (EFFECTIVE FROM 2012 – 2015 BATCH)

Course Objectives:

The objective of this course is to make students learn human behavior at work and basic principles of Personnel Management.

Course Contents:

- 1. HRM Functions, Organization of the HRM Department. Role of HR Managers.
- 2. Manpower Planning (HR Planning), Recruitment & Selection.
- 3. Induction, Training and Development of the Employees.
- 4. Wage and Salary Administration: Basic concepts, Methods of Wage / Salary Fixation or Revision, Methods of Wage / Salary Payment, Factors that determine Wage / Salary Rates.
- 5. Industrial Relations- Trade Unionism in India. Causes and Effects of Industrial Disputes in Indian Industries. Prevention & Settlement of Industrial Disputes in Indian Industries.

- 1. Personnel Management- Memoria, C.B.
- 2. Personnel Management and Industrial relations Davar, R.S.
- 3. Personnel Management- Monappa and Saiyadain.
- 4. Performance Appraisal- S.C.Jain and Mathur
- 5. Industrial Relations- Arun Monappa

BBA - 231: Organizational Behaviour (EFFECTIVE FROM 2012 – 2015 BATCH)

Course Objective:

The objective of this course is to familiarize the students with the basic concepts tasks and responsibilities of understanding, analyzing and predicting behaviours of individual and groups in any organization for effective decision-making.

Course Contents:

- 1. Nature of Organization Behaviour. Individual Dimensions of Organization Behaviour- Individual Differences.
- 2. Perception, Learning, Personality, and Attitudes.
- 3. Motivation: Basic Concepts. Maslow's Need Hierarchy Model, Hertzberg's Hygiene Theory, McGregor's Theory of Motivation, Intrinsic & Extrinsic Motivation Factors. Financial & Non-financial Incentives.
- 4. Interactive Dimensions of O.B- Interpersonal Relationship Issues. Inter-personal Conflicts and their Management.
- 5. Leadership: Basic Concepts, Theories of Leadership.

- 1. Organizational Behaviour- L.M. Prasad.
- 2. Organizational Behaviour-Fred Luthans
- 3. Organizational Behaviour- Keith Davis
- 4. Organizational Behaviour- Steffens Robbins
- 5. Organizational Behaviour- Aswathappa

BBA-232: Financial Management

(EFFECTIVE FROM 2012 – 2015 BATCH)

Suggested Examination Paper Pattern:

Semester exam will be of 70 marks. Section A of practical problems/Cases shall be wort40 marks. Section B worth of 30 marks will comprise theory questions.

Course Objective:

The objective of the paper is to acquaint the students with the basic concepts and techniques of financial management to enable them to take rational decisions in the area of Finance.

Course Contents:

- 1. Financial Management- Nature and Scope of Financial Management, Finance Functions. Financial System. Sources of Finance. .
- 2. Capital Structure Theories and Application Aspects.
- 3. Cost of Capital- Measuring cost of specific sources, Cost of Equity, Cost of Debt, Cost of Retained Earnings, Cost of Preference Capital.
- 4. Dividend Policy- Factors determining Dividend, Constraints of paying Dividend, Form of Dividends.
- 5. Financial Institutions and Financial Services.

Suggested Readings:

- 1. Elements of Financial Management- I.M. Pandey.
- 2. Fundamentals of Financial Management-Prasanna Chandra.
- 3. Financial Management-S.C. Kuchhal.
- 4. Management Accounting and Financial Management: Sharma and Gupta
- 5. Financial Management- Khan & Jain.

BBA-233: Business Communication (EFFECTIVE FROM 2012 – 2015 BATCH)

Course Objective:

The objective of this paper is to make students aware of the practical significance of good business communication and help them in acquiring competence in communication style.

- 1 Significance of Communication in Business. Process of Communication. Channels of Communication. Media of Communication. Direction of communication.
- 2 Barriers and Gateways to Communication.
- 3 Oral Communication / Oral Presentation Skills. Public Speaking skills.
- 4 Listening Skills. Non Verbal Communication.
- 5 Business Correspondence.
- 6 Report Writing Skills. Basic Written Communication Skills

Suggested Readings:

- 1. Effective Business Communication- Murphy.
- 2. Business Communication U.S. Rai & S.M. Rai.
- 3. Business Communication Pradhan, Bhende & Thakur.
- 4. Communication Skills N. Rao and R.P. Das

BBA 234: Business Mathematics (EFFECTIVE FROM 2012 – 2015 BATCH)

Course Objective:

The paper aim to give knowledge of mathematical tools and techniques with refrence to business transaction practices.

Suggested Examination Paper Pattern:

Semester exam will be of 70 marks. Section A of practical problems/Cases shall be worth 40 marks. Section B worth of 30 marks will comprise theory questions.

Course Content:

- 1. Average Average in symbols, computation of mean for grouped series, problem based on combined average simple and weighted average, ratio and proportion its type comparison, addition, subtraction of ratio, two or more ratio in a single form, concept and problems based on direct proportion inverse and indirect proportions. Concept and Rules of Percentage Its uses, converting fractions into percentage, problem based on quantity, price mixture, examination, election, decimal fraction, problem related with percentage and ratio average and percentage.
- 2. Concept of Commission Brokerage, del-crede commission, types of agents, calculation of commission relating to sales, rate of commission, relating to brokerage, discount and its types, various formulae and practical, nine values table, concept of profit v/s loss various problems relating to profit and loss calculations.
- 3. Concept of Simple Interest and Compound Interest Problem relating to interest, time, rate, principal and amount, third tenth and tenth rule, various problems related with simple interest and compound interest, methods of calculating compound interest.
- 4. Simultaneous Equations Methods and Practical of simultaneous equations, including method of elimination and cross multiplication containing three unknown quantities, theory and laws of Indices.
- 5. Study of Logarithm Concepts of antilogarithm and mantissa fundamentals, laws of logarithm, finding antilog with the help of antilog table, Matrix and types of matrices, properties of matrices, its arrangements, addition, subtraction and multiplication of matrix.

- 1. Business Calculations Mangal & Singhal
- 2. Commercial Mathematics R. Gupta
- 3. Mathematics and Statistics Goel and Goel
- 4. Business Mathematics Dr. SM Shukla (Hindi Edition)

BBA-241: Marketing Management (EFFECTIVE FROM 2012 – 2015 BATCH)

Course Objective:

The objective of this course is to explain the student the fundamentals of marketing of goods and services.

Course Contents:

- 1. Introduction: Marketing Management Concept, Marketing Management Functions, Marketing Information System.
- 2. Consumer Behaviour: Concept and Importance, factors governing Consumer Behaviour, Decision-making Process in Buying.
- 3. Marketing Research: Concept, Objectives of Marketing Research, types and process of Marketing Research.
- 4. Marketing Mix Element: Products, Distribution, Pricing and Promotion.
- 5. Target Marketing: Market segmentation on different basis, target marketing strategies.

Suggested Readings:

- 1. Marketing Management- Kotler
- 2. Principles of Marketing Management- Kotler and Armstrong
- 3. Marketing Management- S.A. Sherlekar
- 4. Marketing Management- Czinkota and Kotabe

BBA-242: Business Law (EFFECTIVE FROM 2012 – 2015 BATCH)

Course Objective:

The objective of this course is to give basic knowledge of important business & economic laws applicable to Indian Business Houses so that students understand the basic legal framework of business operations.

- 1. The Indian Contract Act 1872, Nature of Contract, Classification, Offers and Acceptance, Free Consent, Consideration, Legality of Objects
- 2. The Sales of Goods Act 1930, Formation of Contract of Sale, goods & their classification, Price, Conditions & Warranties, Transfer of Property in Goods, Unpaid Seller & his Rights.
- 3. The Negotiable Instruments Act, 1881- Definition of Negotiable Instruments, Features, Promissory Note, Bill of Exchange, Cheque, Holder & Holder in due course, Crossing of Cheque, types of crossing, negotiation-dishonour & discharge of negotiable instrument.
- 4. Salient Provisions of the Agency Act.

5. The Consumer Protection Act 1986: salient features, definition of consumer, Grievance Redressal machinery as regards to the Grievances of the customers / consumers.

Suggested Readings:

- 1. Mercantile Law- N.D. Kappor
- 2. Mercantile Law- V.K. Batra & N.K. Kalra
- 3. Mercantile Law- M.C. Shukla.
- 4. Business Law- M.C. Kuchhal.

BBA 243: Cost Administration (EFFECTIVE FROM 2012 – 2015 BATCH)

Suggested Examination Paper Pattern:

Semester exam will be of 70 marks. Section A of practical problems/Cases shall be worth 40 marks. Section B worth of 30 marks will comprise theory questions.

Course Content:

- 1. Role of Cost a/c in Management, Basic Cost Concepts, Elements of Cost, Classification and Absorption of Overheads.
- 2. Output Costing, Preparation of Tender.
- 3. Process Costing (excluding equivalent production)
- 4. Standard Costing, Accounting for Variance.
- 5. Budgetary Control, preparation of various Budgets, Zero Base Budgets.

- 1. Cost Accounting ML Agarwal
- 2. Advance Problems and Solutions in Cost Accounting –SN Maheswari
- 3. Cost Accounting A Bhattacharay
- 4. Cost Accounting NK Agarwal
- 5. Cost and Management Accounting Jain and Narang

BBA – 244: Business Taxation (EFFECTIVE FROM 2012 – 2015 BATCH)

Course Objective:

The objective of this paper is to make the students conversant with the basis provision of Indian income tax, wealth tax and to enable him take busness decisions considering taxation aspects.

Suggested Examination Paper Pattern:

Semester exam will be of 70 marks. Section A of practical problems/Cases shall be worth 40 marks. Section B worth of 30 marks will comprise theory questions.

Course Contents:

- 1. Definitions: Assessment year Section 2(9). Previous year section 3, Person Section 2(31), Assessee. section 2(7) and income section 2(24).
- 2. Residential status and tax incidence. Exempted incomes.
- 3. Income from Salary: Computation of Income under Salary head, Perquisites: valuation of Perquisites.
- 4. Income from Business and Profession: chargeability(section 28)schemes of deduction and allowances (section 30-37). Amounts expressly disallowed (section 40,40A and 43B), deemed profit (section 41) and computation of Income u/s 115.
- 5. Deductions: u/s 80. Tax Deduction at Source and Advance Payment of Tax.

- 1 S Nabhi, Tax Planning, New Delhi, A Nabhi Publication.
- 2 Singhania & Singhania, Students Guide to IT, Taxman Publication, New Delhi
- 3 H C Mehrotra, Income Tax, Agra, Sahitya Bhawan Publication.
- 4 R N Lakhotia, Income Tax Guide, New Delhi, Vision Books

BBA-351: Production and Materials Management (EFFECTIVE FROM 2012 – 2015 BATCH)

Course Objective:

The objective of this paper is to explain the students about mathematical techniques used to develop decision tools for material control and planning.

Course Contents:

- 1. Concepts of Production Management –Nature of production management, integration with other area of the firm ,functions of production manager, organization of production departments.
- 2. Planning—Product selection, process selection, location, layout, material handling capacity, design and job design.
- 3. Planning and control—For mass production, for batch production, for job shop production of projects, net work analysis, PERT and CPM.
- 4. Inventory Control: Basic Concepts. Inventory Control Techniques.
- 5. Materials Management—Purchase management—raw material, stores and capital equipment. Techniques of Inventory Management.

Suggested Readings:

- 1. Production Management—Ahuja, K.K.
- 2. Production Management and Operation Management- K Ashwathappa
- 3. Production & Operation Management—Chunawala & Patel.
- 4. Production & Operations Management—Chary, S.N.
- 5. Production & Operation Management—Everete, Adam, Ronald.
- 6. Material Management—M.M.Verma

BBA - 352: Management Accounting (EFFECTIVE FROM 2012 – 2015 BATCH)

Course Objective:

The objective of this paper is to acquaint the student with the basics concepts and techniques of management accounting to enable them to take rational decisions in the area of accounting.

Suggested Examination Paper Pattern:

Semester exam will be of 70 marks. Section A of practical problems/ cases shall be worth 40 marks. Section B worth of 30 marks will comprise theory questions.

- 1. Nature, Scope, functions and limitations of Management Accounting, Distinction between Financial Accounting and Management Accounting.
- 2. Statement of changes in financial position:- statement of changes in working capital, funds flow statement, cash flow statement.
- 3. Financial Analysis:- Nature of Ratio Analysis, Liquidity ratio, Leverage Ratio, Activity Ratio, Profitability Ratio, Utility and limitations of Ratio Analysis
- 4. Cost Volume-Profit Analysis
- 5. Capital Budgeting

Suggested Readings:

- 1. Elements of Management Accounting- I.M. Pandey
- 2. Principles of Management Accounting S. N. Maheshwari
- 3. Management Accounting Sharma & Gupta
- 4. Management Accounting- M.Y. Khan and P.K. Jain
- 5 Principals of Management Accounting- Man Mohan & S.N. Goyal

BBA 353: Consumer Behaviour (EFFECTIVE FROM 2012 – 2015 BATCH)

Course Objective:

The syllabus is aimed at equipping the students with the knowledge, skills and attitudes as regards to consumer behaviour.

Course Contents:

- Defining Customer Value and Satisfaction. Delivering Customer Value and Satisfaction.
- Influencing Buyer Behaviour: Cultural, Social, Personal, and Psychological Factors. Buying Decision Process.
- Buying Behaviour Models. Buying Behaviour and Marketing Strategy.
- 4 Attracting and Retaining Customers. Measuring Customer Lifetime Value.
 Customer Relationship Management. The Basics of Forming Strong Customer Bonds.
- 5 Business Buying Behaviour: Meaning, System and Participants. Major Group of Factors that have Influence on Buying Decisions.

- 1 Marketing Management: Philip Kotler, Prentice-Hall of India
- 2 Consumer Behaviour: Walters and Paul, McGraw Hill Publishing

BBA - 354: Statistics (EFFECTIVE FROM 2012 – 2015 BATCH)

Course Objectives:

The course is designed to equip the student with statistical techniques, applicable to the solution of business problems. The emphasis will be on application of concepts and tools to make various situations.

Suggested Examination Paper Pattern:

Semester exam will be of 70 marks. Section A of practical problems/Cases shall be worth 40 marks. Section B worth of 30 marks will comprise theory questions.

Course Contents:

- 1. Measures of Central Tendency: Mean, Median, Mode, Weighted Average, Geometric Mean, Harmonic Mean, Percentile and Range.
- 2. Standard Deviation. Mean Deviation. ANOVA
- 3. Correlation Analysis. Regression Analysis.
- 4. Sampling Theory- Objectives and Principles of Sampling, Types of Sampling, Sampling and Non-Sampling Errors.
- 5. Basic Probability Distribution.

- 1. Fundamentals of Statistics D.N. Elhance.
- 2. Introduction to Business and economics Statistics Stockton J.R and Clark C.I.
- 3. Statistical methods Gupta S.P.
- 4. Fundamentals of Statistics: S.C.Gupta
- 5. Statistics Sancheti & Kapoor.

BBA 361: Labour Laws (EFFECTIVE FROM 2012 – 2015 BATCH)

Course Objectives:

The objective of this course is to give the students basic knowledge about industrial laws prevalent in India so that they can learn to take decisions under legal frame work.

Course Contents:

- 1. The Factories Act.
- 2. The Industrial Disputes Act.
- 3. The Payment of Wages Act. The Provident Fund & Misc. Provisions Act, 1952.
- 4. The Industrial Employment (Standing Orders) Act, 1946. The Trade Unions Act, 1926.
- 5. The Payment of Bonus Act, 1965. The Equal remuneration Act, 1976.

Suggested Readings:

- 1. Industrial Law P.L. Malik
- 2. Text book of Industrial law- Chawla R. C. and Gara K.C.
- 3. Elements of Industrial law- Kapoor N.D.
- 4. Industrial relations and labour law- Shrivastava S. C.
- 5. Commercial and Industrial law- Sen and Mitra.
- 6. Labour administration in India- Sharma A. M.

BBA 362: Entrepreneurship Development

(EFFECTIVE FROM 2012 – 2015 BATCH)

Course Objectives:

To prepare the budding entrepreneurs and to provide the students seedbeds of entrepreneurship at the entry level and enhance their entrepreneurial skills.

Course Contents:

- 1. Concept of Entrepreneurship. Process of Entrepreneurship. Significance of Entrepreneurship.
- 2. Entrepreneurship Vs Intrapreneurship. Social Entrepreneurship.
- 3. Who is an Entrepreneur? Characteristics of Individual Entrepreneurs.
- 4. Intentions and Motives of Individuals for Starting up Entrepreneurial Activities.
- 5. Environmental Factors that affect Entrepreneurial Intentions, Start-ups and Success.

Suggested Readings:

Entrepreneurship Development
 Udyamita
 Dr. C. B. Gupta
 Sudha G.S.

- 3. Dynamics of Entrepreneurship development
- & Management :Vasant Desai
- 4. Entrepreneurship Development :G. A. Kaulgud
- 5. Entrepreneurship: Robert d. Hisrich, Michael P. Peters, and Dean A. Shepherd.
- 6. Entrepreneurship: Theory, Process, and Practice: Donald F. Kuratko, and Richard M. Hodgetts.
- 7. Entrepreneurship: New Venture Creation: David H. Holt.

BBA 363: Sales & Advertising Management (EFFECTIVE FROM 2012 – 2015 BATCH)

Course Objective:

The objective of this course is to familiarize the students with concepts, procedures, practices and complexities of Sales Management as well as to explain the students about advertising function and the methods of sales promotion.

Contents:

- 1 Sales Management : Nature of Sales Management. Functions of Sales Manager. Sales Organization. Factors that affect Distribution System.
- 2 An Overview of Supply Chain Management and distribution Logistics. Scientific Method of Advertising, Organization of Advertising Department.
- 3 Media Decisions—Types of Media, Factors that Affect Media Selection.Market Segmentation and Ttargeting Advertising New Product.
- 4 Advertisement Copy Writing and Advertisement Copy Testing. Advertising Research.
- 5 Advertising Agencies- Types and Functions.

- Sales Management Still, Cundiff and Govani, , PHI New Delhi.
- 2 Salesmanship and sales management Sahu and Raut
- 3 Advertising Management—Mahendra Mohan
- 4 Advertising Management : Rajeev Batra
- 5 Foundation of Advertising: Theory and Practices—Chunawala & Sethia

BBA 364: Computer Application(EFFECTIVE FROM 2012 – 2015 BATCH)

Course Objective:

The objective of this course is to familiarize the students with concepts, procedures, practices and complexities of computer application in managing organisation.

Course Content:

- **1.** Information Concepts. Determining the Information Requirement. Computer System: Hard Wares and Soft-Wares. System Analysis and Design.
- **2.** Development and Implementation of the Computer System. Factors of Success and Failure of Computer System in an Organization
- 3. Decision Making Concepts. Decision Support Systems (DSS).
- **4.** Database Concepts. Data and Database Models. Database Design. RDBMS.
- **5.** Enterprise Management System (EMS) and Enterprise Resource Planning System (ERPS). ERPS Implementation.

- 1. Information Systems for Modern Management, Robert G.Murdic, Joel E Ross James R.Clagget PHI, New Delhi.
- 2. Management Information Systems, Gordon B. Davis, M.H. Olson, Prentice Hall, New Jersey.
- 3. Management Oriented Management Information System, Jerome Kanter, PHI, New Delhi.
- 4. Management Information System: W.S. Jawadekar. (Publisher: Tata McGraw-Hill Publishing Company Ltd.)