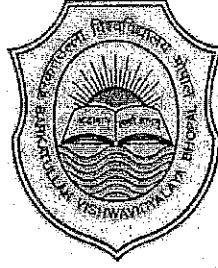


बरकतउल्ला विश्वविद्यालय, भोपाल
Barkatullah University, Bhopal

Course of Studies & Prescribed Books
Approved by Board of Studies in Management



Faculty of Management

BBA

I to VI Semester

Examination 2016-17

प्रकाशक

कुलसचिव

बरकतउल्ला विश्वविद्यालय, भोपाल

2016-17

मूल्य : 50.00

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बरकतउल्ला विश्वविद्यालय, भोपाल
Barkatullah University, Bhopal

Course of Studies & Prescribed Books
Approved by Board of Studies in Management



Faculty of Management
BBA
First Semester
Examination 2016-17

प्रकाशक
कुलसचिव
बरकतउल्ला विश्वविद्यालय, भोपाल

2016-17



BARKATULLAH UNIVERSITY, BHOPAL

B.B.A. COURSE CURRICULUM (w.e.f. Session 2016-17)

Scheme of Examination (from batch admitted in 2016)

Semester –I

| Sub. Code | Subject | Marks |
|-------------|--------------------------------------|-------|
| B - 101 | English Language | 50 |
| B - 102 | Fundamentals of Business Management | 50 |
| B - 103 | Computer Application | 50 |
| B - 104 | Managerial Economics | 50 |
| B - 105 | Introduction to Financial Accounting | 50 |
| Total Marks | | 250 |

Semester –II

| Sub. Code | Subject | Marks |
|-------------|--------------------------|-------|
| B - 106 | Business Communication | 50 |
| B - 107 | Macro Economics | 50 |
| B - 108 | Principles of Management | 50 |
| B - 109 | Business Statistics | 50 |
| B - 110 | Business Environment | 50 |
| Total Marks | | 250 |

Semester –III

| Sub. Code | Subject | Marks |
|-------------|--|-------|
| B - 111 | Marketing Management | 50 |
| B - 112 | Introduction to International Business | 50 |
| B - 113 | Business Organisation | 50 |
| B - 114 | Personnel Management | 50 |
| B - 115 | Financial Management | 50 |
| Total Marks | | 250 |

Semester –IV

| Sub. Code | Subject | Marks |
|-------------|--|-------|
| B - 116 | Business Law | 50 |
| B - 117 | Management Accounting | 50 |
| B - 118 | Research Methodology | 50 |
| B - 119 | Strategic Management & Business Policy | 50 |
| B - 120 | Quantitative Techniques | 50 |
| Total Marks | | 250 |

Semester –V

| Sub. Code | Subject | Marks |
|-------------|-------------------------------------|-------|
| B - 121 | Management Information System | 50 |
| B - 122 | Entrepreneurship | 50 |
| B - 123 | Supply Chain & Logistics Management | 50 |
| B - 124 | Specialization 1 | 50 |
| B - 125 | Specialization 2 | 50 |
| Total Marks | | 250 |

Semester –VI

| Sub. Code | Subject | Marks |
|-------------|-------------------------|-------|
| B - 126 | Business Ethics | 50 |
| B - 127 | E-commerce | 50 |
| B - 128 | Specialization 1 | 50 |
| B - 129 | Specialization 2 | 50 |
| B - 130 | Comprehensive Viva-Voce | 50 |
| Total Marks | | 250 |

Grand Total Marks 1500

- Note: I Students are to choose any two specialization areas out of five viz...
Marketing Management,
Finance, Human Resource, Retail Management and Banking & Financial Services.
- II Out of the two papers of each specialization, the student has to study paper I in Sem. V and paper 2 in Sem. VI
- III Student will be preparing a project report on one of the specialization areas which will be assessed internally by the college and Certificate to that effect will be issued by the college.

SPECIALISATION

| Marketing Management | | | Finance Management | | |
|----------------------|--|---------|--------------------|--|---------|
| Sub. Code | Subject | Sem. | Sub. Code | Subject | Sem. |
| BSM - 1 | Consumer Behaviour & Service Marketing | Sem. V | BSF - 1 | Working Capital Management | Sem. V |
| BSM - 2 | Advertising Management | Sem. VI | BSF - 2 | Investment Analysis & Portfolio Management | Sem. VI |

| Retail Management | | | Human Resource Management | | |
|-------------------|--|---------|---------------------------|---------------------------|---------|
| Sub. Code | Subject | Sem. | Sub. Code | Subject | Sem. |
| BRM - 1 | Principles & Practices of Retail Marketing | Sem. V | BHR - 1 | Human Resource Management | Sem. V |
| BRM - 2 | Retail Operations Management | Sem. VI | BHR - 2 | Training & Development | Sem. VI |

| Banking & Financial Services | | |
|------------------------------|---------------------------------|---------|
| Sub Code | Subject | Sem. |
| BFI - 1 | Marketing of Financial Services | Sem. V |
| BFI - 2 | Financial Institution & Markets | Sem. VI |

Distribution of Marks:

Sem. I - 250 Sem. II - 250 Sem. III - 250
Sem. IV - 250 Sem. V - 250 Sem. VI - 250 **Total Marks - 1500**

Scheme of Examination:

Total Marks: (Internal 15, External 35) = 50 Marks for each paper.

Pattern for External Valuation:

Sec A: (Objective) 5 out of 8 5 X 1 = 5
Sec B: (Short Answer) 3 out of 5 3 X 3 = 9
Sec C: (Essay type & case) 3 out of 5 3 X 7 = 21

SEMESTER-I

| Sub. Code | Subject | Marks |
|----------------------|--------------------------------------|--------------|
| B - 101 | English Language | 50 |
| B - 102 | Fundamentals of Business Management | 50 |
| B - 103 | Computer Application | 50 |
| B - 104 | Managerial Economics | 50 |
| B - 105 | Introduction to Financial Accounting | 50 |
| | Total Marks | 250 |



BARKATULLAH UNIVERSITY, BHOPAL

Paper Code : B-101

Class : BBA
Subject : English Language
Semester : I

Max. Marks : 35

Min. Marks : 14

Course Objectives:

The objective of this course is to improve the competence of the student in basic language skills and to acquaint the students with the working of official English language.

Course Content:

Unit –I Language Content

a) Structural Items :

- Simple, compound and complex sentences.
- Co-ordinate clauses (with, but, or, neither-nor, otherwise, else)
- Sub-ordinate clauses-noun clauses-as subjects, objects and complement.
- Relative clauses (restrictive and non restrictive clauses)
- Adverb clauses (open and hypothetical, conditional: with, because, though, where, so that, as long as, as soon.
- Comparative clauses (as + adjective/adverb + as no soonerthat)

b) Tense:

- Simple present, progressive and present perfect
- Simple past, progressive and past perfect
- Indication of futurity

c) The passive (simple present and past, present and perfect and to infinitive structure)

d) Reported speech :

- Declarative sentences
- Imperatives
- Interrogative-wh-questions, Yes/No questions
- Exclamatory sentences

e) Module (will, shall, would, ought, to have to/ have got to, can-could, may-might and need)

f) Verb structures (infinitive and gerundial)

g) Linking devices

Note :-

The above language items will be introduced to express the following communicative functions:

- a) Seeking and imparting information
- b) Expressing attitudes – Intellectual and emotional
- c) Persuasion and discussion etc.

Unit –II Reading Comprehension:

Adequate practice should be provided in reading with understanding through graded materials prescribed in the text book. Attempt should also be made to expand the learner's vocabulary.

Unit –III Writing Skills:

Graded practice should be provided in the basic skills of composition.

The following forms of composition should also be made to expand the learner's vocabulary.

- i. Paragraph writing (150 words)
- ii. Letter writing (both formal and informal)

Unit –IV Speaking :

Contextualized vocabulary teaching and oral work should be used to strengthen the learners acquiring of the sound distinctions, stress and intonation in English.

SCHEME OF EXAMINATION

Total Marks : (Internal 15, External 35) = 50

Pattern for external valuation:

| | | | | |
|----------|--------------------------------|---|-------|------|
| Sec. A : | (Objective) 5 out on 8 | = | 5 x 1 | = 5 |
| Sec. B : | (Short answers) 3 out on 5 | = | 3 x 3 | = 9 |
| Sec. C : | (Essay type & Case) 3 out on 5 | = | 3 x 7 | = 21 |

Reference Books:

1. The book published by M.P. Hindi Granth Academy is the prescribed book for this syllabus.
2. Wren & Martin : High School English Grammar & Composition



BARKATULLAH UNIVERSITY, BHOPAL

Paper Code : B-102

Class : BBA
Subject : Fundamentals of Business Management
Semester : I

Max. Marks : 35
Min. Marks : 14

Course Objectives:

To help the student to acquire the basic knowledge in concepts and theory of Principles of Management.

Course Content:

Unit –I Concept of Management :

Management thought and thinkers, Robert Owen, F.W. Taylor, Henry Fayol etc. Neo Classical theories, functions and responsibilities of management.

Unit –II Planning :

Objective, Strategies and Policies.

Unit –III Organizing:

The system and process of controlling, control techniques.

Unit –IV Directing, Leadership and Motivation.

Unit –V Controlling:

The system and process of controlling, control techniques.

SCHEME OF EXAMINATION

Total Marks : (Internal 15, External 35) = 50

Pattern for external valuation:

Sec. A : (Objective) 5 out on 8 = 5 x 1 = 5
Sec. B : (Short answers) 3 out on 5 = 3 x 3 = 9
Sec. C : (Essay type & Case) 3 out on 5 = 3 x 7 = 21

Reference Books:

1. Rovwer J.C & Daniel : Management & Practice, John Wiley & Sons
2. Koontz d. & Welhrich : Management, International Student Edn. Tokyo 1980
3. R.D. Agrawal : Organization & Management McGraw Hill, New Delhi.
4. Newman & Warran : The process of Management : Concepts, Behaviour and Practice, P.H.I
5. Diwan & Agrawal : Management, Principle and Practices, Excel Books



BARKATULLAH UNIVERSITY, BHOPAL

Paper Code : B-103

Class : BBA
Subject : Computer Application
Semester : I

Max. Marks : 35

Min. Marks : 14

Course Objectives:

To help the student a future manager – user computer application skills in major application areas.

Course Content:

Unit –I Computer system:

Concepts and characteristics, Basic components of Computer System.

Unit –II Software:

Type of Software System, Software Operating system – Over view and functions.

Unit –III Application software :

Word Processing, Spread Sheet, Presentation Graphics and DTP.

Unit –IV DBMS: Introduction, Purpose of DBMS, Views of Data, Data Models, Types of Database Languages.

Unit –V Network:

LAN, WAN, MAN, Components of LAN, Internet Evolution, Protocols and Interface, E-mail, www, viruses, Antivirus, Antispywares, Fire Wall.

SCHEME OF EXAMINATION

Total Marks : (Internal 15, External 35) = 50

Pattern for external valuation:

Sec. A : (Objective) 5 out on 8 = 5 x 1 = 5

Sec. B : (Short answers) 3 out on 5 = 3 x 3 = 9

Sec. C : (Essay type & Case) 3 out on 5 = 3 x 7 = 21

Reference Books:

1. Texali : PC Software
2. P.K. Sinha : Fundamental of Computer
3. Loen : Fundamentals of Information Technology, Vikas pub.
4. V. Rajaraman : Fundamental of Computers, Prantice Hall
5. Saxena : First Course in Computer, Vikas Pub..
6. S. Jaiswal : Computer Today, Galgotia Publication
7. Dhiraj Sharma : Foundations of IT, Excel Books



BARKATULLAH UNIVERSITY, BHOPAL

Paper Code : B-104

Class : BBA
Subject : Managerial Economics
Semester : I

Max. Marks : 35
Min. Marks : 14

Course Objectives:

The course aims to acquaint the students with micro and macroeconomic fundamentals required for business analysis.

Course Content:

Unit –I Introduction to Economics :

Definition, Curve, Supply curve, Demand & Supply, Equilibrium, Elasticity of Demand.

Unit –II Utility analysis:

Marginal Utility, Indifference Curve, Analysis of Demand, Consumer Surplus.

Unit –III Pricing:

Pricing equilibrium under different market conditions.

Factors of production: Rent, Interest, Wages & Profits, Laws of Production.

Unit –IV National income :

Related concepts, its measurement & analysis.

Public Finance:

Fiscal Policy, Deficit Financing, Public Revenue, Public Expenditure, Central Budget.

Unit –V New Economic Policy:

Liberalisation, Globalization & Privatization.

SCHEME OF EXAMINATION

Total Marks : (Internal 15, External 35) = 50

Pattern for external valuation:

Sec. A : (Objective) 5 out on 8 = 5 x 1 = 5
Sec. B : (Short answers) 3 out on 5 = 3 x 3 = 9
Sec. C : (Essay type & Case) 3 out on 5 = 3 x 7 = 21

Reference Books:

1. M. L. Sharma : Economics
2. M.L. Seth : Principles of Economics
3. Ahuja : Principles of Economics
4. Dutta : Micro Economics
5. K.K. Dewatte : Modern Economic Theory



BARKATULLAH UNIVERSITY, BHOPAL

Paper Code : B-105

Class : BBA
Subject : Introduction to Financial Accounting
Semester : I

Max. Marks : 35

Min. Marks : 14

Course Objectives:

The objective of this course is to familiarise the students with basic concepts and methods in accounting as a practical subject in Business Management.

Course Contents

Unit –I Accounting :

Meaning, Scope & relationship with other functional areas, Book keeping & Accounting.

Unit –II Conceptual Framework of Accounting:

Accounting Principles, Accounting Concepts, Accounting Conventions, Systems of Books Keeping Double entry system of books Keeping, Journal, Ledger & Trial Balance.

Unit –III Depreciation Accounting:

Concept, causes methods of providing depreciation on different assets and depreciation policy.

Unit –IV Final Accounts :

Manufacturing account, Trading account, Profit & Loss account, Balance sheet and Adjustments.

Unit –V Bank Reconciliation Statement:

Objective, Importance & Techniques.

SCHEME OF EXAMINATION

Total Marks : (Internal 15, External 35) = 50

Pattern for external valuation:

Sec. A : (Objective) 5 out on 8 = 5 x 1 = 5

Sec. B : (Short answers) 3 out on 5 = 3 x 3 = 9

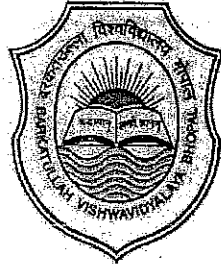
Sec. C : (Essay type & Case) 3 out on 5 = 3 x 7 = 21

Reference Books:

1. T.S Grewal : Double Entry Book Keeping/ Accounting Principles
2. R.L. Gupta : Advance Accountancy
3. Jain & Narang : Elements of Accounting
4. S. N. Maheshwari : Fundamentals of Accounting
5. Shukla, Grewal & Gupta : Advance Accounts

बरकतउल्ला विश्वविद्यालय, भोपाल
Barkatullah University, Bhopal

Course of Studies & Prescribed Books
Approved by Board of Studies in Management



Faculty of Management
BBA
Second Semester
Examination 2016-17

प्रकाशक
कुलसचिव
बरकतउल्ला विश्वविद्यालय, भोपाल

2016-17

SEMESTER-II

| Sub. Code | Subject | Marks |
|----------------------|--------------------------|--------------|
| B - 106 | Business Communication | 50 |
| B - 107 | Macro Economics | 50 |
| B - 108 | Principles of Management | 50 |
| B - 109 | Business Statistics | 50 |
| B - 110 | Business Environment | 50 |
| | Total Marks | 250 |



BARKATULLAH UNIVERSITY, BHOPAL

Paper Code : B-106

Class : BBA
Subject : Business Communication
Semester : II

Max. Marks : 35

Min. Marks : 14

Course Objectives:

The educate the students in the skills of communication so as to help them to interact with the society effectively in their career.

Course Content:

- Unit –I** Communication: Definition, Nature, Importance to manager, communication process and its elements, means of communication and methods, barriers to communication.
- Unit –II** Oral Communication: Speeches for different occasions, guidelines, listening (Problems and guidelines)
- Unit –III** Interview: Process, Guidelines, Group discussions, Conference, Responsibility of chairman and participants.
- Unit –IV** Written Communication : Essentials of good business letters, types of business letters and job applications, Notices, Agenda and Minutes; Press releases, Report writing
- Unit –V** Non Verbal communication: Types, Uses and importance in business communication.

SCHEME OF EXAMINATION

Total Marks : (Internal 15, External 35) = 50

Pattern for external valuation:

Sec.A : (Objective) 5 out on 8 = 5 x 1 = 5
Sec. B : (Short answers) 3 out on 5 = 3 x 3 = 9
Sec. C : (Essay type & Case) 3 out on 5 = 3 x 7 = 21

Reference Books:

1. Merphy & pack : Effective Business communication McGraw Hill
2. Thomas & Howard : A Text Book in applied communication Prentice Hall
3. M.V Rodriques : Business communication
4. K.K. Sinha : Business communication



BARKATULLAH UNIVERSITY, BHOPAL

Paper Code : B-107

Class : BBA
Subject : Macro Economics
Semester : II

Max. Marks : 35
Min. Marks : 14

Course Objectives:

To help the students to acquire basic knowledge of Macro Environment concepts .

Course Content:

- Unit –I** Introduction to Macro Economics: Complete circular flow model, The Production Possibility Frontier (Curve).
- Unit –II** National Income Accounting: Measuring GDP, Measuring national income (expenditures and income approaches)
- Unit –III** The Aggregate Demand and Supply Model: Aggregate demand, supply, and macroeconomic equilibrium, Multiplier, Accelerator, IS-LM model.
- Unit –IV** Economic growth, unemployment, and inflation, The Phillips curve: short run versus long run. Money, Banking, and Monetarism.
- Unit –V** Fiscal Policy, Monetary Policy, International Trade, Exchange Rates, and Balance of Payments

SCHEME OF EXAMINATION

Total Marks : (Internal 15, External 35) = 50

Pattern for external valuation:

Sec.A : (Objective) 5 out on 8 = 5 x 1 = 5
Sec. B : (Short answers) 3 out on 5 = 3 x 3 = 9
Sec. C : (Essay type & Case) 3 out on 5 = 3 x 7 = 21

Reference Books:

1. Dwivedi, D.N. : Macroeconomics: Theory and Policy, Tata McGraw-Hill
2. Rangarajan & Dholakia: Principles of Macroeconomics, Tata McGraw-Hill
3. Gupta, G.S.: Macroeconomics: Theory & Practice , Tata McGraw-Hill
4. Vaishya, M.C. : Macroeconomic theory, Vikas Publishing House



BARKATULLAH UNIVERSITY, BHOPAL

Paper Code : B-108

Class : BBA
Subject : Principles of Management
Semester : II

Max. Marks : 35
Min. Marks : 14

Course Objectives:

To help the students acquire the basic Guidelines and principles of Management.

Course Content:

- Unit –I** Introduction to Management: Meaning & definition of management, Nature & Significance of Management, Management Function, Process, Roles & Skills required by Managers.
- Unit –II** Planning: Meaning and importance of planning, Steps in planning process. Strategic Management Overview and Process, Decision Making: Concept, techniques & importance.
- Unit –III** Organizing: Nature and Purpose, Structure and Process, Departmentation, Span of Control, Line and Staff authority, De-Centralization and Delegation.
- Unit –IV** Staffing: Meaning, Scope, Recruitment, Selection Process, Training.
- Unit –V** Directing & Controlling: Meaning of Leadership: Functions and qualities of leader, Controlling : Requirement of Controlling, Techniques of Controlling: Modern & Traditional.

SCHEME OF EXAMINATION

Total Marks : (Internal 15, External 35) = 50

Pattern for external valuation:

Sec.A : (Objective) 5 out on 8 = 5 x 1 = 5
Sec. B : (Short answers) 3 out on 5 = 3 x 3 = 9
Sec. C : (Essay type & Case) 3 out on 5 = 3 x 7 = 21

Reference Books:

1. Rovwer J. C & Daniel : Management & Practice, Jhon Wiley & Sons
2. Koontz D & Welthrich : Management, International Students Edn. Tokyo 1980
3. R. D. Agrawal : Organization & Management McGraw Hill, New Delhi.
4. Newman & Warran : The process of Management : Concepts, Behaviour and Prctice, P.H.I
5. Diwan & Agrawal : Management, Principle and Practices, Excel Books



BARKATULLAH UNIVERSITY, BHOPAL

Paper Code : B-109

Class : BBA
Subject : Business Statistics
Semester : II

Max. Marks : 35

Min. Marks : 14

Course Objectives:

The Objective of the course is to help the students in understanding the various statistical methods, techniques in Business studies and Analysis/discussion

Course Content:

- Unit –I** Meaning and definition of statistics, statistical investigations; Distrust Laws of statistics, Scopes of statistics, limitation of Statistics.
- Unit –II** Collection of Data, Presentation of data, Frequency distribution, Primary and Secondary Data.
- Unit –III** Measures of Central Tendencies: Mean, Median, Mode, Geometric, Mean, Harmonic mean.
- Unit –IV** Dispersion: Quartile Deviation, Mean Deviation and skewness.
- Unit –V** Correlation Analysis: Karl Pearson's, Spearman's Ranks Correlation, Coefficient of concurrent Deviation

SCHEME OF EXAMINATION

Total Marks : (Internal 15, External 35) = 50

Pattern for external valuation:

| | | | | |
|----------|--------------------------------|---|-------|------|
| Sec.A : | (Objective) 5 out on 8 | = | 5 x 1 | = 5 |
| Sec. B : | (Short answers) 3 out on 5 | = | 3 x 3 | = 9 |
| Sec. C : | (Essay type & Case) 3 out on 5 | = | 3 x 7 | = 21 |

Reference Books:

1. D. N. Elhance : Fundamental of Statistics, KitabMahal, Allahabad
2. S.P. Gupta : Business Statistics, Sultan Chand and Sons, New Delhi.
3. R. S. Bhardwaj : Business Statistics, Excel Books



BARKATULLAH UNIVERSITY, BHOPAL

Paper Code : B-110

Class : BBA
Subject : Business Environment
Semester : II

Max. Marks : 35

Min. Marks : 14

Course Objectives:

The objective of this course is to make the students familiar with the External Environment which affects business activities.

Course Content:

- Unit –I** Nature and Scope of Business Environment, Environmental Analysis – An Input in Strategic Management , National Income Accounting.
- Unit –II** Economic Environment : Industrial Policy of 1991, Economic Reforms, Liberalization, Globalization, and Privatization, Monetary and Fiscal- policy, Economic Reforms, Inflation.
- Unit –III** Technological Environment : Technology and Business Micro Level Problems and Prospects.
- Unit –IV** Political Environment : Changing Role of Government in Shaping Business Environment, Consumer Protection, Social Responsibility of Business.
- Unit –V** International Economic Environment : Foreign Exchange, Balance of Payment, FEMA (Foreign Exchange Management Act.)

SCHEME OF EXAMINATION

Total Marks : (Internal 15, External 35) = 50

Pattern for external valuation:

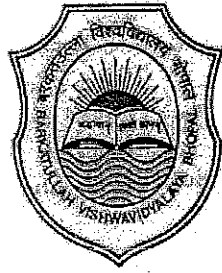
| | | | |
|----------|--------------------------------|---|------------|
| Sec.A : | (Objective) 5 out on 8 | = | 5 x 1 = 5 |
| Sec. B : | (Short answers) 3 out on 5 | = | 3 x 3 = 9 |
| Sec. C : | (Essay type & Case) 3 out on 5 | = | 3 x 7 = 21 |

Reference Books:

1. K. Aswathappa : Business Environment for Strategic Management, Mumbai, Himalaya Publishing House
2. Francis Cherunillam : Business Environment, Mumbai, Himalaya Publishing House,
3. M. Adhikary : Economic Environment of Business, New Delhi, Sultanchand and Sons,
4. Raj Agarwal : Business Environment, Excel Books

बरकतउल्ला विश्वविद्यालय, भोपाल
Barkatullah University, Bhopal

Course of Studies & Prescribed Books
Approved by Board of Studies in Management



Faculty of Management

BBA

Third Semester

Examination 2017-18

प्रकाशक

कुलसचिव

बरकतउल्ला विश्वविद्यालय, भोपाल

2017-18

SEMESTER-III

| Sub. Code | Subject | Marks |
|-----------|--|------------|
| B - 111 | Marketing Management | 50 |
| B - 112 | Introduction to International Business | 50 |
| B - 113 | Business Organisation | 50 |
| B - 114 | Personnel Management | 50 |
| B - 115 | Financial Management | 50 |
| | Total Marks | 250 |



BARKATULLAH UNIVERSITY, BHOPAL

Paper Code : B-111

Class : BBA
Subject : Marketing Management
Semester : III

Max. Marks : 35

Min. Marks : 14

Course Objectives:

The Objectives of this Course is to familiarize the students with the modern marketing concepts, tools and techniques.

Course Content:

- Unit –I** Nature and Scope of Marketing, Management Philosophies, Marketing system and Environment, Consumer Behavior, Decision Making Process in buying.
- Unit –II** Market segmentation, Market targeting and positioning product decisions
- Unit –III** Marketing Mix: Elements of Marketing Mix., Product Mix, Branding and Packaging decision, Promotional mix.
- Unit –IV** Pricing decisions, Methods of Setting prices, Pricing strategies, Channel of Distribution, Marketing channels and agencies
- Unit –V** Marketing research and Marketing information system

SCHEME OF EXAMINATION

Total Marks : (Internal 15, External 35) = 50

Pattern for external valuation:

Sec.A : (Objective) 5 out on 8 = 5 x 1 = 5
Sec. B : (Short answers) 3 out on 5 = 3 x 3 = 9
Sec. C : (Essay type & Case) 3 out on 5 = 3 x 7 = 21

Reference Books:

1. Philip Kotler : Principles of Marketing, Prentice Hall of India
2. William J. Stanton : Fundamentals of Marketing McGraw, New Delhi
3. Ramaswamy and Namkumari : Marketing Management Analysis Planning and Control in Indian Context
4. Rajan Saxena : Marketing Management Tata Mc-Graw Hill



BARKATULLAH UNIVERSITY, BHOPAL

Paper Code : B-112

Class : BBA
Subject : Introduction to International Business
Semester : III

Max. Marks : 35
Min. Marks : 14

Course Objectives:

The primary objective of this course is to acquaint the students to emerging global trends in International business environment.

COURSE CONTENTS:

- Unit – I** International Business : An Overview, Types of International Business, External Environment. The Economic and Political Environment
- Unit – II** Balance of Payments, WTO and its importance for Indian Business, International Monetary Fund (IMF), World Bank (IBRD).
- Unit – III** Exchange rate determination, Fixed and Flexible exchange rate, Convertibility of Rupee and its implication, Foreign Institutional Investors (FII), Foreign Direct Investment (FDI), Euro-Currency.
- Unit – IV** Regional Blocks, Internationalization of Service Firms, Export Management; Joint Ventures and Global Competitiveness.
- Unit – V** Globalization and Human Resource Development; Globalization with Social Responsibility.

SCHEME OF EXAMINATION

Total Marks : (Internal 15, External 35) = 50

Pattern for external valuation:

Sec.A : (Objective) 5 out on 8 = 5 x 1 = 5
Sec. B : (Short answers) 3 out on 5 = 3 x 3 = 9
Sec. C : (Essay type & Case) 3 out on 5 = 3 x 7 = 21

Reference Books:

1. Bhalla, V K and S. Shivaramu: International Business Environmental New Delhi, Anmol Publication
2. Rakesh Mohan Joshi: International Business, Oxford University Press, Chennai.
3. Donald A Ball and others: International Business, India Edition, TATA Mcgraw Hill.
4. S. Shajahan: . International Business , Macmillan India Ltd., Chennai.
5. Justin Paul: International Business, PHI Learning Pvt.Ltd. New Delhi.



BARKATULLAH UNIVERSITY, BHOPAL

Paper Code : B-113

Class : BBA
Subject : Business Organization
Semester : III

Max. Marks : 35

Min. Marks : 14

Course Objectives:

The objective of this course is to help students gain an understanding of formation & functions of Business Organization.

Course Contents

- Unit –I** Business Organization: Nature and Purpose of Business, Economic Activity, Meaning and Objectives, Characteristics of Business, essential of successful Business.
- Unit –II** Forms of Business Organisation: Sole Proprietorship, Partnership Types, Formation, Rights & Duties, Co-ownership, Joint Hindu Family Firm, Joint stock company, cooperative organization
- Unit –III** Promotion of a Company : Formation and Incorporation of a company, capital subscription, Memorandum and Articles of Association, Prospectus, Types of Companies, classification. Exemptions & Privileges of Private Companies.
- Unit –IV** Public Enterprise :Role of Government, Public Corporations, Joint Sector Companies and Public Utilities, Small Business ; Definition, Scope, Govt. Policy, Multinational Corporations and Indian Trasnational Corporations.
- Unit –V** Social Responsibilities of Business: Concept, Business Ethics, Business Values, Social Responsibility of Business in India.

SCHEME OF EXAMINATION

Total Marks : (Internal 15, External 35) = 50

Pattern for external valuation:

Sec. A : (Objective) 5 out on 8 = 5 x 1 = 5
Sec. B : (Short answers) 3 out on 5 = 3 x 3 = 9
Sec. C : (Essay type & Case) 3 out on 5 = 3 x 7 = 21

Reference Books:

1. R. K. Sharma & Shashi K. Gupta : Business Organisation, Kalyani Publication.
2. Chhabra Ankur : A Text Book of Business Organisation Sun India Publication,
3. Jain D. P. : Business Organisation & Management Vrinda Publication
4. Sherlekar : Modern Business Organisation & Management, Himalaya Public House, New Delhi



BARKATULLAH UNIVERSITY, BHOPAL

Paper Code : B-114

Class : BBA
Subject : Personnel Management
Semester : III

Max. Marks : 35

Min. Marks : 14

Course Objectives:

The objectives of this paper is to familiarize the students with dimension of personnel management in the reference to emerging India context.

Course Content:

- Unit –I** Concepts and Function of Personnel Management, Structure and role of personnel management in an organization, Implementation of personnel policies.
- Unit –II** Staffing Policy And Process : Management Planning, Job Analysis, Job Description, Job Specification
- Unit –III** Recruitment, Selection, Induction, Placement, Promotion.
- Unit –IV** Manpower Training and Development : Employee Training, Performance Appraisal.
- Unit –V** Wage and Salary Administration: Job evaluation, Designing Salary structure, Industrial Disputes & Participative Management, Grievance And Grievance Handling Procedures, Disciplinary Action.

SCHEME OF EXAMINATION

Total Marks : (Internal 15, External 35) = 50

Pattern for external valuation:

Sec. A : (Objective) 5 out on 8 = 5 x 1 = 5
Sec. B : (Short answers) 3 out on 5 = 3 x 3 = 9
Sec. C : (Essay type & Case) 3 out on 5 = 3 x 7 = 21

Reference Books:

1. Rustoms Davar : Personnel Management and Industrial Relations, Anil Books, New Delhi.
2. Edwin Philip : Principles of Personnel Management, McGraw Hill, International Book Co. New Delhi.
3. M.S Saiyedhin : Personnel Management, Tata McGraw Hill, New Delhi



BARKATULLAH UNIVERSITY, BHOPAL

Paper Code : B-115

Class : BBA
Subject : Financial Management
Semester : III

Max. Marks : 35

Min. Marks : 14

Course Objectives:

The objective of this paper is to familiarize the students with various tools and techniques in financial decision making and control.

Course Content:

- Unit –I** Financial Management: Meaning, Scope and Objectives, Organizational framework of Financial Management, Relationship of Finance department with other department.
- Unit –II** Capitalization, Capital, Sources of Capital, over and under capitalization, Shareholder's wealth maximization.
- Unit –III** Working Capital management-Basic concept of cash, Inventory and Debtors management, Leverage-Operating and financial- Basic concepts.
- Unit –IV** Capital budgeting-Methods of investment calculation, Payback period, ARR, DCF and IRR.
- Unit –IV** Capital Structure – Theories and concepts, Dividend policy-Gordon and Walter theories, Miller theory, Types of dividend.

SCHEME OF EXAMINATION

Total Marks : (Internal 15, External 35) = 50

Pattern for external valuation:

Sec. A : (Objective) 5 out on 8 = 5 x 1 = 5
Sec. B : (Short answers) 3 out on 5 = 3 x 3 = 9
Sec. C : (Essay type & Case) 3 out on 5 = 3 x 7 = 21

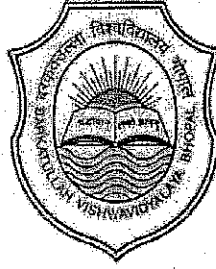
Reference Books:

1. Khan and Jain : Financial Management, Tata McGraw Hill, New Delhi
2. S.C Kucchal : Financial Management, Chaitnya, Pub. House
3. R.K. Sharma and Shashi K. Gupta : Financial Management

बरकतउल्ला विश्वविद्यालय, भोपाल

Barkatullah University, Bhopal

Course of Studies & Prescribed Books
Approved by Board of Studies in Management



Faculty of Management

BBA

Fourth Semester

Examination 2017-18

प्रकाशक

कुलसचिव

बरकतउल्ला विश्वविद्यालय, भोपाल

2017-18

SEMESTER-IV

| Sub. Code | Subject | Marks |
|------------------|--|--------------|
| B - 116 | Business Law | 50 |
| B - 117 | Management Accounting | 50 |
| B - 118 | Research Methodology | 50 |
| B - 119 | Strategic Management & Business Policy | 50 |
| B - 120 | Quantitative Techniques | 50 |
| | Total Marks | 250 |



BARKATULLAH UNIVERSITY, BHOPAL

Paper Code : B-116

Class : BBA
Subject : Business Law
Semester : IV

Max. Marks : 35

Min. Marks : 14

Course Objectives:

The Objective of this course is to provide the basic knowledge of business laws useful in business operation.

Course Content:

- Unit –I** Contract Act: Essentials of valid contract, Capacity to contract, Minors contract, Consent, Performance of the contract.
- Unit –II** Unlawful & Void Agreements, Discharge of contract, Remedies for Breach of contract.
- Unit –III** Bailment, Pledge & Agency
- Unit –IV** Law of sale of Good Act. Conditions & Warranties, Rights of unpaid seller.
- Unit –V** Consumer Protection Act- Basic Provisions, Redressal system, State and National Council.

SCHEME OF EXAMINATION

Total Marks : (Internal 15, External 35) = 50

Pattern for external valuation:

Sec. A : (Objective) 5 out on 8 = 5 x 1 = 5
Sec. B : (Short answers) 3 out on 5 = 3 x 3 = 9
Sec. C : (Essay type & Case) 3 out on 5 = 3 x 7 = 21

Reference Books:

1. N. D. Kapoor : Elements of Mercantile Law
2. R.C. Chawla : Mercantile Law
3. Ashwathapa : Principles of Business Laws
4. R. P. Maheshwari : Business Laws



BARKATULLAH UNIVERSITY, BHOPAL

Paper Code : B-117

Class : BBA
Subject : Management Accounting
Semester : IV

Max. Marks : 35

Min. Marks : 14

Course Objectives:

The purpose of this course is to equip the students with skills to evaluate organization performance, spot inefficiencies, identify area for improvement and opportunity.

Course Content:

- Unit –I** Management Accounting: Meaning, Nature, Scope and functions of Management Accounting, Management Accounting vs. Financial Accounting and Cost Accounting.
- Unit –II** Financial statement: Meaning, Limitations of Financial statements, Objectives and methods of financial statements analysis, Ratio Analysis: Profitability Ratios, Turnover Ratios and Financial ratios.
- Unit –III** Fund flow statement, Cash Flow Statement (As per Indian Accounting Standard-3)
- Unit –IV** Absorption and Marginal Costing Marginal and Differential Costing as a tool for decision making, Make or Buy, change of product mix, Pricing Break even analysis Standard Costing- Basics and Variance analysis.
- Unit –V** Budgetary Control: Meaning of budget and budgetary control, Objectives, Merits and Limitations, Types of budget, Cash budget and Flexible budget, Concept of Management Audit, Management Reports, Types of reports and quality of good report.

SCHEME OF EXAMINATION

Total Marks : (Internal 15, External 35) = 50

Pattern for external valuation:

Sec.A : (Objective) 5 out on 8 = 5 x 1 = 5
Sec. B : (Short answers) 3 out on 5 = 3 x 3 = 9
Sec. C : (Essay type & Case) 3 out on 5 = 3 x 7 = 21

Reference Books:

1. Jain S. P. Naraga K. L. : Management Accounting
2. Shashi Gupta : Management Accounting
3. S. P. Gupta : Management Accounting
4. Mahesh Agrawal Mukesh : Management Accounting
5. Jain Agrawal and Gupta : Management Accounting, R.B.D Jaipur
6. Trivedi, Sharma and Mehta : Management Accounting, Devi Ahilya V.V. Publication



BARKATULLAH UNIVERSITY, BHOPAL

Paper Code : B-118

Class : BBA
Subject : Research Methodology
Semester : IV

Max. Marks : 35

Min. Marks : 14

Course Objectives:

To appraise the student on methodology and methods of Research Studies.

Course Content:

Unit –I Introduction : Concept, Meaning, Definition and importance of research in business

Unit –II Types of Research: Applied research Fundamental research and other types of research.

Unit –III Identification & research problem, deciding Hypothesis, Objectives and methodology, Sampling: concept importance & techniques.

Unit –IV Data Collection: Types of Data, Sources, Primary data collection: questionnaire, schedule, case analysis, interview, census & sampling enquiry.

Unit –V Tabulation, Interpretation & Report writing, Diagrammatic representation of statistical data, Charts, Graphs and Diagrams.

SCHEME OF EXAMINATION

Total Marks : (Internal 15, External 35) = 50

Pattern for external valuation:

Sec. A : (Objective) 5 out on 8 = 5 x 1 = 5

Sec. B : (Short answers) 3 out on 5 = 3 x 3 = 9

Sec. C : (Essay type & Case) 3 out on 5 = 3 x 7 = 21

Reference Books:

1. C. R. Kothari : Research Methodology
2. Sadhu & Singh : Research Methodology in Social Science
3. Dwivedu R. S. : Research Methodology in Behavioral Science
4. Michael V.P. : Research Methodology in Management



BARKATULLAH UNIVERSITY, BHOPAL

Paper Code : B-119

Class : BBA
Subject : Strategic Management and Business Policy
Semester : IV

Max. Marks : 35

Min. Marks : 14

Course Objectives:

To familiarize the students with methods, & techniques of Business Policy & Strategic management

Course Content:

- Unit –I** Introduction to Business Policy & Strategic Management, Nature Importance & Purpose of Business Policy.
- Unit –II** Mission & Purpose, Business Definition & Objectives
- Unit –III** Nature of Strategic Decision Making Approaches And Process Of Strategic Management.
- Unit –IV** SWOT Analysis Environmental appraise, Organizational Appraisal & Selective Factor & process of strategic choice.
- Unit –V** Social Responsibilities & Strategic Management, Corporate Culture Corporate Policies.

SCHEME OF EXAMINATION

Total Marks : (Internal 15, External 35) = 50

Pattern for external valuation:

Sec. A : (Objective) 5 out on 8 = 5 x 1 = 5
Sec. B : (Short answers) 3 out on 5 = 3 x 3 = 9
Sec. C : (Essay type & Case) 3 out on 5 = 3 x 7 = 21

Reference Books:

1. Azhar Kazmi : Business Policy
2. P.K. Ghosh : Business Policy
3. Satish Seth : Corporate Strategy
4. L. M. Prasad : Business Policy & Strategic Management



BARKATULLAH UNIVERSITY, BHOPAL

Paper Code : B-120

Class : BBA
Subject : Quantitative Techniques
Semester : IV

Max. Marks : 35

Min. Marks : 14

Course Objectives:

To teach the student the various statistical techniques to apply them on factual data so that they learn to derive statistical interpretation.

Course Content:

Unit –I Nature and importance of quantitative techniques in statistical data interpretation.

Unit –II Standard deviation, Variation, Covariance.

Unit –III Forecasting: Concept, techniques, advantages, disadvantages, methods.

Unit –IV Time series : Concept, advantages, disadvantages, Methods: simple average method, moving average method, seasonal variation method.

Unit –V Index numbers, simple average method, aggregative Method, Marshall, Fisher Index Number.

SCHEME OF EXAMINATION

Total Marks : (Internal 15, External 35) = 50

Pattern for external valuation:

Sec. A : (Objective) 5 out on 8 = 5 x 1 = 5

Sec. B : (Short answers) 3 out on 5 = 3 x 3 = 9

Sec. C : (Essay type & Case) 3 out on 5 = 3 x 7 = 21

Reference Books:

1. D. N. Elhance : Practical Problems in statistics fundamentals of statistics
2. B. N. Gupta : Statistics
3. S. P. Gupta : Statistics Methods
4. Richard Levin : Statistics for Management
5. Dr. Aditham B. Rao : Quantitative Technique

बरकतउल्ला विश्वविद्यालय, भोपाल
Barkatullah University, Bhopal

Course of Studies & Prescribed Books
Approved by Board of Studies in Management



Faculty of Management
BBA
Fifth Semester
Examination 2018-19

प्रकाशक
कुलसचिव
बरकतउल्ला विश्वविद्यालय, भोपाल

2018-19

SPECIALISATION

| Marketing Management | | | Finance Management | | |
|----------------------|--|---------|--------------------|--|---------|
| Sub. Code | Subject | Sem. | Sub. Code | Subject | Sem. |
| BSM - 1 | Consumer Behaviour & Service Marketing | Sem. V | BSF - 1 | Working Capital Management | Sem. V |
| BSM - 2 | Advertising Management | Sem. VI | BSF - 2 | Investment Analysis & Portfolio Management | Sem. VI |

| Retail Management | | | Human Resource Management | | |
|-------------------|--|---------|---------------------------|---------------------------|---------|
| Sub. Code | Subject | Sem. | Sub. Code | Subject | Sem. |
| BRM - 1 | Principles & Practices of Retail Marketing | Sem. V | BSHR - 1 | Human Resource Management | Sem. V |
| BRM - 2 | Retail Operations Management | Sem. VI | BSHR - 2 | Training & Development | Sem. VI |

| Banking & Financial Services | | |
|------------------------------|---------------------------------|---------|
| Sub Code | Subject | Sem. |
| BFI - 1 | Marketing of Financial Services | Sem. V |
| BFI - 2 | Financial Institution & Markets | Sem. VI |

Distribution of Marks:

Sem. I - 250 Sem. II - 250 Sem. III - 250
 Sem. IV - 250 Sem. V - 250 Sem. VI - 250 **Total Marks - 1500**

Scheme of Examination:

Total Marks: (Internal 15, External 35) = 50 Marks for each paper.

Pattern for External Valuation:

| | | |
|--------|--------------------------------|------------|
| Sec A: | (Objective) 5 out of 8 | 5 X 1 = 5 |
| Sec B: | (Short Answer) 3 out of 5 | 3 X 3 = 9 |
| Sec C: | (Essay type & case) 3 out of 5 | 3 X 7 = 21 |

SEMESTER-V

| Sub. Code | Subject | Marks |
|------------------|-------------------------------------|--------------|
| B - 121 | Management Information System | 50 |
| B - 122 | Entrepreneurship | 50 |
| B - 123 | Supply Chain & Logistics Management | 50 |
| B - 124 | Specialization 1 | 50 |
| B - 125 | Specialization 2 | 50 |
| | Total Marks | 250 |



BARKATULLAH UNIVERSITY, BHOPAL

Paper Code : B-121

Class : BBA
Subject : Management Information System
Semester : V

Max. Marks : 35

Min. Marks : 14

Course Objective:

The objective of this course is to introduce the students to the Management Information Systems and its application in organizations.

Course Content:

- Unit –I** MIS Concept & its utility, Role of computers in MIS, Strategic issues & Corporate Management Information System, Process of MIS Development, Information needs, planning organization & control.
- Unit –II** Preparation of MIS Design, Selection of design document, conversion of Manual MIS into computerized MIS.
- Unit –III** Organisation of Computer its functional units, Introduction to Computer software, Emerging trends in computers, Microcomputer & its application
- Unit –IV** MIS & decision making phases, MIS support to decision making process.
- Unit –V** Implementation of MIS, Its stages & evaluation of the system, maintenance of the system.

SCHEME OF EXAMINATION

Total Marks : (Internal 15, External 35) = 50

Pattern for external valuation:

Sec. A : (Objective) 5 out on 8 = 5 x 1 = 5
Sec. B : (Short answers) 3 out on 5 = 3 x 3 = 9
Sec. C : (Essay type & Case) 3 out on 5 = 3 x 7 = 21

Reference Books:

1. G. Murdic & Joel E. Ross : Information systems for Management
2. P.K. Sinha : Computer Fundamentals



BARKATULLAH UNIVERSITY, BHOPAL

Paper Code : B-122

Class : BBA
Subject : Entrepreneurship
Semester : V

Max. Marks : 35

Min. Marks : 14

Course Objectives:

The objective of this course is to equip students with basic skills in starting their own enterprises.

Course Content:

- Unit –I** Entrepreneurship :Concepts, Characteristics and Functions of Entrepreneur, Types of Entrepreneur Major Entrepreneurial Competencies.
- Unit –II** Project Identification and Formulation: Criteria for selecting a project, Scanning of Business Environment , Steps in Project Formulation and project Evaluation.
- Unit –III** Preparation of Business Plan/ Project Report: Significance, Contents, Formulation, Planning Commission Guidelines for Formulating the Project Report
- Unit –IV** Institutional Finance to Entrepreneurs: Commercial Banks, Financing Institutions (IDBI, IFCI, IRBI, LIC, UTI, SFC, SIDC, SIDBI and EXIM Bank)
- Unit –V** Institutional Support to Entrepreneurs: Needs, National Small Industry Corporation Ltd. (NSIC), Small Industries Development Organization (SIDO), Small Scale Industries Board (SSIB), State small Industries Development Corporation (SSIDC), Small Industries Service Institutes (SISI), Direct Industries Centers (DICs), Industrial Estates.

SCHEME OF EXAMINATION

Total Marks : (Internal 15, External 35) = 50

Pattern for external valuation:

Sec. A : (Objective) 5 out on 8 = 5 x 1 = 5
Sec. B : (Short answers) 3 out on 5 = 3 x 3 = 9
Sec. C : (Essay type & Case) 3 out on 5 = 3 x 7 = 21

Reference Books:

1. S. S Khanka : Entrepreneurial Development, New Delhi, S. Chand and Sons, 2nd Ed. 2000.
2. Vasant Desai : Dynamics of Entrepreneurial Development and Management, Bombay, Himalaya Publishing House, 4th Ed. 2000
3. Entrepreneurship : Centre for Research and Industrial Staff Performance, New Development Delhi, Tata McGraw-Hill, 1998.



BARKATULLAH UNIVERSITY, BHOPAL

Paper Code : B-123

Class : BBA
Subject : Supply Chain and Logistics Management
Semester : V

Max. Marks : 35

Min. Marks : 14

Course Objective:

The objectives of this course are - to make students understand and analyze operations and supply chain management issues in a firm and introduce students to the key activities performed by the logistics function including distribution, transportation, global logistics and inventory control

UNIT I : Development of SCM concepts and Definitions – key decision areas – strategic Supply Chain Management and Key components, Drivers of Change. Supply Chain Strategy and Performance Measures.

UNIT II: Sourcing strategy: Manufacturing management – make or buy decision – capacity management – Materials Management – choice of sources – procurement planning.
Distribution strategy: Network design – Operation and distribution planning – transportation

UNIT III: Inventory Strategy: Demand forecasting – inventory planning – planning of stocking facilities – Warehouse design and operations. Customer Service Strategy: revenue Management. Information Technology in Supply Chain Management

UNIT IV: Logistics Management: Definition, Achievement of competitive advantage through logistics Framework, Role of Logistics management, Integrated Logistics Management- Evolution of the concept, model, process, activities

UNIT V: Outsourcing logistics-Reasons, Third party logistics provider, Fourth party Logistics providers, Stages, Role of logistics providers

SCHEME OF EXAMINATION

Total Marks : (Internal 15, External 35) = 50

Pattern for external valuation:

Sec. A : (Objective) 5 out on 8 = 5 x 1 = 5
Sec. B : (Short answers) 3 out on 5 = 3 x 3 = 9
Sec. C : (Essay type & Case) 3 out on 5 = 3 x 7 = 21

Reference Books:

1. Supply Chain Management: Janat Shah, 2010, Pearson Education,
2. Supply chain Management : Narayan Rangaraj, G. Raghuram, Mandyam Srinivasan, TMH
3. Supply Chain Logistics management: Bowersox D J, Closs D J, Cooper M B, TMH
4. Exploring the Supply Chain: Upendra Kachru , 2010,Excel Books.



BARKATULLAH UNIVERSITY, BHOPAL

Paper Code : BSM - 1

Class : BBA
Subject : Consumer Behaviour and Service Marketing
Semester : V

Max. Marks : 35

Min. Marks : 14

Course Objectives:

The basic objective of this course is to develop an understanding about the consumer decision making process and its applications in marketing function of firms.

Course Content:

- Unit –I** Consumer behavior: Scope and their applications, Consumer's needs and motives, consumer as a perceiver and learner.
- Unit –II** Consumer's influence of personality and attitude on buying behavior : Group dynamics and consumer buying behavior, Reference groups, Personal influence and opinion leadership process.
- Unit –III** Model of consumer decision making process ; Model of consumer behavior family decision making diffusion of innovation.
- Unit –IV** **Service Marketing:** Emergence of service economy & service marketing, Service as marketing entity – characteristics & implications, Service Classifications, Service marketing mix
- Unit –V** Consumer behaviour in services: Customer expectations, Zone of tolerance, Factors influencing customer expectation, Customer perception of services, Strategies for influencing customer perception, Customer satisfaction & relationship marketing

SCHEME OF EXAMINATION

Total Marks : (Internal 15, External 35) = 50

Pattern for external valuation:

Sec. A : (Objective) 5 out on 8 = 5 x 1 = 5
Sec. B : (Short answers) 3 out on 5 = 3 x 3 = 9
Sec. C : (Essay type & Case) 3 out on 5 = 3 x 7 = 21

Reference Books:

1. Sharma, Chouhan, Saini : Cconsumer Behaviour, RBD, Jaipur
2. Loudon , David L : Consumer Behavior, Tata Mc Graw Hil
3. Hoeward, John A and Sheth, Jagdish N. : The Theory of Buyer Behaviour 1969 John Wiley New York
4. Gupta Rampal : Services Marketing, Galgotia Publishing Company, New Delhi
5. Shajahan S : Services Marketing, Himalaya Publishing House, Mumbai



BARKATULLAH UNIVERSITY, BHOPAL

Paper Code : BSF-1

Class : BBA

Subject : Working Capital Management

Semester : V

Max. Marks : 35

Min. Marks : 14

Course Objectives:

To acquaint & equip the students with the conceptual knowledge of Management of working capital.

Course Content:

Unit –I Working capital- Concept, determinates of working capital, Risk- Returns trade off.

Unit –II Cash Management & Marketable Securities, Cash Planning.

Unit –III Credit Management, Optimum Credit Policy.

Unit –IV Inventory Management, Importance & Goals of Inventory Management, Main Techniques of Inventory Management, Selective Inventory Control.

Unit –V Operating Cycle- Concepts, Gross Operation Cycle, Net Operating Cycle Significant.

SCHEME OF EXAMINATION

Total Marks : (Internal 15; External 35) = 50

Pattern for external valuation:

Sec. A: (Objective) 5 out on 8 = 5 x 1 = 5

Sec. B: (Short answers) 3 out on 5 = 3 x 3 = 9

Sec. C: (Essay type & Case) 3 out on 5 = 3 x 7 = 21

Reference Books:

1. S.C Kuchhal : Financial Management, Chaitanya Publishing House Allahabad
2. Khaw& Jain : Financial Management, Tata Mc-G raw Hill New Delhi
3. I. M. Pandey : Financial Management, Vikas Pub. New Delhi
4. BasantRai : QarDorate Financial Management, Tata Mc-G raw Hill New Delhi



BARKATULLAH UNIVERSITY, BHOPAL

Paper Code :BRM - 1

Class : BBA
Subject : Principles and Practices of Retail Marketing
Semester : V

Max. Marks : 35

Min. Marks : 14

Course Objectives:

To enable students to understand the relevance of concepts of marketing in retail management and also realize the importance of customer relationship management in retailing.

Course Content:

UNIT – I Segmentation, Targeting, Positioning and consumer behaviour in retail marketing, pricing policies and techniques.

UNIT – II Merchandise Management, Retail Merchandising, Mercantile, Planning and its process, buying systems, tools used for mercantile functions, evaluating mercantile performance.

UNIT – III Supply chain management in retailing, management of service and quality in retailing.

UNIT – IV Retail Marketing mix, Retail communication mix, Role of advertising, Sales promotion, Public relations and Personal selling in retailing.

UNIT – V Customer relationship management in retailing, building and sustaining relationships in retailing, Servicing the retail customer.

SCHEME OF EXAMINATION

Total Marks : (Internal 15, External 35) = 50

Pattern for external valuation:

Sec. A : (Objective) 5 out on 8 = 5 x 1 = 5

Sec. B : (Short answers) 3 out on 5 = 3 x 3 = 9

Sec. C : (Essay type & Case) 3 out on 5 = 3 x 7 = 21

Reference Books:

1. Retail marketing management : David Gilbert, Pearson Education.
2. Marketing management : Philip Kotler.
3. Retailing : J. Barry Mason and David J. Burns.
4. Retail management : Ronald W. Hasty and James Reardon.



BARKATULLAH UNIVERSITY, BHOPAL

Paper Code : BSHR- 1

Class : BBA

Subject : Human Resource Management

Semester : V

Max. Marks : 35

Min. Marks : 14

Course Objectives: The Objectives of this course is to sensitize students to the various facets of managing people and to create an understanding of the various policies and practices of human resource management.

COURSE CONTENTS:

Unit – I Concepts and Perspectives on Human Resource Management; Human Resource Management in a changing Environment; Corporate Objective and Human Resource Planning;

Unit – II Career and Succession Planning; Job Analysis and Role Description; Methods of Manpower Search; Attracting and Selecting Human Resources.

Unit – III Induction and Socialization; Manpower Training and Development.

Unit – IV Performance Appraisal and Potential Evaluation; Job Evaluation & Wage Determination.

Unit – V Employee Welfare; Industrial Relations & Trade Unions; Dispute Resolution & Grievance Management; Employee Empowerment;

SCHEME OF EXAMINATION

Total Marks : (Internal 15, External 35) = 50

Pattern for external valuation:

Sec. A : (Objective) 5 out on 8 = 5 x 1 = 5

Sec. B : (Short answers) 3 out on 5 = 3 x 3 = 9

Sec. C : (Essay type & Case) 3 out on 5 = 3 x 7 = 21

Reference Books:

1. Aswathappa, K. 'Human Resource and Personnel Management', Tata McGraw-Hill, New Delhi, 1997.
2. Edwin B. Flippo, 'Personnel Management', New York, Mc Grew Hill Book Company, International Edition, 1984.
3. Monappa, A & Saiyadain M. 'Personnel Management', 2nd ed., New Delhi, Tata McGraw-Hill, 1966.
4. Pattnayak, 'Human Resource Management', Prentice Hall of India.
5. Mamoria C.B., 'Personnel Management', Himalaya Publication.
6. R.S. Dwivedi, 'Managing Human Resource', Galgotia Publishing Ltd.



BARKATULLAH UNIVERSITY, BHOPAL

Paper Code :BFI - 1

Class : BBA
Subject : Marketing of Financial Services
Semester : V

Max. Marks : 35

Min. Marks : 14

Course Objectives:

To enable students to appreciate the uniqueness of financial services and the tools and Techniques of Marketing them

Course Content:

- Unit –I** Management of financial services, understanding the financial products, Overview of various financial services in India.
- Unit –II** Insurance-Meaning, advantages, various types of insurance, Financial planning process, Risk management –Strategy to cover risk, introduction to IRDA.
- Unit –III** Mutual funds-Meaning, history and current market scenario –Indian and global, Types of mutual funds, Debt funds and types of Debt schemes, Types of equityfunds/Growth funds, concept of hybrid funds, Mutual funds Vs. Other investments, Fund Structure, Introduction to the role and responsibility of Asset management company, Registrars, custodian, sales distribution channels.
- Unit –IV** Retail bank products-Meaning of banking business, introduction to various bank products Selling bank products, concept of cross selling, Impact of technology on bank marketing.
- Unit –V** Introduction to housing finance, Venture Capital Funds, Merchant banking, Credit cards.

SCHEME OF EXAMINATION

Total Marks : (Internal 15, External 35) = 50

Pattern for external valuation:

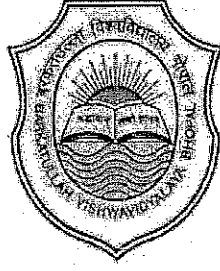
Sec. A : (Objective) 5 out on 8 = 5 x 1 = 5
Sec. B : (Short answers) 3 out on 5 = 3 x 3 = 9
Sec. C : (Essay type & Case) 3 out on 5 = 3 x 7 = 21

Reference Books:

1. Estelami, Hooman. (2012) Marketing Financial Services, Dog-Ear Publishing.
2. Harrison, Tina.(2006) Financial Services Marketing, Financial Times Management, 2nd Ed.
3. Meidan, Arthur.(2010) Marketing Financial Services, Palgrave Macmillan.
4. Pezzullo, M.A. Marketing Financial Services, American Bankers Association
5. Khan, M.Y. (2004) Financial Services, TATA McGrawHill Education.
6. Avadhani, V.A. (2000) Marketing of Financial Services and Markets

बरकतउल्ला विश्वविद्यालय, भोपाल
Barkatullah University, Bhopal

Course of Studies & Prescribed Books
Approved by Board of Studies in Management



Faculty of Management

BBA

Sixth Semester

Examination 2018-19

प्रकाशक

कुलसचिव

बरकतउल्ला विश्वविद्यालय, भोपाल

2018-19

SPECIALISATION

| Marketing Management | | | Finance Management | | |
|----------------------|--|---------|--------------------|--|---------|
| Sub. Code | Subject | Sem. | Sub. Code | Subject | Sem. |
| BSM - 1 | Consumer Behaviour & Service Marketing | Sem. V | BSF - 1 | Working Capital Management | Sem. V |
| BSM - 2 | Advertising Management | Sem. VI | BSF - 2 | Investment Analysis & Portfolio Management | Sem. VI |

| Retail Management | | | Human Resource Management | | |
|-------------------|--|---------|---------------------------|---------------------------|---------|
| Sub. Code | Subject | Sem. | Sub. Code | Subject | Sem. |
| BRM - 1 | Principles & Practices of Retail Marketing | Sem. V | BSHR - 1 | Human Resource Management | Sem. V |
| BRM - 2 | Retail Operations Management | Sem. VI | BSHR - 2 | Training & Development | Sem. VI |

| Banking & Financial Services | | |
|------------------------------|---------------------------------|---------|
| Sub Code | Subject | Sem. |
| BFI - 1 | Marketing of Financial Services | Sem. V |
| BFI - 2 | Financial Institution & Markets | Sem. VI |

Distribution of Marks:

| | | | |
|---------------|---------------|----------------|---------------------------|
| Sem. I - 250 | Sem. II - 250 | Sem. III - 250 | |
| Sem. IV - 250 | Sem. V - 250 | Sem. VI - 250 | Total Marks - 1500 |

Scheme of Examination:

Total Marks: (Internal 15, External 35) = 50 Marks for each paper.

Pattern for External Valuation:

| | | |
|--------|--------------------------------|------------|
| Sec A: | (Objective) 5 out of 8 | 5 X 1 = 5 |
| Sec B: | (Short Answer) 3 out of 5 | 3 X 3 = 9 |
| Sec C: | (Essay type & case) 3 out of 5 | 3 X 7 = 21 |

SEMESTER –VI

| Sub. Code | Subject | Marks |
|------------------|--------------------------|--------------|
| B - 126 | Business Ethics | 50 |
| B - 127 | E-commerce | 50 |
| B -128 | Specialization 1 | 50 |
| B– 129 | Specialization 2 | 50 |
| B –130 | Comprehensive Viva- Voce | 50 |
| | Total Marks | 250 |



BARKATULLAH UNIVERSITY, BHOPAL

Paper Code : B-126

Class : BBA

Subject : Business Ethics

Semester : VI

Max. Marks : 35

Min. Marks : 14

Course Objectives:

The objective of this course is to make the student understand role and purpose of ethics in business and methods of moral reasoning.

- Unit 1:** Business Ethics: The Concept, Nature and Purpose of Ethics, Moral Behavior, Characteristics of Moral Standards, Evolving Ethical Values, Arguments against Business Ethics.
- Unit 2:** Indian Ethos: Work life in Indian Philosophy: Indian ethos for work life, Indian values for the work place, Work-life balance.
- Unit 3:** Ethics & Corporate Excellence: Relationship between Ethics and Corporate Excellence, Corporate Mission Statement, Code of Ethics, Organizational Culture, TQM.
- Unit 4:** Business Ethics and Individual Interest: Interest based Outlook, Impact of Interest on Moral Goals and Moral Principles, Utilitarian Views on Business Ethics, Enlightened Egoism.
- Unit 5:** Duty ethics in the Business Environment: Theories of Virtue: Productive Practices and Team Motivation, Prospects of Virtues in Business Ethics and Management Theory. Corporate Social Responsibility

SCHEME OF EXAMINATION

Total Marks : (Internal 15, External 35) = 50

Pattern for external valuation:

Sec. A : (Objective) 5 out on 8 = 5 x 1 = 5

Sec. B : (Short answers) 3 out on 5 = 3 x 3 = 9

Sec. C : (Essay type & Case) 3 out on 5 = 3 x 7 = 21

Reference Books:

1. A.C Fernando, Business Ethics: An Indian Perspective, Pearson 2009
2. Weiss, Business Ethics concept & cases, 1st edition, 2009, Cengage Learning
3. Velasquez, Business Ethics, Concepts & Cases, 6th edition, 2009, PHI
4. Murthy, Business Ethics, 2009, Himalaya Publishing House



BARKATULLAH UNIVERSITY, BHOPAL

Paper Code : B-127

Class : BBA
Subject : E-commerce
Semester : VI

Max. Marks : 35

Min. Marks : 14

Course Objectives: To develop an understanding of the field of E-Commerce and related terms

Unit I: Introduction- Meaning and concept; Needs and advantages of e-commerce; Types of E-Commerce, Basic requirements of E-commerce.

Unit II: Internet: Concept & evaluation, Characteristics of Internet: email, WWW. Intranet & Extranet, Limitation of internet, Hardware & Software requirement of Internet, searches Engines.

Unit III: The E-Commerce Domain: Customer Relationship Management (CRM), Enterprise Resource Planning (ERP), Supply Chain Management (SCM), E-Procurement, Knowledge Management

Unit IV: Electronic Data Interchange: EDI introduction, networking infrastructure of EDI, functions & Components of EDI File types of EDI.

Unit V: Electronic Payment Systems: E-Cash, e-cheque, credit cards, debit, cards, smart cards, E-Banking, Security issues of e-commerce: Firewall, Encryption; Cyber laws; PKI (Public key infrastructure)

SCHEME OF EXAMINATION

Total Marks : (Internal 15, External 35) = 50

Pattern for external valuation:

| | | | | |
|----------|--------------------------------|---|-------|------|
| Sec. A : | (Objective) 5 out on 8 | = | 5 x 1 | = 5 |
| Sec. B : | (Short answers) 3 out on 5 | = | 3 x 3 | = 9 |
| Sec. C : | (Essay type & Case) 3 out on 5 | = | 3 x 7 | = 21 |

Reference Books:

1. Frontiers of E-Commerce Ravi Kalkota, TMH
2. O, Brien J Management Information System, TMH
3. Oberoi, Sundeep E-Security and You, TMH



BARKATULLAH UNIVERSITY, BHOPAL

Paper Code : BSM-2

Class : BBA
Subject : Advertising Management
Semester : VI

Max. Marks : 35

Min. Marks : 14

Course Objective: The aim of the paper is to acquaint the students with concepts, techniques and applications in Advertising field.

- Unit I** Advertising: Introduction, Scope, importance in business : Role of advertising in social and economic development of India: Ethics and truths in Indian advertising.
- Unit II** Integrated Communication Mix (IMC)-meaning, importance; Communication: meaning, importance, process, communication mix-components, role in Marketing, Branding-meaning, importance in advertising.
- Unit III** Promotional objectives – importance determination of promotional objectives, setting objective DAGMAR; Advertising Budget , importance, establishing the budget-approaches allocation of budget.
- Unit IV** Building of Advertising Programme – Message, Headlines, Copy, Logo, Illustration, Appeal, Layout; Campaign Planning; Media Planning; Budgeting.
- Unit V** Evaluation – Rationale of Testing Opinion and Aptitude Tests, Recognition, Recall, Experimental Designs; Advertising Organisation–Selection Compensation and Appraisal of an Agency; Electronic Media Buying. Advertising campaign

SCHEME OF EXAMINATION

Total Marks : (Internal 15, External 35) = 50

Pattern for external valuation:

Sec. A : (Objective) 5 out on 8 = 5 x 1 = 5
Sec. B : (Short answers) 3 out on 5 = 3 x 3 = 9
Sec. C : (Essay type & Case) 3 out on 5 = 3 x 7 = 21

Reference Books:

1. Advertising and Promotion : George E. Beich & Michael A. Belch. T.M.H.
2. Advertising Management, Concept and Cases Manendra Mohan, TMH
3. Advertising Management Rajeev Batra, PHI



BARKATULLAH UNIVERSITY, BHOPAL

Paper Code : BSF-2

Class : BBA
Subject : Investment Analysis and Portfolio Management
Semester : VI

Max. Marks : 35
Min. Marks : 14

Course Objective:

The aim of this course is to provide a conceptual framework for analysis from an investor's perspective of maximizing return on investment – a sound theoretical base with examples and references related to the Indian financial system.

Course Content:

- Unit –I** Investment alternatives, Securities market, Risk & return, Securities Trading at National & International markets, Market Indices, Intermediaries.
- Unit –II** Investment alternatives-Money market, Debt, Equity, Mutual Fund, Physical Assets-Basics Concepts, Futures and Options.
- Unit –III** Fundamental and Technical analysis-Basics Types, Methods and Practices.
- Unit –IV** Stock and Bond Valuation-Methods and Basic Concept.
- Unit –V** Recent trends in Financial Markets, SEBI and Investor Participation.

SCHEME OF EXAMINATION

Total Marks : (Internal 15, External 35) = 50

Pattern for external valuation:

Sec. A : (Objective) 5 out on 8 = 5 x 1 = 5
Sec. B : (Short answers) 3 out on 5 = 3 x 3 = 9
Sec. C : (Essay type & Case) 3 out on 5 = 3 x 7 = 21

Readings:

1. Bhat, S. 2008. Security Analysis and Portfolio Management. Excel Books, New Delhi.
2. Kevin, S. 2007. Portfolio Management. PHI Learning Private Limited. 2 Ed.
3. Kevin, S. 2008. Security Analysis and Portfolio Management. PHI Learning Private Limited.
4. Fischer & Jordan. 2008. Security Analysis and Portfolio Management. PHI Learning Private Limited. 6 Ed.
5. NIIT 2005. Building a Portfolio—A Career Enhancement Guide. PHI Learning Private Limited.
6. De Grandville. Bond Pricing and Portfolio Analysis. PHI Learning Private Limited.
7. Elton. 2008. Modern portfolio Theory and Investment. Wiley India Pvt Ltd. 7 Ed.
8. Prasanna Chandra. Investment Analysis and Portfolio Management. Tata McGraw-Hill Publishing company Ltd.
9. Pandian. Security Analysis and portfolio Management Vikas Publishing House Pvt Learning Private Limited



BARKATULLAH UNIVERSITY, BHOPAL

Paper Code :BRM - 2

Class : BBA
Subject : Retail Operations Management
Semester : VI

Max. Marks : 35

Min. Marks : 14

Course Objective: To enable students to understand the functioning of retail operations and management of stores by relevant retail strategies.

COURSE CONTENTS :

- UNIT – I** Retail stores operations. Mall management, setting objectives for retailer's performance, Management of retail brand.
- UNIT – II** Retail strategies, Retail marketing strategy, Finance and location strategies for retailing.
- UNIT – III** Market research for retail management, Trading area analysis Research before and after setting up a retail store.
- UNIT – IV** Retail management information system, Information gathering and processing, Application of I.T. to retail management.
- UNIT – V** Financial aspects of retail, Retail audit and measures of performance evaluation.

SCHEME OF EXAMINATION

Total Marks : (Internal 15, External 35) = 50

Pattern for external valuation:

- Sec. A : (Objective) 5 out on 8 = 5 x 1 = 5
- Sec. B : (Short answers) 3 out on 5 = 3 x 3 = 9
- Sec. C : (Essay type & Case) 3 out on 5 = 3 x 7 = 21

Reference Books:

1. Retail management, a Strategic Approach by Berman Barry, Evans Joel R., Pearson Education.
2. Retail management by Michael Levy, Tata McGraw Hills.
3. Retail management by Chetan Bajaj, Rajnish Tuli & Nidhi Shrivastav.
4. Retailing by Robert Lusch, Patrick Dunne, South Western Publishing Co.



BARKATULLAH UNIVERSITY, BHOPAL

Paper Code : BSHR - 2

Class : BBA

Subject : Training and Development

Semester : VI

Max. Marks : 35

Min. Marks : 14

Course Objective: The purpose of this paper is to provide an in-depth understanding of the role of Training in the HRD, and to enable the course participants to manage the Training systems and processes.

COURSE CONTENTS :

UNIT-I Training Process – an overview; Role, Responsibilities and Challenges to Training Managers.

UNIT-II Organization and Management of Training Function; Training Needs Assessment and Action Research.

UNIT-III Instructional Objectives and Lesson Planning; Learning Process; Training Climate and Pedagogy.

UNIT-IV Developing Training Modules; Training Methods and Techniques; Facilities Planning and Training Aids; Training Communication.

UNIT-V Training Evaluation; Training and Development in India.

SCHEME OF EXAMINATION

Total Marks : (Internal 15, External 35) = 50

Pattern for external valuation:

Sec. A : (Objective) 5 out on 8 = 5 x 1 = 5

Sec. B : (Short answers) 3 out on 5 = 3 x 3 = 9

Sec. C : (Essay type & Case) 3 out on 5 = 3 x 7 = 21

Reference Books:

1. Lynton, R Pareek, U., 'Training for Development'. 2nded. New Delhi, Vistaar, 1990
2. Pepper, Allan D., 'Managing the Training and Development Function'. Aldershot, Gower, 1984
3. Rae, L., 'How to Measure Training Effectiveness', Aldershot, Gower, 1986



BARKATULLAH UNIVERSITY, BHOPAL

Paper Code :BFI - 2

Class : BBA
Subject : Financial Institution and Markets
Semester : VI

Max. Marks : 35

Min. Marks : 14

Course Objective: To acquaint the students with the components and structure of Financial Institutions and Markets.

Course Contents

UNIT-I : Introduction and overview of Financial market, Financial Markets and Regulation. Financial system and its technology. SEBI, RBI- functions, Financial Sector Reforms.

UNIT-II : Money Markets, Bond Markets, Foreign exchange market, Pension funds & Mutual Funds, Securities Market, mortgage and derivative market, NBFC's, Insurance Companies.

UNIT-III : Interest rates & its determinants, term structure, interest rates and security valuation, theories of the level and structure of interest rates, Interest rates in India.

UNIT-IV : Risk management in Financial Institutions, Types of risk in FI, Managing risk with Balance sheet, derivative securities, loan sales and securitization.

UNIT-V : International Financing, Global capital markets, the Eurocurrency market, analysis of international financing instruments like syndicated Euro credit, Issuance of euro bonds, Euronotes, Euro equities.

SCHEME OF EXAMINATION

Total Marks : (Internal 15, External 35) = 50

Pattern for external valuation:

| | | | | |
|----------|--------------------------------|---|-------|------|
| Sec. A : | (Objective) 5 out on 8 | = | 5 x 1 | = 5 |
| Sec. B : | (Short answers) 3 out on 5 | = | 3 x 3 | = 9 |
| Sec. C : | (Essay type & Case) 3 out on 5 | = | 3 x 7 | = 21 |

Reference Books:

1. Bhole. 2008. Financial Institutions and Markets. Tata McGraw-Hill Publishing company Ltd. 4 Ed.
2. Saunders. 2008. Financial Markets and Institutions. Tata McGraw-Hill Publishing company Ltd. 3 Ed.
3. Fabozzi. 2007. Capital Mkt: Institutions & Instruments. PHI Learning Private Limited 3 Ed.
4. Gomez. 2008. Financial Mkt, Institutions and Services. PHI Learning Private Limited
5. Sharma, M. 2008. Management of Financial Institutions. PHI Learning Private Limited



BARKATULLAH UNIVERSITY, BHOPAL

Paper Code : B-130
Class : BBA
Subject : Comprehensive Viva-Voce
Semester : VI

Max. Marks : 50
Min. Marks : 20

A Comprehensive Viva-Voce examination shall be conducted through a board comprised of internal and external examiner appointed by the University.