

# **Mata Gujri College**

Fatehgarh Sahib

(An Autonomus College)

Affiliated to Punjabi University, Patiala

Programme Code: BBA

Programme Brochure

(As approved by Academic Council)

**BACHELOR OF BUSINESS ADMINISTRATION**

**(Effective from Academic Year 2023-2024)**

**Approved by Board of Studies on 05 May 2023**

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## **1. Introduction about the Department**

Department of Management Studies of Mata Gujri College, Fatehgarh Sahib was established in 1998. The department is housed in an exclusively designed triple storied structure and has an excellent infrastructure to provide students with necessary requisites to experience maximum learning and development. An exclusive library houses some of the most cherished literature of the corporate world and state-of-the-art class rooms boast of having some of the best learning aids. Classrooms are coupled with modern ICT enabled infrastructure to provide a stimulating academic environment and an effective pedagogy further sets a platform conducive to nurturing the best breed of managerial talent. In order to inculcate the qualities of the effective and efficient Managers, the department leaves no stone unturned to groom the young professionals by educating them in moral values, ethical values, spiritual values, personality development, communication, innovation and creativity which are relevant to the present market situation.

## **2. Introduction about the Bachelor of Business Administration (BBA)**

The Bachelor of Business Administration (BBA) is a unique multidisciplinary programme designed for ambitious students who want to acquire the skills and knowledge needed to shape their career in the field of Business Management and Corporate sector. The BBA program focuses on skill and knowledge required to maximize the potential of students so that they can exploit opportunities in the management profession. The programme covers a wide range of topics such as business management, planning, marketing, finance, entrepreneurship and business communication etc. The program helps the students to enhance their understanding of business fundamentals through applied management concepts and research. Summer training and industrial training are essential part of BBA programme. The main objective of these trainings is to provide on the job experience to the students to give them exposure to corporate environment.

### **Eligibility Conditions:**

1. The student who have not been detained/declared fail or who have not been placed in the UMC category in the eligibility class & whose work and conduct has been declared to be satisfactory & who have passed in the +2 examination from a statutory University/Board or any other examination equivalent there to in any stream will be eligible for the admission.
2. Admission will be made on merit. The college may hold a general entrance test if it receives applications more than the total available seats. The college may conduct a religious test for Sikh applicants.

### **3. Outcome Based Education**

#### **PEO of Bachelor of Business Administration (BBA)**

The program aims are

**PEO 1.** Inculcating in-depth knowledge about various management concepts and functional areas of management in context of business and corporate world.

**PEO 2.** Developing necessary communication, interpersonal, Team work and leadership skills so as to able to take up various responsibilities in Business world.

**PEO 3.** Creating awareness about various social and ethical issues which will enable students to become ethical and responsible towards their Organization, Society and Nation.

**PEO 4.** Making the students recognize and understand the ever changing global retail environment and develop aptitude and ability to adapt to this ever changing environment.

**PEO 5.** Developing entrepreneurial mindset among students and thus start their own business ventures.

#### **POs of Bachelor of Business Administration (BBA)**

After completing undergraduate program in management studies, a student will be able to

**PO 1.** Gain theoretical insight into managerial concepts theories and models

**PO 2.** To apply conceptual knowledge and skills learnt into practical business world

**PO 3.** Achieve higher levels of verbal and non-verbal communication and presentation skills

**PO 4.** Able to demonstrate ethical and professional work style

**PO 5.** Understand the importance and relevance of entrepreneurship and shall be motivated to set up their own ventures

**PO 6.** Develop a foundation for pursuing higher education in the field of management studies

#### **PSOs of Bachelor of Business Administration (BBA)**

**PSO 1.** To make the students understand the dynamic, competitive and complex global business environment.

**PSO 2.** To impart basic and operational knowledge on all functional areas of management making the program convergently unique.

**PSO 3.** To equip the students with theoretical knowledge along with the necessary practical skills for management of business organization.

**PSO 4.** To develop conceptual and analytical abilities required for effective decision making in ever changing business environment.

**PSO 5.** The program intends to train the students to become competent enough for entry level management professionals in business and corporate world.

**PSO 6.** To make the students aware about the corporate social responsibility so that they can contribute towards betterment of society.

**PSO 7.** To sensitize the students about business and professional ethics so that they are able to develop themselves into ethical decision makers.

**PSO 8.** To make the students understand the environmental challenges being faced by the human race and enable them to identify solutions to these challenges.

The Bachelor of Business Administration (BBA) programme is a sensible mix of all functional and operational elements of Business Studies/ Corporate which provide participants with foundational knowledge on different aspects of the administration of a business/ corporate concern. It includes at one end the need to realize why an organization exists while the other shows the new frontiers to which it can be developed.

1. The programme intends to train the students to become competent enough for entry level management professionals in business and corporate.
2. The basic aim of this course is to impart basic and operational knowledge on all functional areas of management makes the programme convergently unique.
3. The core objective of the programme is to make young BBA's a change agent in the society by nurturing values which self declare that "Turn to enterprising serves the society and the nation".
4. This course also analyse the theoretical business knowledge with the practical aspects of Organizational setting and techniques or management.
5. It also determine conceptual and analytical abilities required for effective decision making for business in the current changing environment.
6. With the help of this course students can understand the dynamic and complex business environment.

#### **4. Program Outcomes of Bachelor of Business Administration**

The Bachelor of Business Administration (BBA) programme is a sensible mix of all functional and operational elements of Business studies/ Corporate which provide participants with foundational knowledge on different aspects of the administration of a business/ corporate concern. It includes at one end the need to realize why an organization exists while the other shows the new frontiers to which it can be developed.

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## 5. Ordinances for Bachelor of Business Administration

### (Batch 2023-2024 onward)

B.B.A. is an integrated course comprising of three parts spread over three years. Each part will consist of two semesters. The course of study of B.B.A. shall be divided in six semesters and university examination will be held at the end of every semester in the month of December/ January (for semester I, III & V) and April/ May (for semester II, IV & VI) or Director- Principal of College.

- (i) The amount of Examination/admission fee to be paid by a candidate per semester for the external examinations shall be as prescribed by college management.
- (ii) Last date for the admission forms and fee for the external examination shall be prescribed by Controller Examinations.

2. A candidate will be eligible to join 1<sup>st</sup> semester of B.B.A. course, if he/she has passed +2 examination of Punjab School Education Board, or any other examination recognized as equivalent thereto without reappear.

3. The assessment in the first and second semester of B.B.A. part-I will be 25% internal and 75% external for each paper. The assessment in the 3<sup>rd</sup> and 4<sup>th</sup> semesters of B.B.A. part II will be 25% internal and 75% external for each paper. The assessment in the 5<sup>th</sup> and 6<sup>th</sup> semesters of B.B.A. part III will be 25% internal and 75% external for each paper.

### Internal Assessment 25

Internal Assessment Component	Marks
Mid semester test (Best of Two)	12.5
Assignment/ Quiz/ Presentation/ Co curriculum Activities/ Class Test	5
General Conduct of Students	2.5
Attendance	5
65% to 70% = 1	
70 % to 75% =2	

75% to 80% =3	
80% to 85% =4	
Above 85% = 5	
<b>Total</b>	<b>25</b>

**Note:** If a case comes to notice of the director principal, where the marks awarded by the teacher are on a very high/ lower side, the award will be moderated by the following committee:

- (i) Dean Academics of the college
- (ii) Head, Department of Management Studies
- (iii) If considered necessary, a member can be appointed by the Director – Principal on the recommendation of the Head, Department of Management Studies.

4. The syllabus for the session shall be such as prescribed by the Board of studies from time to time.
5. The medium of instructions and examination will be English or Punjabi.
6. The students would be required to undergo training of four to six weeks after the completion of fourth semester.
7. A candidate must complete and pass the whole course of three years within a maximum of five years from the date of admission in B.B.A. first semester.
8. Semester examination is open only to candidate who:
  - a) Has been on the rolls of the college throughout the academic semester preceding the examination.
  - b) Has his name submitted to Controller Examinations by the head/principal of having attended not less than 75% of the total number of lectures delivered in each paper/ subject and 75% of the periods held in practical/lab work in each paper / subject during the Academic semester. The deficiency in the number of lectures can be condoned for special reasons subject to ordinance framed by subject condonation committee.
9. Subject to fulfillment of requirement of House examinations, the attendance requirements and these ordinances there will be no condition of passing papers for promotion from odd semester to even semester in an Academic Session.
10. To qualify for admission to 2<sup>nd</sup> year of the course, the candidate must have passed 50% of total papers of the two semesters of the 1<sup>st</sup> year. Similarly, to qualify for admission to 3<sup>rd</sup> year of the course, the candidate should have passed 50% of total papers of four semesters of the earlier two years.
11. A candidate placed under reappear in any paper, will be allowed two chances to clear the reappear, which should be availed within consecutive two years/chances i.e. to pass in a paper the candidate will have a total of three chances, one as regular student and two as reappear candidate.
12. The minimum number of marks required to pass each semester examination will be 35% in each paper and 40 % in the aggregate of the semester examination. Provided that in papers with practicals, the percentage shall be required separately in written and practical/lab work. The candidate shall be entitled to grace marks as admissible under the general ordinance relating to the “Award of Grace Marks”.

## Outline of Choice Based Credit System:

1. **Core Course:** A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course.

2. **Elective Course:** Generally a course which can be chosen from a pool of courses and which may be very specific or specialized or advanced or supportive to the discipline/ subject of study or which provides an extended scope or which enables an exposure to some other discipline/subject/domain or nurtures the candidate's proficiency/skill is called an Elective Course.

**Discipline Specific Elective (DSE) Course:** Elective courses may be offered by the main discipline/subject of study is referred to as Discipline Specific Elective.

**Dissertation/Project:** An elective course designed to acquire special/advanced knowledge, such as supplement study/support study to a project work, and a candidate studies such a course on his own with an advisory support by a teacher/faculty member is called dissertation/project. **Project work/Dissertation** is considered as a special course involving application of knowledge in solving / analyzing /exploring a real life situation / difficult problem. A Project/Dissertation work would be of 6 credits. A Project/Dissertation work may be given in lieu of a discipline specific elective paper.

**Generic Elective (GE) Course:** An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is called a Generic Elective.

3. **Ability Enhancement Courses (AEC):** The Ability Enhancement (AE) Courses may be of two kinds: Ability Enhancement Compulsory Courses (AECC) and Skill Enhancement Courses (SEC).

Ability Enhancement Compulsory Courses are the courses based upon the content that leads to Knowledge enhancement;

Skill Enhancement Courses (SEC): These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based knowledge.

- (i) Environmental Science and ii. English/MIL Communication. These are mandatory for all disciplines. SEC courses are value-based and/or skill-based and are aimed at providing hands-on-training, competencies, skills, etc.

4. In assessing the performance of the students in examinations, the usual approach is to award marks based on the examinations conducted at various stages (mid semester tests and final examination) in a semester. To convert these marks to letter grades, absolute grading system is being used to award the grades as per rules of examination branch.

### Grades and Grade Points

Letter Grade	Grade Point
O (Outstanding)	10
A+(Excellent)	9
A(Very Good)	8
B+(Good)	7
B(Above Average)	6
C(Average)	5



P (Pass)	4
F(Fail)	0
Ab (Absent)	0

iii. A student obtaining Grade F shall be considered failed and will be required to reappear in the examination

The grace marks shall be allowed according to the general ordinances relating to 'Award of grace marks'. These ordinances will apply to all the examinations.

- (i) **Division and Position:** Division shall be awarded in the following manner, to the candidates on the basis of their respective CGPA:

CGPA 7.5 or more	1st Division with Distinction
CGPA 6.0 or more but less than 7.5	1st Division
CGPA 5.0 or more but less than 6.0	2nd Division
CGPA 3.5 or more but less than 5.0	3 rd Division
Otherwise	Fail

**Equivalence:** Percentage (P) equivalent to CGPA earned by a candidate may be calculated using the following formula:

$$P = \text{CGPA} \times 10$$

## 5. Scheme of Bachelor of Business Administration (BBA)

### Credit Distribution of BBA

Course	No of Papers	Credits
Ability Enhancement Compulsory Course (AECC)	3	10
Skill Enhancement Course (SEC)	9	14
Core Course	15	60
Discipline Specific Course (DSC)	6	26
Generic Elective (GE)	4	16
<b>Total</b>	<b>36</b>	<b>126</b>

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**MATA GUJRI COLLEGE, FATEHGARH SAHIB**

**BACHELOR OF BUSINESS ADMINISTRATION (BBA IST Year)  
(2023-2024)  
(SEMESTER-I)**

Subject	Paper Code	Title of Paper	Contact Hours Per Week				Examination Scheme Marks			Credits
			L	T	P	Total	Internal	External	Total	
AECC I	EVS-3001	Environment and Road Safety Awareness	2	-	-	2	15	35	50	2
AECC II	ENG-1001	Business Communication	3	-	2	5	25	75	100	4
Core-I	BBA-102	Business Environment	3	-	2	5	25	75	100	4
Core II	BBA- 103	Theory and Practices of Management	3	-	2	5	25	75	100	4
GE	BBA-104	Any one from the List of Generic Electives	3	-	2	5	25	75	100	4
SEC-I	BBA-105	Workshop on Computer Applications	-	-	4	4	50	-	50	2
		<b>Total</b>					<b>165</b>	<b>335</b>	<b>500</b>	<b>20</b>

**(SEMESTER II)**

Subject	Paper Code	Title of Paper	Contact Hours Per Week				Examination Scheme Marks			Credit
			L	T	P	Total	Internal	External	Total	
AECC I	PBI-2002 PBI-2002(A)	Punjabi Compulsory or Basic Punjabi	3	-	2	5	25	75	100	4
Core I	BBA- 202	Organisational Behaviour	3	-	2	5	25	75	100	4
Core II	BBA-203	Business Accounting	3	-	2	5	25	75	100	4
Core III	BBA-204	Principles of Human Resource Management	3	-	2	5	25	75	100	4
GE	BBA-205	Any one from the List of Generic Electives	3	-	2	5	25	75	100	4
SEC-II	BBA-206	Viva-Voce	-	-	-	-	-	50	50	1
	DA-4001	Drug abuse problem, management and prevention (Qualifying Paper)								
		<b>Total</b>					<b>125</b>	<b>425</b>	<b>550</b>	<b>21</b>

**Note:-**

- The minimum number of marks required to pass each semester examination will be 35% in each paper and 40% in the aggregate of the semester examination.

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**BACHELOR OF BUSINESS ADMINISTRATION (BBA 2<sup>nd</sup> Year)  
(2023-2024)  
(SEMESTER-III)**

Subject	Paper Code	Title of Paper	Contact hours per week				Examination scheme marks			Credits
			L	T	P	Total	Internal	External	Total	
Core I	BBA-301	Managerial Economics for Business Decision	3	-	2	5	25	75	100	4
Core II	BBA-302	Principles of Marketing Management	3	-	2	5	25	75	100	4
Core III	BBA-303	Financial Management	3	-	2	5	25	75	100	4
GE	BBA-304	Any one from the List of Generic Electives	3	-	2	5	25	75	100	4
SEC-I	BBA-305	Workshop on Personality Development	-	-	4	4	50	-	50	2
SEC-II	BBA-306	Seminar on Business Environment	-	-	2	2	50	-	50	1
		<b>Total</b>					<b>200</b>	<b>300</b>	<b>500</b>	<b>19</b>

**(SEMESTER IV)**

Subject	Paper Code	Title of Paper	Contact hours per week				Examination scheme marks			Credit
			L	T	P	Total	Internal	External	Total	
Core I	BBA-401	Business Research Methods	3	-	2	5	25	75	100	4
Core II	BBA-402	E-Business	3	-	2	5	25	75	100	4
Core III	BBA-403	Financial Institution and Markets	3	-	2	5	25	75	100	4
GE	BBA-404	Any one from the List of Generic Electives	3	-	2	5	25	75	100	4
DSE-I	BBA-405	Any one from the List of Discipline Specific Electives	3	-	2	5	25	75	100	4
SEC-I	BBA-406	Workshop on Internet and E-Commerce	-	-	4	4	50	-	50	2
SEC-II	BBA-407	Seminar on Business Ethics	-	-	2	2	50	-	50	1
		<b>Total</b>					<b>225</b>	<b>375</b>	<b>600</b>	<b>23</b>

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**BACHELOR OF BUSINESS ADMINISTRATION (BBA 3<sup>rd</sup> Year)  
(2023-2024)  
(SEMESTER-V)**

Subject	Paper Code	Title of Paper	Contact hours per week				Examination Scheme Marks			Credits
			L	T	P	Total	Internal	External	Total	
Core I	BBA-501	Strategic Management	3	-	2	5	25	75	100	4
Core II	BBA- 502	Business Law	3	-	2	5	25	75	100	4
DSE I	BBA-503	Any one from the List of Discipline Specific Electives	3	-	2	5	25	75	100	4
DSE II	BBA-504	Any one from the List of Discipline Specific Electives	3	-	2	5	25	75	100	4
DSE III	BBA-505	Any one from the List of Discipline Specific Electives	3	-	2	5	25	75	100	4
SEC-I	BBA-506	Seminar & Report on Summer Training	-	-	4	4	50	-	50	2
<b>Total</b>							<b>175</b>	<b>375</b>	<b>550</b>	<b>22</b>

**(SEMESTER VI)**

Subject	Paper code	Title of paper	Contact hours per week				Examination Scheme Marks			Credit
			L	T	P	Total	Internal	External	Total	
Core I	BBA- 601	Production and Operation Management	3	-	2	5	25	75	100	4
Core II	BBA-602	Project Management	3	-	2	5	25	75	100	4
DSE I	BBA-603	Any one from the List of Discipline Specific Electives	3	-	2	5	25	75	100	4
DSE II	BBA- 604	Project Report	-	-	-	-	-	100	100	4
SEC-I	BBA-605	Seminar on Project Report	-	-	-	-	50	-	50	2
SEC-II	BBA-606	Viva-Voce on Project Report	-	-	-	-	-	50	50	1
<b>Total</b>							<b>125</b>	<b>375</b>	<b>500</b>	<b>19</b>

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**Session 2023-2024**

**LIST OF DISCIPLINE SPECIFIC ELECTIVE COURSE:** A Student would be free to choose any two DSE group with not more than four subjects from any of the selected groups. The course offers VIII Groups viz. Finance (DSE-I), Marketing (DSE-II), Human Resource Management (DSE-III), Information Technology (DES-IV), Event Management (DSE-V), Media Management (DES-VI)

<b>DSE – I (Finance)</b>	<b>DSE – II (Marketing)</b>	<b>DSE – III (Human Resource Management)</b>	<b>DSE – IV (Information Technology)</b>	<b>DSE – V (Event Management)</b>	<b>DSE – VI (Media Management)</b>
Management Accounting	Advertisement and Sales Management	Career Planning & Management	Search Engine Optimization	Event Planning & Management	Principles of Mass Communication
Income Tax Law & Practice	Services Marketing	Training & Development	E Commerce	Financial Management of Events	Public Relations Management
Stock Market Operations	Rural Marketing	Management of Change	Database Management Systems	Event Resource Management	Media Management
Investment Management	Brand & Product Management	Management of Industrial Relations	Software Engineering	Event Proposal & Marketing	Corporate Communication

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**List of Generic Elective / Interdisciplinary Course  
for  
BBA 1<sup>st</sup> Year (2023-2024)**

<b>Subject Code</b>	<b>Subject Name</b>
<b>BBA-GE (I)</b>	Personality Development and Negotiation Skills
<b>BBA-GE (II)</b>	Entrepreneurship Development
<b>BBA-GE (III)</b>	Universal Human Values
<b>BBA-GE (IV)</b>	Managing Small and Medium Business Enterprises
<b>BBA-GE (V)</b>	Statistics and Optimisation Techniques
<b>BBA-GE (VI)</b>	Organisational Development and Change
<b>BBA-GE (VII)</b>	Insurance Management
<b>BBA-GE (VIII)</b>	India's Diversity & Business
<b>BBA-GE (IX)</b>	Office Management

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# BBA-102 BUSINESS ENVIRONMENT

**Total: 100 Marks**  
**External Evaluation: 75 Marks**  
**Internal Evaluation: 25 Marks**  
**Total Credits: - 4**

**Total Pass marks: 35 Marks**  
**Pass marks in external: 27 Marks**  
**Pass marks in internal: 09 Marks**  
**Total L/T/P: 55**

**Objective:** - To expose the students to the objects & broad framework of business environment within which business operates.

Sr. No.	After Completion of the course, the students shall be able:
1	To understand the concepts related to Business Environment
2	To help the students in understanding different environment which influencing the Business.
3	To provide fundamental knowledge and exposure to the concepts, theories and practices in the field of Public and Private sector in India
4	To familiarize the students with the basic business environment concepts like FERA, MRTP etc
5	To help the students in understanding different government policies related to business environment

## Course Syllabus

### **Unit-I**

Meaning of Business Environment, Factors affecting environment to the business types of environment: Economic Environment: Nature of economy, structure of the economy, economic policies, economic conditions. Political Environment: Economic roles of the government, government and legal environment, economic roles of government of India. Technological Environment: Concept and significance of technological environment, regulation of foreign investment and collaboration. Social Environment: Business and society, business and culture, language, culture and organizational behaviour, other social/cultural factors, social responsibility of business.

### **Unit-II**

Multinational Corporations – Definition, Investment motives, Benefits, Demerits, Recent trends, Multinational in India Introduction, public, Private joint & co-operative sectors, village, small & ancillary industry. Business & Society:- Business & social responsibility, Ecology balance, environmentalist movement, values & ethics in management, Brief intro of stock exchange & its control, FEMA, Monetary & Fiscal Policy.

### **Recommended Texts:**

1. Economic Environment of Business by M. Ashikary.
2. Business Environment by Francis Cherrinulam
3. Indian Economy and Business Environment by T R. Jain

**Note: Latest edition of the books should be used.**

### Instructions

The external paper will carry 75 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 9 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 12 marks. Candidates will be required to attempt all questions from Section III i.e. 9 questions each carrying 3 marks.

# BBA-103 THEORY AND PRACTICE OF MANAGEMENT

**Total: 100 Marks**

**External Evaluation: 75 Marks**

**Internal Evaluation: 25 Marks**

**Total Credits:- 4**

**Total Pass marks: 35 Marks**

**Pass marks in external: 27 Marks**

**Pass marks in internal: 09 Marks**

**Total L/T/P: 55**

**Objective:** - The course aims at providing basic understanding of the concepts, theories and practices in the field of management. It focuses on the basic roles, skills and functions of management, with special attention to managerial responsibility for effective and efficient achievement of goals.

Sr. No.	After Completion of the course, the students shall be able:
1	To understand the concepts related to Management.
2	To help the students in understanding of the functions and responsibilities of managers
3	To demonstrate the roles, skills and functions of management.
4	To help the students to develop cognizance of the importance of management principles
5	To enable them to analyze and understand the environment of the organization

## Course Syllabus

### **Unit-I**

Business: Definition, characteristics, objectives and essentials of a successful business. Types of business: meaning and characteristics. Management: Definition, nature, scope, importance, functions of management and manager, managerial roles and skills. Evolution of management thoughts and Thinkers: Scientific Management Theory, General Administrative Theories, contribution of Elton Mayo. Planning: Nature, scope, objectives and types of plans. Planning process: concept and process of MBO. Decision-Making: Importance, types, process, approaches: logical system approach, contingency approach, quantitative and qualitative approaches and decision- making conditions.

### **Unit-II**

Organizing: nature, types, and significance, process of organising, principles of an organization, span of control. Centralization and Decentralization: concept, their differences, Staffing: Concept, nature, factors influencing and importance of staffing. Controlling: Nature, Areas of Control, Control process, tools and techniques of control. Stress Management: Stress feelings, Sources of Stress: Organisational factors, Individual Factors, Environmental Factors, Types of stress, Stress Management Techniques.

### **Recommended Texts:**

1. Harold Koontz & Heinz Weihrich, Essentials of Management, Tata McGraw Hill
2. Stephen Robbins & Coulter Mary, Management, Pearsons
3. V S P Rao & V H Krishna, Management, Excel Books
4. Heinz Weihrich & Harold Koontz, Management (A Global Perspective), Tata McGraw Hill
5. K Ghuman & Kashwathappa, Manangement, Tata McGraw Hills
6. Richy W.Griffin, Management, AITBS

**Note: Latest edition of the books should be used.**

### Instructions

The external paper will carry 75 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 9 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 12 marks. Candidates will be required to attempt all questions from Section III i.e. 9 questions each carrying 3 marks.



**BBA 105 Workshop on Computer Applications**

**Internal Evaluation: 50**  
**LTP: 45**

**2 Credits**

**Objective:** To provide the foundation skills of office automation techniques using document processing tools and to give an experience needed for creation of professional and academic documents.

**UNIT-I**

**Computer:** Introduction, Functions and Classification of Computer, Overview of Software and Hardware, Input and Output devices,

**Computer Memory:** RAM, ROM, Number system and its Inter Conversion, Application of Computer in various fields

**Introduction to Operating System-**Functions, Working with files and folders, Understanding the control panel, Opening and exiting Windows application, Copying and moving information between windows.

**UNIT-II**

**Office Automation :** Introduction, Today's office, need for office automation, its advantages, disadvantages and office automation tools.

**Word Processing :** Formatting Text, Pages, Lists, Tables, Mail Merge, Web Designing

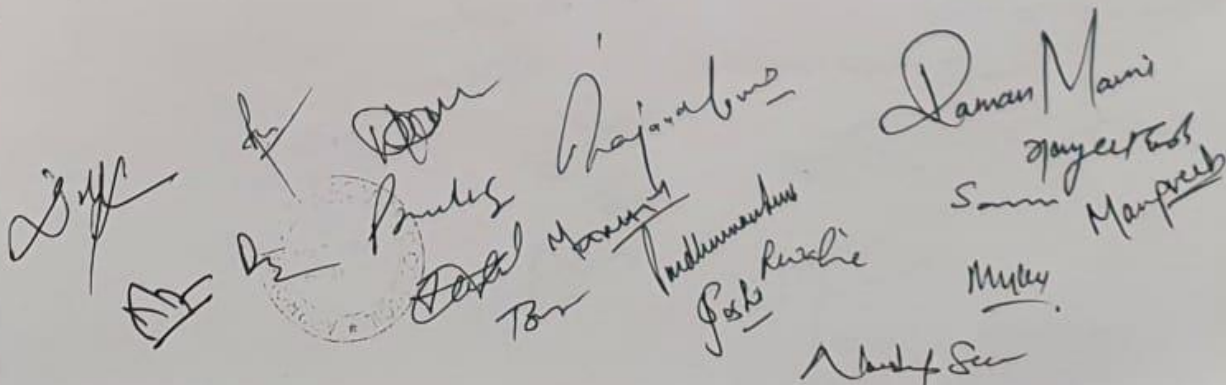
**Spreadsheets:** Worksheets, Formatting data, creating charts and graphs, using formulas and functions, macros, Pivot Table

**Presentation Tools:** Adding and formatting text, pictures, graphic objects, including charts, objects, formatting slides, notes, hand-outs, slideshows, using transitions, animations

**Text Books:**

1. Office the Complete Reference by Stephen L. Nelson
2. Office 2000 Complete by Amy Romanoff and SheryBunnilli
3. P.K. Sinha and P. Sinha, Foundations of Computing, First Edition, 2002, BPB.

Sr. No.	After Completion of the course, the students shall be able:
1	Understanding the concept of input and output devices of Computers
2	Learn the functional units and classify types of computers, how they process information and how individual computers interact with other computing systems and devices.
3	Understand an operating system and its working, and solve common problems related to operating systems
4	Learn basic word processing, Spreadsheet and Presentation Graphics Software skills.



## **BBA-202 ORGANISATIONAL BEHAVIOUR**

**Total: 100 Marks**  
**External Evaluation: 75 Marks**  
**Internal Evaluation: 25 Marks**  
**Total Credits: - 4**

**Total Pass marks: 35 Marks**  
**Pass marks in external: 27 Marks**  
**Pass marks in internal: 09 Marks**  
**Total L/T/P: 55**

**Objective:** - The objective of this course is to learn about the practical aspect of organizational behavior in management.

<b>Sr. No.</b>	<b>After Completion of the course, the students shall be able:</b>
1	To understand the concepts related to Organisational Behaviour
2	To help the students in understanding of personalities and its theories
3	To demonstrate the roles of motivation in employees performance
4	To help the students to develop the leadership skills

### **Course Syllabus**

#### **Unit-I**

Organization Behavior: meaning, scope and importance. Understanding and Managing individual behaviour; Personality: Determinants of personality and theories; Decision-making: Meaning and Process, Learning: Definition & Theories: Trait Behavioral, Situational. Management by Objectives: Meaning and Process.

#### **Unit-II**

Understanding and Managing Group Processes- Interpersonal and Group dynamics, Motivation: Types and Theories: Maslow, Herzberg, McGregor's X and Y Theory. Leadership: concept, nature, styles and theories, difference between leadership & management, leadership development, successful leadership v/s effective leadership. Communication: meaning, Process, types, communication network, barriers, essentials of effective communication system.

#### **Recommended Texts:**

1. L.M. Parsad : Principle and Practice of Management, Sultan Chand & Sons.
2. L.M. Parsad : Organisational Behaviour, Sultan Chand & Sons.
3. Koontz & Wehrich : Essentials of Management, Tata McGraw-Hill.
4. C.B. Gupta : Modern Business Organisation and Management, Sultan Chand & Sons.
5. P.C Tulsian : Business organisation and Management

**Note: Latest edition of the books should be used.**

#### **Instructions**

The external paper will carry 75 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 9 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 12 marks. Candidates will be required to attempt all questions from Section III i.e. 9 questions each carrying 3 marks.

## **BBA-203 BUSINESS ACCOUNTING**

**Total: 100 Marks**

**External Evaluation: 75 Marks**

**Internal Evaluation: 25 Marks**

**Total Credits: - 4**

**Total Pass marks: 35 Marks**

**Pass marks in external: 27 Marks**

**Pass marks in internal: 09 Marks**

**Total L/T/P: 55**

**Objective:** - Objective of the course is to have a general understanding of principles of accounting and its role in business management practices.

<b>Sr. No.</b>	<b>After Completion of the course, the students shall be able:</b>
1	To develop the ability to use the fundamental accounting equation to analyze the effect of business transactions on an organization's accounting records and financial statements
2	Develop the ability to use a basic accounting system to create (record, classify, and summarize) the data needed to solve a variety of business problems.
3	Develop the ability to use accounting concepts, principles, and frameworks to analyze and effectively communicate information to a variety of audiences.
4	To familiarize the students with the depreciation methods applicable in today's business/ Corporate environment.

### **Course Syllabus**

#### **UNIT – I**

Meaning and Scope of Accounting : Need, development and definition of accounting, book keeping and accounting, persons interested in accounting information, Disclosures; Branches of accounting: Objectives of accounting, basic understanding of accounting standards. Accounting transactions: Accounting cycle, Journal, rules of debit and credit: Compound journal entry, opening entry, relationship between journal and ledger: Rules regarding posting, Trial Balance, sub-division of journal.

#### **UNIT-II**

Final accounts: Manufacturing accounting, Trading account, Profit and Loss account; Balance sheet; adjustment entries. Rectification of errors: classification of errors, location of errors, Suspense Account. Depreciation provisions and reserves: concept of depreciation; Causes of depreciation; Depreciation, depletion, amortization and dilapidation; Depreciation accounting; Methods for providing depreciation (Straight line and Written Down value method).

### **Recommended Texts:**

1. Anthony & Reece : Accounting Principles (Richard Irwing Inc.)
2. Shukla and Grewal : Advanced Acocounts (S. Chand & Co.)
3. Monga et al. : Financial Accounting (Mayur Paper Back)
4. Gupta et al.: Financial Accounting (Sultan Chand and Sons)
5. Compendium of Statement and Standards of Accounting: The Institute of Chartered Accountants of India, New Delhi.

**Note: Latest edition of the books should be used.**

### **Instructions**

The external paper will carry 75 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 9 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 12 marks. Candidates will be required to attempt all questions from Section III i.e. 9 questions each carrying 3 marks.

# BBA-204 PRINCIPLES OF HUMAN RESOURCE MANAGEMENT

**Total: 100 Marks**  
**External Evaluation: 75 Marks**  
**Internal Evaluation: 25 Marks**  
**Total Credits: - 4**

**Total Pass marks: 35 Marks**  
**Pass marks in external: 27 Marks**  
**Pass marks in internal: 09 Marks**  
**Total L/T/P: 55**

**Objective:** - The course aims at providing basic understanding of the concepts of human resource management.

<b>Sr. No.</b>	<b>After Completion of the course, the students shall be able:</b>
1	To understand the concepts related to Human resource Management
2	To help the students in understanding different aspect of HRP
3	To provide fundamental knowledge of managing career.
4	To familiarize the students with the basic of Managing Separations

## Course Syllabus

### **UNIT-I**

Human Resource Management (HRM): Meaning, Scope and Objective of HRM, HRM Challenges. Human Resource Planning (HRP): Concept, Need and importance of HRP, Factors affecting HRP, Human Resource Planning Process. Job Analysis: Meaning, Factors affecting Job Design, Various techniques of Job Design. Recruitment: Meaning, Factors governing Recruitment, Recruitment sources and techniques, Problems associated with Recruitment. Selection: Meaning, Process, Selection Tests and Interview, Barriers to effective, selection. Introduction and Orientation: Concepts, Process, Benefits and Problems associated with Induction and Orientation.

### **UNIT-II**

Training: Meaning, process and types, difference between training and development. Managing Careers: Promotion, Meaning, Significance, Promotion Policy, Demotion- Meaning, Reasons. Transfers-Meaning, purpose, types, benefits and problem associated with transfers and policies. Managing Separations: Meaning and Types of Separations. Dispute: Nature, Causes and Settlement of Disputes; Grievances-Nature, Causes and Grievance settlement machinery.

## Recommended Texts:

1. Aswathappa, Human Resource and Personnel Management. New Delhi, TMG-Hill
2. Pattanayak, Biswajeet, Human Resource Management, New Delhi, PHI
3. V S P Rao, Human resource Management, Text and Cases, Excel book, New Delhi
4. Gomez – Meja, et al, Managing Human Resources, Delhi Pearson Education
5. Desller, Gary, Human Resource Management, Delhi, Pearson Education

**Note: Latest edition of the books should be used.**

## Instructions

The external paper will carry 75 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 9 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 12 marks. Candidates will be required to attempt all questions from Section III i.e. 9 questions each carrying 3 marks.

## List of Generic Elective / Interdisciplinary Course for 2023-2024

### BBA-GE (I) PERSONALITY DEVELOPMENT AND NEGOTIATION SKILLS

**Total: 100 Marks**

**External Evaluation: 75 Marks**

**Internal Evaluation: 25 Marks**

**Total Credits: 4**

**Total Pass marks: 35 Marks**

**Pass marks in external: 26 Marks**

**Pass marks in internal: 09 Marks**

**Total L/T/P: 55**

**Objective:** The course is aimed at developing Leadership styles and communication skills that are necessary for successful business negotiations

Sr. No.	After successful completion of this course, the student shall be able to:
1.	Acquaint with different aspects of personality and role of soft skills in personality development.
2.	Understand psychology and success, self-awareness, goals and obstacles, positive thinking, and self-motivation.
3.	Learn the nature, role and tactics of negotiation and its process
4.	Learn about Conflict Resolution Skills.

#### UNIT-I

Introduction to Personality, Personality Development, Types of personality, Dynamics of Personality, Personality Traits, Influences on Personality, Personality Analysis through body language and Individual habits, Physical Aspects of personality, Emotional Stability, Self-awareness, Mind and mental development, Mental Blocks.

#### UNIT – II

Introduction to Negotiation, Nature of Negotiation, Skills required for effective Negotiation, Role of Negotiation in sales, Powerful Negotiation tactics, Analytical Thinking; meaning, importance & its approaches. Conflict Resolution Skills: Seeking Win-Win Solution, Inter-Personal Conflicts: Two Examples, Two Solutions, Types of Conflicts: Becoming A Conflict Resolution Expert, Types of Stress: Self-Awareness About Stress, Regulating Stress: Making The Best out of Stress.

#### Recommended Texts:

1. Introduction to Psychology by Atkinson and Hilgard s, Edward E. Smith , Geoffrey Loftus.
2. Personality Development by Rajiv K. Mishra , Rupa & Co.
3. Stanton, William, J: Fundamentals of Marketing, Tata Mc-Graw-Hill.
4. C.N. Sontaakki : Marketing Management, Himalaya Publishing House Pvt. Ltd.

**Note: Latest edition of the books should be used.**

#### Instructions:

The external paper will carry 75 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 9 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 12 marks. Candidates will be required to attempt all questions from Section III i.e. 9 questions each carrying 3 marks.

## BBA-GE (II) ENTREPRENEURSHIP DEVELOPMENT

**Total: 100 Marks**

**External Evaluation: 75 Marks**

**Internal Evaluation: 25 Marks**

**Total Credits: 4**

**Total Pass marks: 35 Marks**

**Pass marks in external: 26 Marks**

**Pass marks in internal: 09 Marks**

**Total L/T/P: 55**

**Objective:** -The objective of this course is to learn about entrepreneurship and its developmental aspect in India.

Sr. No.	After Completion of the course, the students shall be able to:
1	Have the ability to discern distinct entrepreneurial traits.
2	To know the parameters to assess opportunities and constraints for new business ideas.
3	To Understand the systematic process to select and screen a business idea.
4	To design strategies for successful implementation of ideas and write a business plan.
5	To understand about business venture and practically how to start-up a business.

### Course Syllabus

#### **Unit-I**

Entrepreneurship : Entrepreneurship and Enterprise Importance and relevance of the entrepreneur, Factors influencing entrepreneurship ,Entrepreneur: Introduction to Entrepreneur, Pros and Cons of being an entrepreneur , Challenges of women Entrepreneurs, Types of Entrepreneurs , Characteristics of a successful entrepreneur, Entrepreneurial competencies : Factors affecting entrepreneurial growth , Role of entrepreneur in economic Development, Business Opportunities: Identification of Business Opportunities.

#### **Unit-II**

Business Venture: Concept of Business Venture. The Start-Up Process; Concept, Mobilizing resources for start-up. Basic start-up problems. Micro-Small-Medium (MSME) Enterprise – Definition – Characteristics- Objectives- Advantages- Disadvantages-Role in developing countries- Problems- steps for starting. Government Polices: Government Policies and Formalities in Setting-Up a Unit. Goods & Services act: introduction, characteristics and implementation. Sick Industry: Meaning and definition of a sick industry, Causes of industrial sickness. Preventive and remedial measures for sick industries.

#### **Recommended Texts:**

1. Kanka, S.S.: Entrepreneurial Development, Sultan Chand.
2. Chandra ,Prasanna: Project Planning, Analysis, Selection, Implementation and
3. Desai, Vasanth: Dynamics of Entrepreneurial Development, Himalaya.
4. Gupta, C.B. &Sreenivasan N.P: Entrepreneurial Development, Sultan Chand.
5. Dollinger, Mark. J: Entrepreneurship – Strategies and Resources, Pearson Edition.
6. Pareek ,Udai and Rao ,T.V:Developing Entrepreneurship

**Note: Latest edition of the books should be used.**

#### **Instructions:**

The external paper will carry 75 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 9 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 12 marks. Candidates will be required to attempt all questions from Section III i.e. 9 questions each carrying 3 marks.

## BBA-GE (III) UNIVERSAL HUMAN VALUES

**Total: 100 Marks**

**External Evaluation: 75 Marks**

**Internal Evaluation: 25 Marks**

**Total Credits: 4**

**Total Pass marks: 35 Marks**

**Pass marks in external: 26 Marks**

**Pass marks in internal: 09 Marks**

**Total L/T/P: 55**

**Objective:** -The objective of this course is to explore the emergence of Communication strategies in business.

Sr. No.	After Completion of the course, the students shall be able to:
1	To understand the importance of value in one's life
2	To understand the concept of I and Myself.
3	To understand the need of self and body
4	To know the harmony in the family and society

### Course Syllabus

#### **Unit-I**

Course Introduction - Need, Basic Guidelines, Content and Process for Value Education. Understanding the need, basic guidelines, content and process for Value Education. Self Exploration-what is it? - its content and process; 'Natural Acceptance' and Experiential Validation- as the mechanism for self exploration. Continuous Happiness and Prosperity- A look at basic Human Aspirations. Right understanding, Relationship and Physical Facilities- the basic requirements for fulfillment of aspirations of every human being with their correct priority. Method to fulfill the above human aspirations: understanding and living in harmony at various levels.

#### **Unit-II**

Understanding Harmony in the Human Being - Harmony in Myself!. Understanding human being as a co-existence of the sentient 'I' and the material 'Body'. Understanding the needs of Self ('I') and 'Body' - Sukh and Suvidha. Understanding the characteristics and activities of 'I' and harmony in 'I'. Understanding the harmony of I with the Body: Sanyam and Swasthya; correct appraisal of Physical needs, meaning of Prosperity in detail Communication budget, measuring communication effectiveness, ethical issues in corporate communication, managing and co-ordinating integrated marketing communication. Understanding Harmony in the Family and Society- Harmony in Human Relationship. Understanding Harmony in the Nature and Existence - Whole existence as Co-existence

#### **Recommended Texts:**

1. PL Dhar, RR Gaur, 1990, Science and Humanism, Commonwealth Publishers.
2. Sussan George, 1976, How the Other Half Dies, Penguin Press. Reprinted 1986, 1991
3. Ivan Illich, 1974, Energy & Equity, The Trinity Press, Worcester, and HarperCollins, USA
4. Donella H. Meadows, Dennis L. Meadows, Jorgen Randers, William W. Behrens III, 1972, limits to Growth, Club of Rome's Report, Universe Books.
5. Subhas Palekar, 2000, How to practice Natural Farming, Pracheen(Vaidik) Krishi Tantra Shodh, Amravati.

**Note: Latest edition of the books should be used.**

#### **Instructions:**

The external paper will carry 75 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 9 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 12 marks. Candidates will be required to attempt all questions from Section III i.e. 9 questions each carrying 3 marks.

# BBA-GE (IV) MANAGING SMALL AND MEDIUM BUSINESS ENTERPRISES

**Total: 100 Marks**

**External Evaluation: 75 Marks**

**Internal Evaluation: 25 Marks**

**Total Credits: 4**

**Total Pass marks: 35 Marks**

**Pass marks in external: 26 Marks**

**Pass marks in internal: 09 Marks**

**Total L/T/P: 55**

**Objective:** - The objective of this course is to teach about the importance and management of small and medium business firms.

Sr. No.	After Completion of the course, the students shall be able to:
1	Understand the importance of defining the right strategy for the SME in a fast-changing world and to apply specific tools, models and processes.
2	Understand the importance of the three Pillars for Success: Strategy - Execution - HR and to assess their effectiveness at specific case studies.
3	Understand the Opportunities and Risks of Internationalisation and Strategic Options for accessing global markets.
4	Understand the importance of values at an SME for their sustainability and their innovation capacity.
5	The students will learn to discuss complex management situations based on knowledge and facts and respect for different opinions.
6	Know about the Problems of SMEs and prospects, Causes and Symptoms of sickness and how govt. policies can help in revival of sickness and remedial measures.

## Course Syllabus

### Unit-I

Understanding Ownership Structure: Definition of small scale, medium scale and large scale enterprises, role for SME's, Setting up of a small Business Enterprise-; Rationale for Small & medium enterprise; of small enterprises in economic development, policies governing SMEs, Steps in setting up a small unit, Sources of finance Objective; Scope; Role of SME in Economic Development of India, Opportunity: Identifying business opportunity in various sectors, Registration: SME Registration; NOC from Pollution Board; machinery and equipment selection.

### Unit-II

Institutional Supporting Small Business-Central / State level Institution, Preparation of a Business Plan – Elements of a Business Plan, Kinds of Business plans and overview of different aspects Report: project report preparation; project planning and scheduling using networking techniques of PERT / CPM; Methods of Project Appraisal Social Entrepreneurship-Definition, importance and social responsibilities-NGOs SME: Problems of SMEs and prospects, Causes and Symptoms of sickness – cures of sickness, Govt. policies on revival of sickness and remedial measures, Turnaround strategies for SMEs, SWOT analysis.

### Recommended Texts:

1. Vasant, Desai; Entrepreneurship, Himalaya Publishing House
2. I.M.Pandey, Venture Capital –The Indian Experience, Prentice Hall of India.
3. B.C.Tandon, Environment and Entrepreneur; Chug Publications, Allahabad.
4. Siner A david: Entrepreneurial Megabuks; John Wiley and Sons, New York.

**Note: Latest edition of the books should be used.**

### Instructions:

The external paper will carry 75 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprise of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 9 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 12 marks. Candidates will be required to attempt all questions from Section III i.e. 9 questions each carrying 3 marks.



# BBA - GE (V) Statistics and Optimisation Techniques

**Total: 100 Marks**  
**External Evaluation: 75 Marks**  
**Internal Evaluation: 25 Marks**  
**Total Credits: 4**

**Total Pass marks: 3 Marks**  
**Pass marks in external: 26 Marks**  
**Pass marks in internal: 09 Marks**  
**Total L/T/P: 55**

**Objective:** The objective of this course is to acquaint the students with mathematical sciences and learn how to apply this knowledge in areas relevant to business and finance. This subject also helps students develop their competence and confidence in formulating and solving optimisation problems.

Sr. No	Course Outcome
1	Identify situations in which management science can be used effectively to aid managerial decision-making and planning.
2	Select and apply appropriate techniques to solve particular optimisation problems.
3	Develop analytical skills in applying a scientific approach to structure and solve managerial problems.
4	Develop quantitative skills in using a range of optimization techniques.

## Course Syllabus

### UNIT- I

Statistics: Meaning, Definition, features, importance, functions, scope and Limitations. Measure of Central Tendency: Mean, Median, Mode and Quartiles. Measures of Dispersion: Range, Quartile Deviation, Mean Deviation and Standard Deviation. Correlation Analysis: Introduction, Types of Correlation, Measurement of Correlation: Karl Pearson's Coefficient of Correlation, Spearman's Rank Correlation.

### UNIT- II

Basics of Operation Research: Definition, characteristics, phases, scope and limitations of OR. Transportation Problems: Concepts, Methods of Finding Feasible Solutions (N-W Corner Rule, Least Cost Cell, Vogel's Approximation Method), Optimality Tests – Stepping Stone Method and Modified Distribution Method. Assignment Problems: Concepts, Hungarian Technique, Unbalanced Problems, Maximization Problems.

## Recommended Texts:

1. Baruah, Srinath, Basic Mathematics and its Application in Economics, Macmillan India Ltd.
2. Hillier, Fredrick S. and Lieberman, Gerald J., Operations Research, Tata McGraw Hill.
3. Anderson, Sweeney, Williams, An Introduction to Management Science: Quantitative
4. Approach to Decision Making, South Western Cengage Learning. Swarup, K., Gupta, P. K. and Mohan, M., Operations Research, Sultan Chand & Sons.

**Note: Latest edition of the books should be used.**

## Instructions:

The external paper will carry 75 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprise of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 9 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 12 marks. Candidates will be required to attempt all questions from Section III i.e. 9 questions each carrying 3 marks.

# BBA-GE (VI) ORGANISATIONAL DEVELOPMENT AND CHANGE

**Total: 100 Marks**

**External Evaluation: 75 Marks**

**Internal Evaluation: 25 Marks**

**Total Credits: 4**

**Total Pass marks: 35 Marks**

**Pass marks in external: 26 Marks**

**Pass marks in internal: 09 Marks**

**Total L/T/P: 55**

**Objective:** the objective of the subject is to develop understanding of organization change and illustrate theories of planned change, their relevant foundations, strengths and weaknesses.

Sr. No.	After successful completion of this course , the students shall be able to
1	Facilitate Organizational Change; and apply diagnostic models and concepts to change issues at the organizational, group and individual levels.
2	Understand concepts related to system theory, Action Research and Models,
3	Examine various issues in the relationship between Client and Consultant Relationship.
4	Understand the role of various Intervention strategies in Organizational Development.

## UNIT-I

Organisational Change: Forces of Change, Importance of Change, Nature of Change, Process Of Organisational Change, Resistance to Change, Managerial Options for Implementing Change, Guidelines Facilitating Change. Organisational Effectiveness and Excellence. Organisational Change Management: Management Organisational Change, Leadership and Organisational Change, Technology Management, Attitude Measurement for Change, Organisational Culture and Change, TQM Practices and Organisational Change, Knowledge Management and Change. Introduction to Organisational Development: Need, Assumptions, Issues, and Future Of OD: Models and Theories and Planned Change. Process of OD, Issues in Consultant-Client Relationship.

## UNIT-II

OD Interventions: Definition, Classification and Selection of OD Interventions, Approaches and Models, Planning Interventions; Human Resource Management Intervention, Team Interventions; Human Process Interventions, Technical Interventions. Inter Group and Third Party Peace Making Interventions, Comprehensive Interventions, Structural Interventions, Personal Interventions, Strategic Change Interventions, Research on OD.

### Recommended Texts

- Thomas G. Cummings and Christopher G. Worley, Organization Development and Change, Thomson South-Western.
- Nilakant V, Managing Organisational Change, Sage Publications Chennai.
- Abad, Ahmed, Developing Effective Organization, Sri Ram Centre for Industrial Relations, New Delhi.
- French, Bell, Vohra, Organization Development, Pearson Publication.
- Burke Warner, Organization Change, Sage Publications.
- Anderson Donald, Organization Development, Sage Publications.

**Note: Latest edition of the books should be used.**

### Instructions

The external paper will carry 75 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 9 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 12 marks. Candidates will be required to attempt all questions from Section III i.e. 9 questions each carrying 3 marks.

## BBA-GE (VII) INSURANCE MANAGEMENT

**Total: 100 Marks**  
**External Evaluation: 75 Marks**  
**Internal Evaluation: 25 Marks**  
**Total Credits: 4**

**Total Pass marks: 35 Marks**  
**Pass marks in external: 26 Marks**  
**Pass marks in internal: 09 Marks**  
**Total L/T/P: 55**

**Objective:** -The course designed will appraise the students regarding the new trends in insurance management and its importance in every sector.

Sr. No.	After Completion of the course, the students shall be able to:
1	Students are able to perform risk management review for individuals and organizations.
2	Students are able to evaluate the use of insurance contracts in employee benefit programs.
3	Students are able to describe the insurance market, market participants, and roles of market participants.
4	Students are able to evaluate the methods utilized by insurance carriers to manage their underwriting risk.
5	Students can demonstrate their knowledge of the three critical functions of an insurer: marketing, underwriting, and claim settlement.

### Course Syllabus

#### **Unit-I**

Introduction to risk insurance, risk and treatment of risk. Recent changes in Insurance Sector, The Structure and operation of the insurance business: Insurance contract fundamentals, underwriting, rating, reinsurance and other functions. Working of GIC in India: Types of risk assumed and specific policies and ECGC. Health Insurance: Individual health insurance. Group health Insurance, insurance marketing/ insurance claim settlement. Motor insurance. Multi-line and All -Line Insurance such as Rural insurance etc.

#### **Unit-II**

Introduction: Need for security against: economic difficulties; Risk and uncertainty; individual Value system; Individual life insurance, Nature and use of life insurance; important life insurance policies issued by the Life Insurance Corporation of India, ICICI Prudential, HDFC Standard; Life Insurance annuities. Important legal Provisions and judicial pronouncements in India. Life Insurance Salesmanship: Rules of agency: Essential qualities of an ideal insurance salesman.

#### **Recommended Texts:**

1. General Insurance by Bickhaupt and Magee published by Richard D. Irwin, Inc., Homewood, Illinois, Irwin-Dorsey Limited, Georgetown, Ontario
2. Gupta, O.S., Life Insurance, Frank Brothers, New Delhi.
3. Mishra, M.N., Insurance Principles and Practices, Delhi, Vikas Publishing House.

**Note: Latest edition of the books should be used.**

#### **Instructions:**

The external paper will carry 75 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 9 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 12 marks. Candidates will be required to attempt all questions from Section III i.e. 9 questions each carrying 3 marks.

# BBA-GE (VIII) INDIA'S DIVERSITY & BUSINESS

**Total: 100 Marks**

**External Evaluation: 75 Marks**

**Internal Evaluation: 25 Marks**

**Total Credits: 4**

**Objective:** - To learn about the India's diversity and business psychology of Indians.

**Total Pass marks: 35 Marks**

**Pass marks in external: 26 Marks**

**Pass marks in internal: 09 Marks**

**Total L/T/P: 55**

Sr. No.	After Completion of the course, the students shall be able to:
1	Gain a heightened understanding of and appreciation for Indian Peoples, their sovereign status, along with their cultural, spiritual, aesthetic, literary, philosophical, social/family, political, and economic/subsistence expressions, and, as well as the diversity of those expressions within the contemporary world. Each tribal community is to be appreciated for its uniqueness and individuality.
2	Learn about the unique cultural traditions and world view, as well as realize the common threads of our shared humanity, transcending the cultural differences between Indian and non-Indian communities, and between Indian communities.
3	Explore within themselves and articulate how they are going to apply the knowledge and skills gained from this major field of study and this course to "make a difference" and provide a positive contribution to the quality of life of others within your own family and community.
4	They can find Linkages between Diversity and India's Socio-economic challenges.

## Course Syllabus

### UNIT-I

Challenges and dilemmas posed by diversity and drive for homogenization; Sources of dilemma and tension—immigration, competition for limited resources. Regional bases of India's diversity: regional approach to understanding diversity in terms of India's topography, drainage, soil, climate, natural vegetation, rural and urban settlements. Social diversity in India: Peopling, demography, languages, castes, ethnicity, religions, sects, family, kinship and social institutions; socio-cultural regions.

### UNIT-II

People, Livelihood and Occupational Diversity; Traditional livelihoods and their nature agriculture, crafts, industry and services; Region, occupation and employment. Linkages between Diversity and India's Socio-economic challenges; Regional variations in terms of geographic and socio-economic factors- trends and emerging options; Food insecurity, economic inequalities and poverty, environmental degradation and sustainable development; Diversity and Business.

### Recommended Texts:

1. Bhatt, B. L. India and Indian Regions: A Critical Overview" in David E.
2. Sopher 'An Exploration of India- Geographical Perspectives on Society and Culture'.
3. Bill Aitken, Seven sacred rivers, Penguin Books,
4. Bose NK Unity in Indian Diversity in Desai AR Rural Sociology in India reprinted.
5. Chakravarti AK Regional Preferences for Food: Some Aspects of Food
6. Habit Patterns In India in Grover N and KN Singh (eds),
7. Gardey, Transforming Human Resource Management Systems to Cope with Diversity.

**Note: Latest edition of the books should be used.**

### Instructions:

The external paper will carry 75 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 9 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 12 marks. Candidates will be required to attempt all questions from Section III i.e. 9 questions each carrying 3 marks.

**Total: 100 Marks****External Evaluation: 75 Marks****Internal Evaluation: 25 Marks****Total Credits: 4****Total Pass marks: 35 Marks****Pass marks in external: 26 Marks****Pass marks in internal: 09 Marks****Total L/T/P: 55**

**Objective:** - The objective of this course is to make the students aware about the important concept of office management.

<b>Sr. No.</b>	<b>After Completion of the course, the students shall be able to:</b>
1	Students are able to understand regarding the principles of office management
2	Learn about the authorities and responsibilities of an office manger
3	Students are able to under stand about the importance of record in office and also leand about its maintenance

### **Course Syllabus**

#### **Unit-I**

Office Management and Organization: Basic Concepts of Office – Importance – Functions – Size of the Office – Office Management – Relations with Other Departments – Scientific Office Management – Office Manager – Principles of Office Organization – Types/Systems of Organization – Charts – Centralization *versus* Decentralization. Office Environment and Communication: Office Location – Characteristics/Qualities of Office Building – Environment – Physical – Hazards in Office Safety – Security – Secrecy – Communication – Meaning – Essential Features – Classification – Barriers to Communication. Office Correspondence and Record Management: Centralized *versus* Departmental correspondence.

#### **Unit-II**

Office Records: Filing and Indexing of File, Classification of Records – Principles of Record keeping – Filing – Methods. Office Systems and Procedures: Systems – Procedure – Advantages – Characteristics of Sound Office System and Procedures – Work Simplification – Principles – Kinds of Reports. Office Personnel Relations: Personnel Management – Definitions – Functions – Office Committees – Employee morale – Productivity – Employee Welfare – Grievances – Work Measurement – Control of Office Work.

#### **Recommended Texts:**

- Tata McGraw-Hill Education, - Office management
- Managing Electronic Records, Author: Saffady, William,
- Administrative Office Management, Author: Zane K. Quible

**Note: Latest edition of the books should be used.**

### **Instructions**

The external paper will carry 75 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 9 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 12 marks. Candidates will be required to attempt all questions from Section III i.e. 9 questions each carrying 3 marks.

# BBA-302 PRINCIPLES OF MARKETING MANAGEMENT

**Total: 100 Marks**  
**External Evaluation: 75 Marks**  
**Internal Evaluation: 25 Marks**  
**Total Credits:- 4**

**Total Pass marks: 35 Marks**  
**Pass marks in external: 26 Marks**  
**Pass marks in internal: 09 Marks**  
**Total L/T/P: 55**

**Objective:** - The course aims at providing basic understanding of the concepts of marketing management applicable in current business scenario

Sr. No.	After Completion of the course, the students shall be able:
1	To understand the concepts related to Marketing management
2	To help the students in understanding different environment which influencing the marketing of the companies
3	To provide fundamental knowledge of consumer behavior
4	To familiarize the students with the basic of new product development

## Course Syllabus

### UNIT-I

Marketing Management: Definition, Nature and Scope. Concept of Marketing: Traditional and modern concepts. Marketing Environment: Meaning, Importance. Marketing Mix and its elements. Selling: Definition, Difference between marketing and selling. Marketing Segmentation: Meaning and basis of market segmentation. Consumer Behaviors: Meaning and Importance, Buying process, factors influencing consumer behavior, Marketing Research: Meaning, Features and its scope.

### UNIT-II

Product Decisions: new product development process. Product life cycle: Concept and Stages, Pricing Decision: Meaning, Methods of pricing. Personal Selling: meaning and its importance. Channels of distribution: Types of channels, factors influencing channel choice. Green Marketing: Definition, Scope, Objective and Importance of green marketing, Network marketing, and Event marketing: Concept, Nature and Importance of event marketing.

## Recommended Texts:

1. Stanton, William, J., Fundamentals of Marketing
2. Neela Kotler Philip "Marketing Management"
3. Megham, S., Marketing in India
4. C.N. Sontaakki, Marketing Management
5. J. C. Gandhi, Marketing

**Note: Latest edition of the books should be used.**

## Instructions

The external paper will carry 75 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 9 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 12 marks. Candidates will be required to attempt all questions from Section III i.e. 9 questions each carrying 3 marks.

## BBA-303 FINANCIAL MANAGEMENT

**Total: 100 Marks**  
**External Evaluation: 75 Marks**  
**Internal Evaluation: 25 Marks**  
**Total Credits:- 4**

**Total Pass marks: 35 Marks**  
**Pass marks in external: 26 Marks**  
**Pass marks in internal: 09 Marks**  
**Total L/T/P: 55**

**Objective:** The objective of this course is to acquaint the students of management with the basic knowledge of finance function in a corporate enterprise.

Sr. No.	After Completion of the course, the students shall be able to:
1	The students will understand the basic concept of finance and financial management
2	The students will aware of financial planning
3	The students will acquire knowledge about capital budgeting and working capital management
4	They will understand Dividend policy used by the corporate

### Course Syllabus

#### UNIT – I

Meaning of Business Finance, Aims, Scope of financial management and significance of finance function, profit versus wealth maximization. Financial Planning: Importance of Financial Planning, Process, factors affecting Financial Planning, types of Planning. Cost of capital: Meaning and significance, Cost of Debt, preference capital, equity capital and retained earnings, Weighted average cost of capital. Leverage: Degree of financial leverage, operating leverage and composite leverage, their significance and limitations. Capital Budgeting: Meaning, importance and various techniques; Pay back methods; Post Pay- back period; Accounting rate of return method; Net Present value method; Internal rate of return method; Profitability index method.

#### UNIT – II

Working capital Management- Meaning and types of working capital, factors determining working capital requirements, Approaches to working capital finance. Capital Structure: Determinants of Capital structure. Theories of capital structure: NI approach, NOI approach, MM approach and Traditional approach. Dividend Policy: Walter model, Gordon Model & Modigliani & Miller Approach.

#### Recommended Texts:

1. M.Y. Khan and P.K. Jain. Financial Management, Text, Problems & Cases, Tata McGrawHill Company, New Delhi.
2. S.N. Maheshwari. Financial Management – Principles & Practice, Sultan Chand & Sons.
3. Prasanna Chandra. Financial Management: Theory and Practice, Tata McGraw Hill.
4. Kapil Sheeba. Financial Management, Pearson Education.
5. V.K. Bhalla. Financial Management and Policy: Text and Cases, Anmol Publications Pvt.Ltd.

**Note: Latest edition of the books should be used.**

#### Instructions:

The external paper will carry 75 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 9 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 12 marks. Candidates will be required to attempt all questions from Section III i.e. 9 questions each carrying 3 marks.

**Total: 50 Marks**

**Internal Evaluation: 50 Marks**

**Total Credits: - 2**

**Total Pass marks: 25 Marks**

**Pass marks in internal: 14 Marks**

**Total L/T/P: 55**

Introduction to Personality Development: meaning of personality, Why Does it Matter? Self introduction, Highlight your positive and negative personality traits, goal in life and how you are preparing yourself for the goal. Accentuate the positive aspects of your peer group, list down the positive attributes to highlight the positive traits of your personality.

Good manners and etiquettes (Concept, significance and skills to achieve should be studied.)

Body language: Assertiveness, Problem-solving.

Role Plays on Conflict Management, Product selling, Customer Care, Budget distribution, Negotiation, Complaint Handling.

The concept of success and failure: What is success? Hurdles in achieving success, Overcoming hurdles. What is failure? Causes of failure.

**Recommended Texts:**

1. Basic Managerial Skills for all, Fourth Edition, E.H McGrath, Prentice Hall of India Pvt. Ltd., New Delhi, 1998.
2. Remedial English Grammar for foreign students

Topics prescribed for workshop/Skill lab:

- a) Group discussion
- b) Presentation skill
- c) Problem-solving
- d) Decision-making
- e) Creativity
- f) Leadership
- h) Body language



**Total: 50 Marks****Internal Evaluation: 40 Marks****Total Credits:-1****Total Pass marks: 35 Marks****Pass marks in internal: 14Marks****Total L/T/P: 55**

The seminar is intended to be an internal paper focused to develop the presentation skills of the students. The specific topics related to business environment areas will be allotted to the students. Each student is required to submit a write up on the allotted topic to the teacher concerned. Prepared report should be presented. This will help the students in improving their presentation skills.

**Instructions:****The internal paper will carry 50 marks and it will be distributed as follows:**

<b>Seminar Content and Report Writing</b>	<b>PPT Presentation</b>	<b>Communication Skills</b>	<b>Attendance</b>	<b>Query Handling</b>
<b>15 Marks</b>	<b>10 Marks</b>	<b>10 Marks</b>	<b>5 Marks</b>	<b>10 Marks</b>

**Total: 100 Marks****External Evaluation: 75 Marks****Internal Evaluation: 25 Marks****Total Credits: - 4****Total Pass marks: 35 Marks****Pass marks in external: 26 Marks****Pass marks in internal: 09 Marks****Total L/T/P: 55**

**Objective:** - Objective of the course is to have a general understand various research methods that can be useful in business.

<b>Sr. No.</b>	<b>After Completion of the course, the students shall be able:</b>
1	To understand different types of research
2	To understand different techniques of data collection
3	To understand the concept of sampling
4	To familiarize the students with various scaling techniques

### Course Syllabus

#### **UNIT-I**

Research Methodology: Meaning, Objectives and types of research. Research Process. Research problem formulation. Research Designs: Meaning, Types: Exploratory, Descriptive and Experimental Research designs. Techniques of Data Collection: Primary and Secondary sources, Primary sources -consumers and trade survey including consumer panels and retail auditing. Qualitative techniques of data collection: In depth interviews, focus group interview, Projective Techniques and applications.

#### **UNIT-II**

Sampling design: Concepts, Types of sampling methods, Steps in sampling design and their applicability. Questionnaire designing and pre-testing, difference between questionnaire and schedule. The measurement process: Concept, Measurement scales and Difficulties in measurement. Scaling techniques: Thurston, Likert and Semantic differential. Report writing: Steps in report writing and layout of report.

### Recommended Texts:

1. Donald R. Cooper & Pamela S. Schindler, Business Research Methods.
2. C.R.Kothari, Research Methodology
3. Naresh Malhotra, Marketing Research
4. Berry G.c, Marketing Research, Tata MC Grawhill.

**Note: Latest edition of the books should be used.**

### Instructions

The external paper will carry 75 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 9 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 12 marks. Candidates will be required to attempt all questions from Section III i.e. 9 questions each carrying 3 marks.

**Total: 100 Marks****External Evaluation: 75 Marks****Internal Evaluation: 25 Marks****Total Credits: - 4****Total Pass marks: 35 Marks****Pass marks in external: 27 Marks****Pass marks in internal: 09 Marks****Total L/T/P: 55**

**Objective:** The subject aims to familiarize the student with the basic concept of E- business and to provide him/her with the knowledge of planning, scheduling and controlling a successful E- business.

<b>Sr. No.</b>	<b>After Completion of the course, the students shall be able:</b>
1	Students should understand the basic definition and knowledge hierarchy to E-Business
2	To understand the related operation processes, marketing techniques and technological issues of E-Business systems
3	To understand the concept planning and controlling of E-business
4	To familiarize the students with various electronic payment technology

### Course Syllabus

#### **UNIT-I**

Framework for understanding E- Business: Introduction to E- Commerce, E-Business environmental factors and its impact. Ethical, legal and social concerns. E- Business Frame work:- Technical framework, managerial framework, legal framework, E-Business Models; B2B, B2C, B2G, C2B,C2C, C2G, G2C, G2B,G2G. E-commerce security; Ethical, legal and Social concerns

#### **UNIT-II**

Introduction to Internet, www. Concepts, Building of E- commerce websites, software hardware and tools. Marketing Mix of E-Business , Organizational and Managerial issues in formulating marketing mix strategies, Understanding of Key terms of E- Commerce: Electronic Commerce & Banking, Electronic Payment Systems, Electronic Payment Technology, On-line payment applications, credit cards, e-cash, debit cards.

### Recommended Texts:

1. E-Business and E-Commerce Management, Dave Chaffey
2. E-commerce: Business, Technology, Society, by Carol Guercio Traver and Kenneth C. Laudon
3. The complete e-commerce book by Janice Reynolds

**Note: Latest edition of the books should be used.**

### Instructions

The external paper will carry 75 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 9 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 12 marks. Candidates will be required to attempt all questions from Section III i.e. 9 questions each carrying 3 marks.

# BBA-403 FINANCIAL INSTITUTION AND MARKETS

**Total: 100 Marks**  
**External Evaluation: 75 Marks**  
**Internal Evaluation: 25 Marks**  
**Total Credits: 4**

**Total Pass marks: 35 Marks**  
**Pass marks in external: 26 Marks**  
**Pass marks in internal: 09 Marks**  
**Total L/T/P: 55**

**Objective:** The basic objective of this course is to acquaint the students of finance with the working, performance and regulations of commercial banking, development finance, and investment finance and about the various risks faced by financial institutions.

Sr. No.	After Completion of the course, the students shall be able to:
1	The students will understand the basic concept of financial services
2	The students will aware of fixed and variable interest bearing security
3	The students will acquire knowledge about the merchant banking
4	They will understand about hire purchase

## Course Syllabus

### UNIT-I

Structure of Financial System – role of Financial System in Economic Development – Financial Markets and Financial Instruments – Capital Markets – Money Markets – Primary Market Operations – Role of SEBI – Secondary Market Operations – Regulation – Functions of Stock Exchanges – Listing – Formalities – Financial Services Sector Problems and Reforms. Financial Services: Concept, Nature and Scope of Financial Services – Regulatory Frame Work of Financial Services – Growth of Financial Services in India – Merchant Banking – Meaning-Types – Responsibilities of Merchant Bankers – Role of Merchant Bankers in Issue Management – Regulation of Merchant Banking in India.

### UNIT-II

Venture Capital – Growth of Venture Capital in India – Financing Pattern under Venture Capital – Legal Aspects and Guidelines for Venture Capital, Leasing – types of Leases – Evaluation of Leasing Option Vs. Borrowing. Credit Rating – Meaning, Functions – Debt Rating System of CRISIL, ICRA and CARE. Factoring, Forfeiting and Bill Discounting – Types of Factoring Arrangements – Factoring in the Indian Context. Mutual Funds – Concept and Objectives, Functions and Portfolio Classification, Organization and Management – De-mat Services-need and Operations-role of NSDL and CSDL.

### Recommended Texts:

1. Dr. S. Gurusamy. Merchant Banking and Financial Services (Thomson)
2. Depository Operations (Module) workbook by National Stock Exchange of India Limited
3. B.S.Bodla, M.C.garg, K.P.Singh. Insurance – Fundamentals, Environment and Procedures (Deep and Deep Publications)
4. Tripathy Nalini Prava. Financial Instruments and Services
5. M.Y. Khan. Indian Financial System TMH
6. L.M. Bhole. Financial Institutions and Markets,

**Note: Latest edition of the books should be used.**

### Instructions:

The external paper will carry 75 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 9 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 12 marks. Candidates will be required to attempt all questions from Section III i.e. 9 questions each carrying 3 marks.

**BBA-406 Workshop on Internet and E-Commerce**

**Internal Evaluation: 50**  
**L/T/P:45**

**2 Credits**

**Objective:** To provide the conceptual and practical skills to the students about design of web pages as well as to give experience needed for entry into the web design and development field. Upon completion, the students should be able to design web pages using basic Web tools.

Sr. No.	After Completion of the course, the students shall be able:
1	Understand Static and Dynamic concepts of web designing.
2	To introduce the basic elements of web page designing
3	Design web pages that apply various dynamic effects on the web site.
4	Solve complex and large problems using Scripting Language & Markup Language.

**UNIT-I**

**Introduction to Internet:** WWW, HTTP, Web pages, Web Browsers, URL, Search Engines.

**Overview of Electronic Commerce:** Concept, features, and functions of e-commerce, Firewall and Network Security, E payment.

**Introduction to HTML:** HTML tags and attributes paired and unpaired tags, Text-formatting tags-bold, italic, underline, strike, superscript, subscript, font face, font size, font color.Marquee tag, Creating external and internal links, using images as links. **Ordered and unordered lists:** Lists, unordered Lists, Ordered Lists, Nested Lists, Image Tag and Its Attributes, Using Image as a Link, Image Maps.

**UNIT-II**

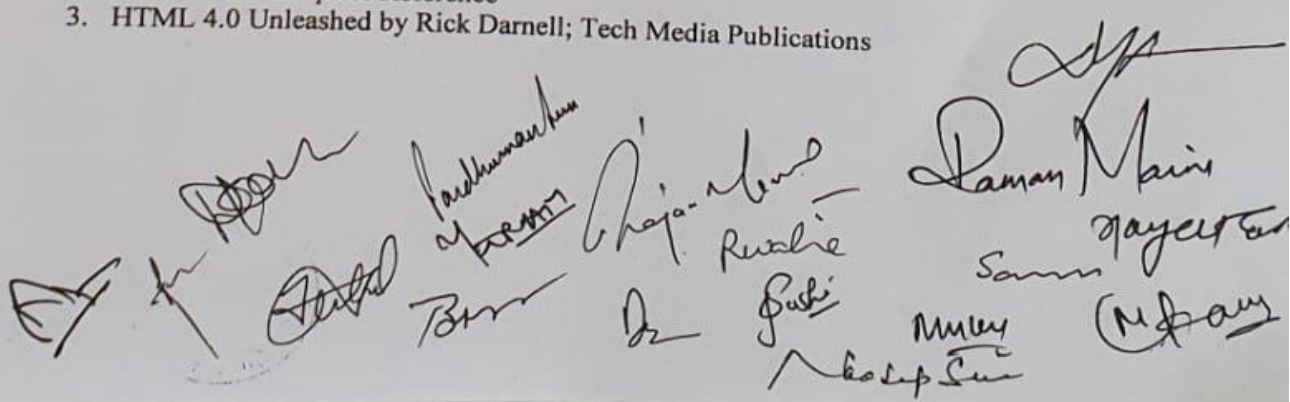
**Tables:** Table creation in HTML, Width of the Table and cells, cells spanning multiple row and columns, colouring cells, column specification, presenting information in tables, table attributes.

**Forms:** Introduction, form elements, different control types with input Elements, button Elements, text area Elements, drop down list, action attributes and method attributes. **CSS:** Introduction to CSS.

**Javascript:** Introduction to JavaScript, Script tag, declaring variables in JavaScript, operators in JavaScript, arithmetic operators, assignment operators, comparison operators, logical operators, conditional operators , Conditional statements, if statement, if-else statement, Introduction to Functions-Inbuilt and User defined functions, Events in JavaScript.

**Text Books:**

1. Bharat Bhasker, Electronic Commerce–Framework technologies and Applications, Tata McGraw Hill Publications
2. HTML–The complete Reference
3. HTML 4.0 Unleashed by Rick Darnell; Tech Media Publications


  
 A collection of handwritten signatures in black ink, including names like 'Daman Main', 'Rajesh', 'Suresh', 'Neha', and others, arranged in a loose grid pattern.

# BBA- 407 SEMINAR ON BUSINESS ETHICS

**Total Credits: 1**

**Internal Evaluation: 50 Marks**

<b>Sr. No.</b>	<b>After Completion of the course, the students shall be able to:</b>
1	The students will understand the basic perception of business, business ethics, various moral & social issues, industrial standards, code of ethics and role of corporate ethics.
2	The students will aware of functional ethics and responsibilities according to functions of business.
3	The students will acquire knowledge about variety of global issues and able to apply ethical principles to resolve situations that arise in their professional lives.
4	They will understand about role of business ethics a Developing Civilised Society and also about CSR.

## **Unit I**

Introduction to Ethics : Meaning and Nature of Ethics, Moral and Ethics, Moral Development (Kohlberg's 6 stages of Moral Development), importance of Ethics, types of Ethics, Causes of Unethical Behaviour, Area of Professional Ethics :Meaning, Nature and Importance of Professional Ethics, Types of Professional Ethics, Factors influencing Professional Ethics, Corporate Ethics – Ethical Behavior& Audit of Ethical Behavior, Individual Ethics, Professional Ethics, Gandhian Philosophy of Ethical Behaviour, Concept of CSR.

## **Unit II**

Functional Ethics :Meaning of Functional Ethics, Types of Ethics According to Functions of Business, (Marketing, HRM, Purchase, Selling & Distribution), Patents, Copy-Rights, Intellectual Property Rights, Trade Marks and Business Ethics, Ethical Challenges for Managers in the 21<sup>st</sup> Century, Business Ethics in Global Economy: Concept of Globalisation, Global Business Network, Developing Business Ethics in Global Economy, Marketing Ethics in Foreign Trade: Role of Business Ethics in a Developing Civilised Society.

# BBA-501 STRATEGIC MANAGEMENT

**Total: 100 Marks**  
**External Evaluation: 75 Marks**  
**Internal Evaluation: 25 Marks**  
**Total Credits:- 4**

**Total Pass marks: 35 Marks**  
**Pass marks in external: 26 Marks**  
**Pass marks in internal: 09 Marks**  
**Total L/T/P: 55**

## Objective

This course is designed to explore an organisation's vision, mission, examine principles, techniques and models of organisational and environmental analysis, discuss the theory and practice of strategy formulation and implementation such as corporate governance and business ethics for the development of effective strategic leadership.

Sr. No	
1.	Focus on the link between Strategic Analysis and Strategic Management, Interdependence of Strategic Analysis.
2.	Develop the skills of various perspective and concepts in Strategic Management.
3.	Develop the skills for applying the concepts for solving business problems.
4.	Use analytical tools of Strategic Management and business policy.

## UNIT-I

Strategic Management: Definition and Characteristics of Strategic Management and Formulation of Strategy, Various Stages, Components, Model and Process of Strategic Management. Vision and Mission: Definition, Importance and Writing a Mission and Vision Statement. Environmental Scanning: Internal Environment (Marketing, Human Resource Management, Research and Development, Production and Operations Management, Finance) Mckinsey's 7'S Framework & External Environment (Economic, Socio-Cultural, Demographic, Political, Legal and Technological Forces) and Competitive Analysis (Porter's 5 Force Model).

## UNIT-II

Implementation of Strategy: The process of Strategy implementation resource allocation – Strategy and structure –Supportive culture – Implementing strategies in functional areas Strategic evaluation and control: Evaluation of strategy and strategic control, evaluation process, strategic control process, types of external controls, Managing Strategic Change, Strategic Leadership and Specialist issues in strategic management.

## Recommended Texts

- Lawrence R. Jauch, William F. Glueck, Business Policy and Strategic Management, McGraw-Hill.
- Fred R. David, Strategic Management - Concepts and Cases, Pearson Education.
- Kazmi A. 'Business Policy & Strategic Management' Tata McGraw Hill.
- Jauch&Glueck 'Business Policy & Strategic Management' Tata McGraw Hill

**Note: Latest edition of the books should be used.**

## Instructions:

The external paper will carry 75 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 9 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 12 marks. Candidates will be required to attempt all questions from Section III i.e. 9 questions each carrying 3 marks.

**Total: 100 Marks**  
**External Evaluation: 75 Marks**  
**Internal Evaluation: 25 Marks**  
**Total Credits:-4**

**Total Pass marks: 35 Marks**  
**Pass marks in external: 26 Marks**  
**Pass marks in internal: 09 Marks**  
**Total L/T/P: 55**

### **Course Syllabus**

#### **UNIT-I**

The Indian Contract Act 1872: Definition, Essential elements and Kinds of Contract, Offer and acceptance, Consideration, Capacity of parties to contract, Free consent; Legality of object, Agreement declared void. Performance of contract: Offer of performance or tender, Time and Place of performance. Discharge of contract, Remedies for breach of contract. The Consumer Protection Act 1986; Salient features, Definition of consumer; Grievance redressal machinery.

#### **UNIT-II**

The Sale of Goods Act 1930: Formation of contracts of Sale; Goods and their classification, price; conditions, and warranties, Transfer of ownership; Performance of the contract of sales; unpaid seller and his rights. Negotiable Instruments Act 1881: Definition of negotiable instruments; Features; Promissory note, Bill of Exchange, cheque, Holder and holder in the due course; crossing of a cheque, types of crossing. Dishonor of negotiable instrument.

### **Recommended Texts:**

1. Desai, T.R.: Indian Contract Act, Sale of Goods Act and Partnership Act, S.C. Sarkar & Sons Pvt. Ltd., Kolkata.
2. Khergamwala: The Negotiable Instruments Act, N.M. Tripathi Pvt. Ltd., Mumbai.
3. Singh, Actar L.: The Principales of Mercantile Law, Eastern Book Company, Lucknow.
4. Kuchal, M.C.: Business Law, Vikas Publishing House, New Delhi.
5. Kapoor, N.D.: Business Law, Sultan Chand & Sons, New Delhi.
6. Chanda, P.R.: Business Law, Galgotra, New Delhi.

**Note: Latest edition of the books should be used.**

### **Instructions:**

The external paper will carry 75 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 9 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 12 marks. Candidates will be required to attempt all questions from Section III i.e. 9 questions each carrying 3 marks.



## **BBA- 506 SEMINAR & REPORT ON SUMMER TRAINING**

**Total: 50 Marks**

**Internal Evaluation: 50 Marks**

**Total Credits: 2**

**Total Pass marks: 18 Marks**

**Pass marks in internal: 18 Marks**

**Total L/T/P: 22**

### **Course Syllabus**

Each student is required to undergo an industrial training in specific organization and is required to prepare a report. The Prepared report should be presented.

# BBA-601 PRODUCTION AND OPERATION MANAGEMENT

**Total: 100 Marks**  
**External Evaluation: 75 Marks**  
**Internal Evaluation: 25 Marks**  
**Total Credits:-4**

**Total Pass marks: 35 Marks**  
**Pass marks in external: 26 Marks**  
**Pass marks in internal: 09 Marks**  
**Total L/T/P: 55**

**Objective::** The objective of this course is to have an understanding of Operational issues in Organisations that include Designing, Acquiring, Operating, and Maintaining the facilities and processes; Purchasing raw materials; Controlling and Maintaining Inventories.

Sr. No.	After Completion of the course, the students shall be able to:
1	Understand growing importance of Production and Operations management in uncertain Business Environment.
2	Examine the issues related to Designing and Managing Operations
3	Understand the concepts of Inventory and Purchasing Management.

## Course Syllabus

### UNIT-I

Production & Operations Management: Concept, Objective, Functions, 5 P's of Production. Operations Strategy, Role & Responsibilities of Operations Manager, Operations Management as an Inter-Functional Imperative. Manufacturing Systems: Types & Characteristics. Product Planning and Design: Concepts, Objectives, and Functions. Plant Location: Various factors affecting plant location.

### UNIT-II

Capacity Planning – Concepts, Factors affecting Capacity Planning, Capacity Planning Decisions. Material Requirement planning: Procedures, Advantages and Disadvantages. Inventory Management- Concepts, Classification, Objectives, Inventory Costs. Inventory Control Policy: Concepts & Factors Affecting Inventory Control Policy, Basic EOQ Model, Re-order Level, ABC Analysis.

Recommended Texts:

1. Elwood S. Buffa, Modern Production/Operations Management, Wiley Series.
2. James R. Evans, David R. Anderson, Dennis J. Sweeney and Thomas A. Williams, Applied Production and Operations Management, West Publishing Company, International Edition, Minnesota. John O. McClain and L.
3. Joseph Thomas, Operations Management, Prentice Hall-of India, New Delhi

**Note: Latest edition of the books should be used.**

### Instructions:

The external paper will carry 75 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 9 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 12 marks. Candidates will be required to attempt all questions from Section III i.e. 9 questions each carrying 3 marks.

**Total: 100 Marks****External Evaluation: 75 Marks****Internal Evaluation: 25 Marks****Total Credits: - 4****Total Pass marks: 35 Marks****Pass marks in external: 27 Marks****Pass marks in internal: 09 Marks****Total L/T/P: 55**

**Objective:** To understand the knowledge, skills, tools and techniques involved in carrying out project activities so as to ensure that project is delivered within budget and schedule.

<b>Sr. No.</b>	<b>Course Outcomes</b>
1.	Implement project management knowledge, processes, life cycle and, tools and techniques in order to achieve project success.
2.	Learn roles and responsibilities of a project manager.
3.	Implement general business concepts, practices, and tools to facilitate project success.
4.	Understand market and demand analysis and rationale of social cost benefit analysis.
5.	Allocate and check project planning and sources of finance. (RAS/NO131)
6.	Manage a budget and project appraisal. (RAS/NO151)

### **UNIT-I**

Introduction to Project Management: Definition and Nature of project, characteristics of a project, role of Project Manager, Project Life Cycle phases. Project Planning: meaning & definition, areas of planning, project planning model, techniques of project planning. Project Cost Planning: tools & techniques, sources of finance, cost estimation.

### **UNIT –II**

Project Appraisal: introduction, nature and scope, techniques of project appraisal, technical feasibility, economic feasibility, Financial Evaluation: Appraisal under Risk and uncertainty. Market & Demand Analysis: process involved in market & demand analysis. Social Cost Benefit Analysis: rationale, basic approaches to social cost benefits analysis.

### **Recommend Texts:**

1. Harvey Maylor, Project Management, Pearson Education, New Delhi.
2. Prasanna Chandra, Projects: Planning, Analysis, Selection, Implementation & Review, Tata McGraw-Hill Publishing Company Ltd., New Delhi.
3. Larson, Gray, Project Management, The Mc Graw Hill Companies, Special Indian.
4. Nagarajan K, Project Management, New Age International Publishers.
5. Bhavesh, M Patel, Project Management, Vikas Publishing House, New Delhi.

### **Instructions**

The external paper will carry 75 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 9 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 12 marks. Candidates will be required to attempt all questions from Section III i.e. 9 questions each carrying 3 marks.

**BBA-604****PROJECT REPORT**

**External Evaluation: 100 Marks**  
**MarksTotal Credits:-4**

**Pass marks in external: 40**

The report will be prepared by the student under the guidance of respective project guide allocated by the college. Prepared report will be sent for external evaluation.

After successful completion of this course, the students shall be able to

<b>Sr. No.</b>	<b>Course Outcome</b>
1	Gain deeper understanding in specific areas.
2	Develop Research Aptitude
3	Prepare project report with assigned topics

**BBA-605****SEMINAR ON PROJECT REPORT**

**Internal Evaluation: 50 Marks**  
**MarksTotal Credits:-2**

**Pass marks in internal: 20**

Every student will have to present a synopsis, a midterm progress report and seminar on the project report where each student is required to face a research board composed of Head of the Department, one Internal Examiner, Respective Teacher Guide & the Principal/Director of the college or his nominee.

After successful completion of this course, the students shall be able to

<b>Sr. No.</b>	<b>Course Outcome</b>
1	Explore an Empirical Research Topic
2	Gain exposure while doing survey
3	Expand knowledge base with Literature Review on the current topic
4	Apply research test to various problems pertaining to research area

**Instructions:**

1. The synopsis will carry 10 marks. It should be submitted within one week of commencement of classes.
2. Midterm progress report will carry 15 marks.
3. Seminar will carry 25 marks.

**BBA-606****VIVA-VOCE ON PROJECT REPORT**

**External Evaluation: 50 Marks**  
**MarksTotal Credits:-1**

**Pass marks in external: 20**

Every student will have to appear for Viva at the end of the semester. This Viva-Voce examination is based on the project report where each student is required to face a board composed of one external examiner, one internal examiner & the principal/director of the college or his nominee.

## DSE-I (FINANCE)

### BBA-DSE I (A) MANAGEMENT ACCOUNTING

**Total: 100 Marks**

**External Evaluation: 75 Marks**

**Internal Evaluation: 25 Marks**

**Total Credits:-4**

**Total Pass marks: 35 Marks**

**Pass marks in external: 26 Marks**

**Pass marks in internal: 09 Marks**

**Total L/T/P: 55**

**Objective:** The course is designed to provide professional managers, not involved in accounting and finance, with an introduction to the concepts and issues in accounting and finance, Managers virtually need to acquire such knowledge for application in their day-to-day managerial decision making.

Sr. No	After Completion of the course, the students shall be able to:
1	Each student shall have a thorough understanding of basic management accounting concepts and be able to apply this understanding to business situations.
2	To demonstrate the need for a balance between financial and non-financial information in decision making, control and performance evaluation applications of management accounting;
3	To improve the knowledge of the students regarding operations of organisations through the application of management accounting techniques

#### Course Syllabus

#### UNIT – I

Management Accounting: Concept, Nature and Scope of management accounting, relationship among management, financial and cost accounting. Management accounting as an information system. Management accounting system. Financial Statements: Concept, Nature, objectives, types, importance and limitations of financial statements. Financial Statement Analysis: Comparative, Common Size and Trend Analysis

#### UNIT – II

Fund Flow Analysis: Concept, Nature, objectives, types, importance, limitations and preparation of Fund Flow statements. Cash Flow Analysis: Concept, Nature, objectives, types, importance, limitations and preparation of Cash Flow statements. Ratio Analysis: Concept, Nature, objectives, importance, limitations and Classification on the basis of Profitability, Liquidity, Solvency and Activity.

#### Recommended Texts:

1. Shashi Gupta and R.K. Sharma, Management Accounting.
2. S.N. Maheshwari. Management Accounting and Financial Control.
3. M.Y. Khan and P.K. Jain. Management Accounting.
4. Charles T. Horngren. Introduction to Management Accounting.

**Note: Latest edition of the books should be used.**

#### Instructions:

The external paper will carry 75 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 9 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 12 marks. Candidates will be required to attempt all questions from Section III i.e. 9 questions each carrying 3 marks.

# BBA-DSE I (B) INCOME TAX LAW & PRACTICE

**Total: 100 Marks**  
**External Evaluation: 75 Marks**  
**Internal Evaluation: 25 Marks**  
**Total Credits: 4**

**Total Pass marks: 35 Marks**  
**Pass marks in external: 26 Marks**  
**Pass marks in internal: 09 Marks**  
**Total L/T/P: 55**

**Objective:** The objective of Income Tax Act as a subject will be to make students comfortable with the basic provisions of income tax so that they should have understanding of some of the practical aspects of taxation.

Sr. No	After Completion of the course, the students shall be able to:
1	To introduce the basic concept of Income Tax.
2	To familiarize the students with heads of income with its components.
3	It should help students to build an idea about income from house property as a concept.
4	It gives more idea about the income from business or profession.

## Course Syllabus

### UNIT – I

Income tax – Definition, Distinction between capital and revenue basis of charge (Residential Status), Incidence of tax. Exempted Income, Computation of Income from Salaries and House Property. Income from Business and Profession, Capital Gains, Income from other sources. Depreciation, Carry Forward and Set-off of losses, Income of other persons to be included in Assessee's total Income. Deduction of Gross total Income.

### UNIT – II

Computation of total income in regard to Income of individual, HUF and Partnership firm and Association of Persons (AOP). Advance payment of tax, Deduction of tax at source, Income tax authorities and administration of the Act. Assessment Procedure, Appeals, refunds and Penalties. Basic Concept of GST in India.

## Recommended Texts:

1. B.B.Lal, Income tax. Pearson Education
2. Hariharan, Income tax. Tata McGraw Hill Education
3. V. K. Singahnia. Direct taxes: Law & practice, Taxmann

**Note: Latest edition of the books should be used.**

## Instructions:

The external paper will carry 75 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 9 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 12 marks. Candidates will be required to attempt all questions from Section III i.e. 9 questions each carrying 3 marks.

**Total: 100 Marks**  
**External Evaluation: 75 Marks**  
**Internal Evaluation: 25 Marks**  
**Total Credits: 4**

**Total Pass marks: 35 Marks**  
**Pass marks in external: 26 Marks**  
**Pass marks in internal: 09 Marks**  
**Total L/T/P: 55**

**Objective:** This course provides basic understanding of stock market's structure and operations in India.

<b>Sr. No</b>	<b>After Completion of the course, the students shall be able to:</b>
1	To provide an introduction to the financial markets.
2	To analyze the role of financial markets for the broader macro economy.
3	To help them to understand the practical aspects of primary and secondary market operations.
4	The subject will help them in building career in stock market/broking houses.

### **Course Syllabus**

#### **UNIT-I**

Indian Stock Markets: Introduction, Evolution and Growth of Stock markets in India, Functions of Stock Exchange, Intermediaries in the Secondary market, Secondary market, Secondary Market Mechanism. An overview of Major Stock Exchange in India- N.S.E., B.S.E. and O.T.C.E.I. Stock Market INDEXES: Concept, types, Brief overview of BSE SENSEX and S & P CNX Nifty. Legal Framework for Stock Exchanges: The Securities Exchange Board of India Act 1992 – Definition, Powers and Functions of SEBI.

#### **UNIT-II**

Trading Mechanism at N.S.E.: Introduction, Market Types, Market Phases, Order Management, Trade Management. Clearing and Settlement: Introduction- Transaction Cycle, Settlement Process, Settlement Agencies, Risks in Settlement, settlement Cycle, Dematerialization and Electronic Transfer of Securities, Investors Protection Fund. Depository Operations: Introduction to Depository system, Definition of Depository and Depository Participant, Salient Features of Depository Act 1996, Benefits of Depository System. Future Market Operations: Introduction to Future (Stock Futures and Index Futures) and Options (Stock options and Index options).

### **Recommended Texts:**

1. Capital Market Dealers (Module) workbook by national Stock Exchange of India Ltd.
2. Depository Operations (Module) workbook by national Stock Exchange of India Ltd.
3. Financial Markets: A Beginners (Module) workbook by national Stock Exchange of India Ltd.
4. Derivative Market Dealers (Module) workbook by national Stock Exchange of India Ltd.
5. Outlines of Indian Capital Market by H.S. Sidhu ( Ludhiana Stock Exchange)

**Note: Latest edition of the books should be used.**

### **Instructions:**

The external paper will carry 75 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 9 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 12 marks. Candidates will be required to attempt all questions from Section III i.e. 9 questions each carrying 3 marks.

## **BBA-DSE I (D) INVESTMENT MANAGEMENT**

**Total: 100 Marks**  
**External Evaluation: 75 Marks**  
**Internal Evaluation: 25 Marks**  
**Total Credits: 4**

**Total Pass marks: 35 Marks**  
**Pass marks in external: 26 Marks**  
**Pass marks in internal: 09 Marks**  
**Total L/T/P: 55**

**Objective:** The course has been designed to develop understanding of different concepts relating to analysis of investment and portfolio management and to provide exposure to derivatives market, its working and inputs on strategies used in derivatives market.

<b>Sr. No</b>	<b>After Completion of the course, the students shall be able to:</b>
1	To explore the theory and practice of investments, covering the topic areas of capital market structure, valuation, security analysis and portfolio management.
2	This subject will emphasize an understanding of the economic forces that influence the pricing of financial assets.
3	To understand of investment theory will be stressed and tied in with discussion of applicable techniques such as portfolio selection.
4	The subject will cover formulae that can be applied in different business situations, a primary objective of this course will be to learn the concepts behind the formulae.

### **Course Syllabus**

#### **UNIT-I**

Introduction to Investment Management: Concept and objectives of investment, Difference between Investment and Speculation, Investment and Gambling, Meaning of Investment Management, Investment Management Process, Investment Alternatives, Features of Investment Avenues. Time value of Money: Present Value, Future Value, Annuities. Risk and Return: Concept of Risk, Components of Investment Risk, Measurement of Risk through Standard Deviation, Covariance, Relationship between Risk and Return. Economic and Industry Analysis: Macro-Economic Analysis, Industry Analysis, Industry Life Cycle Analysis, and Company Analysis: Meaning of Company Analysis.

#### **UNIT-II**

Technical Analysis: Meaning, Difference between Technical and Fundamental Analysis, Assumptions, Tools, Dow Theory, Charting Techniques. Efficient Market Theory: Random walk, Weak form, semi-strong and strong form of market, Empirical tests. Portfolio Management: Concept of Portfolio, Diversification of Risk, Portfolio Analysis: Concept of Traditional and Modern Portfolio Analysis, Markowitz Theory Risk, Capital Asset Pricing Model – Assumptions, CML and SML, Portfolio Revision: Meaning, Need, Techniques of Portfolio Revision, Formula Plans, Rules Regarding Formula Plans, Constant Rupee Value Plan, Constant Ratio Plan.

### **Recommended Texts:**

1. Stephen Lofthouse, Jane Raybould: Investment Management, John Wiley & Sons Publications.
2. Amling Fredrick: Investment- An Introduction to Analysis and Management, Prentice Hall India.
3. Donald E. Fischer and Ronald J. Jordan: Security Analysis and Portfolio Management, Pearson Education.
4. William F. Sharpe, Gordon J. Alexander, Jeffrey W. Bailey: Investments, Prentice Hall India.

**Note: Latest edition of the books should be used.**

### **Instructions:**

The external paper will carry 75 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 9 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 12 marks. Candidates will be required to attempt all questions from Section III i.e. 9 questions each carrying 3 marks.

Class Participation and Attendance to be of 8 marks.



## DSE-II (Marketing)

### **BBA-DSE II (A) ADVERTISING AND SALES MANAGEMENT**

**Total: 100 Marks**

**External Evaluation: 75 Marks**

**Internal Evaluation: 25 Marks**

**Total Credits: 4**

**Total Pass marks: 35 Marks**

**Pass marks in external: 26 Marks**

**Pass marks in internal: 09 Marks**

**Total L/T/P: 55**

**Objective:** The objective of this course is to acquaint the students of management with the basic knowledge of mass communication in business.

Sr. No	After Completion of the course, the students shall be able to:
1	To describe different types of advertisement and to Identify key players in advertising industry
2	To discuss the ethics in advertisement and it helps the students in Identifying and taking decisions regarding the most feasible advertising appeal and media mix
3	To understand pre-testing, post testing and concurrent testing of ads to determine their effectiveness.
4	Identify the dealer-oriented promotion techniques, customer-oriented promotion techniques and the salesmen-oriented promotion techniques through communication concept

#### **Course Syllabus**

#### **UNIT- I**

Advertisement; Definition, Features & Importance of advertisement. Advertising research: Nature scope & Importance of advertising research. Advertising Budget; methods of advertisement budget,. Advertisement Media: Different types of media, Advertisement agencies, Copy writing: its elements, requirement of an effective copy writing, types of advertising copies. Measuring Advertising Effectiveness: Techniques for testing advertisement effectiveness. AIDA Model.

#### **UNIT-II**

Sales Management: Nature, Scope and Importance. Sales Manager: Role and Skills of Sales Managers, Function and qualities of a Sales Executive, Recruitment and Selection of sales personnel. Training and development of sales personnel. Performance appraisal; Performance appraisal of sales personnel, methods, process. Selling Theories; buyers point of view, seller pointof view and selling process, sales quotes, sales territories.

#### **Recommended Texts:**

1. Condiff, Still & Govani : Sales Management, Prentice-Hall of India, New Delhi
2. Wright, Winter and Zeigler : Advertising, Tata McGraw-Hill Publishing Company Ltd., New Delhi
3. Ruchi Gupta: Advertising Principles and Practice, S. Chand & Company ltd.
4. Kazmi, advertisement and sales management.

**Note: Latest edition of the books should be used.**

#### **Instructions:**

The external paper will carry 75 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 9 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 12 marks. Candidates will be required to attempt all questions from Section III i.e. 9 questions each carrying 3 marks.

# BBA-DSE II (B) SERVICE MARKETING

**Total: 100 Marks**

**External Evaluation: 75 Marks**

**Internal Evaluation: 25 Marks**

**Total Credits: 4**

**Objective:** The objective of this course is to introduce the learner to the service sector management in an organization and to the process providing the service.

**Total Pass marks: 35 Marks**

**Pass marks in external: 26 Marks**

**Pass marks in internal: 09 Marks**

**Total L/T/P: 55**

Sr. No	After Completion of the course, the students shall be able to:
1	To provide the students with appreciation of concepts, functions, and techniques of the craft of marketing services.
2	To help them in demonstrating ability in evaluating service designs and in understanding of the challenges inherent in managing and delivering quality services.
3	To promote a customer service-oriented mindset.
4	To know the Service Sector and apply the 7 P's of Service Marketing.
5	Understand the consumer behaviour in Service Sector. Set standard and measure service quality and productivity

## Course Syllabus

### UNIT-I

Introduction to Services: Concept, Features, Need, Significance, Difference between Goods and Services. Services Marketing Triangle, Service Marketing Mix. Consumer Behavior in Services: Meaning, Importance and Process. Service Quality: Integrated gaps model of service quality, Prescriptions for closing quality gaps. Managing relationships in Services: Building customer loyalty, Complaint handling and Service recovery strategies.

### UNIT-II

Service Development and Design: Challenges of Service Design, Types of New Services, Core and Supplementary Elements, New Service Development Process. Service Blueprinting: Nature, Need and Process of Blueprinting. Delivering Services through Intermediaries: Nature and Types of Intermediaries, Role of Electronic Channels in Service Delivery. Pricing Of Services: Pricing Approaches, Pricing Strategies. Service Marketing Applications: Marketing Of Services in Banking, Healthcare and Tourism Marketing

## Recommended Texts:

1. V. A. ZeithmalandM.J. Bitner.Services Marketing, Tata McGraw-Hill Publishing Company Ltd., New Delhi
2. Christopher H. Lovelock.Services Marketing: People, Technology, Strategy, Pearson Education, New Delhi
3. Ravi Shankar.Service Marketing, Excel Books, New Delhi
4. S.M. Jha. Marketing of services, Himalaya publishers.

**Note: Latest edition of the books should be used.**

## Instructions:

The external paper will carry 75 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 9 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 12 marks. Candidates will be required to attempt all questions from Section III i.e. 9 questions each carrying 3 marks.

## BBA-DSE II (C) RURAL MARKETING

**Total: 100 Marks**  
**External Evaluation: 75 Marks**  
**Internal Evaluation: 25 Marks**  
**Total Credits: 4**

**Total Pass marks: 35 Marks**  
**Pass marks in external: 26 Marks**  
**Pass marks in internal: 09 Marks**  
**Total L/T/P: 55**

**Objective:** To learn about the strategies and paradigms changes in the rural market structure.

Sr. No	After Completion of the course, the students shall be able to:
1	To provide Conceptual knowledge about rural marketing with special reference to Indian context.
2	They will understand the Rural market distribution.
3	To know about the consumer behaviour and trends in Rural marketing.

### Course Syllabus

#### UNIT-I

Rural Marketing: Introduction, Nature and Scope of Rural Marketing with Special Reference to India. Rural Market Structure: Demographic, Physical, Economic Environment. Rural Consumer Behavior: Rural Buyer Characteristics, Consumer Buying Decision Process, Factors Affecting Consumer Behavior – Cultural, Social, Technological, Economic and Political. Innovation in Rural Markets: Significance of Innovation in Rural Markets, Intervention of IT in Rural Markets: Importance and Initiatives, Rural Market Regulation: Consumer Protection Act 1986. The National Council for State Marketing Boards (NCOSAMB) State Trading Corporation (STC), Public Distribution System (PDS).

#### UNIT-II

Rural Marketing Mix: Concept and Relevance. Rural Product Strategy, Concept and Strategies for Goods and Services. Pricing Strategies and Objectives. Promotion Strategies. Distribution in Rural Marketing: Introduction and Channels of Distribution (Haats, Mandis, Cooperative Societies). New Development Models for Rural Marketing (ITC, HUL etc.). Rural Market research: Rural Market Research, Marketing Research Process, Limitations and Challenges in Rural Marketing Research. Future of Rural Marketing: Changing Role of Rural Sector in India; Improvement Measures Taken by the Government; Initiatives by Co-operative and Private Sector, Growing Rural Tourism.

#### Recommended Texts:

1. Ronald H. Ballon. Business Logistics management
2. Graham Buxton. Effective Marketing Logistics
3. John J. Coyle and Edward J. Bardi. The Management of Distribution System
4. Ravi Shankar. Managing Distribution
5. Jim Sherlock. Principles of International Physical Distribution.

**Note: Latest edition of the books should be used.**

#### Instructions:

The external paper will carry 75 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 9 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 12 marks. Candidates will be required to attempt all questions from Section III i.e. 9 questions each carrying 3 marks.

# **BBA-DSE II (D) BRAND & PRODUCT MANAGEMENT**

**Total: 100 Marks**  
**External Evaluation: 75 Marks**  
**Internal Evaluation: 25 Marks**  
**Total Credits: 4**

**Total Pass marks: 35 Marks**  
**Pass marks in external: 26 Marks**  
**Pass marks in internal: 09 Marks**  
**Total L/T/P: 55**

**Objective:** To introduce to the students the various fundamental and basic aspects of the brand, branding and product management.

<b>Sr. No</b>	<b>After Completion of the course, the students shall be able to:</b>
1	Students should be able to apply the fundamental concepts of product and brand development and management.
2	Students should be able use the brand positioning framework to develop a brand, keep it relevant, expand a brand internationally, and reposition a brand.
3	To recognize the importance of using teams and organization to coordinate multiple interdisciplinary tasks in order to create and manage products within an organization.
4	Students should be able use portfolio analysis and the product life cycle to understand how a firm manages its product mix.
5	To know the product manager's role in product pricing, sales, and promotion.

## **Course Syllabus**

### **UNIT-I**

The concept of Brand , brand name, brand values; brand planning ; managing brand systems; brand roles; anti-brand thinking; brand loyalty; brand image; brand extensions; brand's life script; brand identity; and brand personality. Brand positioning ; brand culture and brand rituals; brand equity; brand building; service brands; experiential brands; types of brand; product and brand failures.

### **UNIT-II**

Product Management: concept, FMCG, product mix and line decisions; Branding: name, creation, principles, brand image, etc; Market segmentation; promotion and differentiation; new product planning; Distribution channels; advertising planning; pricing: concept and strategies.

### **Recommended Texts:**

1. Lehmann & Winner. Product Management, Tata McGraw Hill
2. Kevin Lane Keller. Strategic Brand Management, Pearson Education
3. David A. Aaker. Managing Brand Equity. New York, Free Press
4. Don Cowley. Understanding Brands, London, Kogan Page

**Note: Latest edition of the books should be used.**

### **Instructions:**

The external paper will carry 75 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 9 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 12 marks. Candidates will be required to attempt all questions from Section III i.e. 9 questions each carrying 3 marks.

**DSE-III (Human Resource Management)**

**BBA-DSA III (A) CAREER PLANNING & MANAGEMENT**

**Total: 100 Marks**  
**External Evaluation: 75 Marks**  
**Internal Evaluation: 25 Marks**  
**Total Credits: 4**

**Total Pass marks: 35 Marks**  
**Pass marks in external: 26 Marks**  
**Pass marks in internal: 09 Marks**  
**Total L/T/P: 55**

**Objective:** To make students capable to draw, implement and construct more effective career developmental policies.

<b>Sr. No</b>	<b>After Completion of the course, the students shall be able to:</b>
1	Students should be able to Better manage your own careers in general and prepare your job search process in particular.
2	Conceptualize, implement, and complete a project in a team.
3	Articulate awareness and insights about your strengths and growth areas and develop practical strategies to apply these insights in managing your own career development.
4	Identify and describe a career path that best suits your values, interests, personality, and skills.
5	Develop an in-depth understanding of theory and research in career development.

**Course Syllabus**

**UNIT-I**

Concept of Career: Meaning and Definition, career stages, factors effecting career choices, career anchors, types of career anchors and Importance of career anchors. Managing Career: Meaning, Principles for effective career management, career management activities, Importance of career management.

**UNIT-II**

Career Planning: Definition, Characteristics, career planning process, importance of career planning. Role of counseling and mentoring in career management of the employees. Role of IT in career planning, Career Development: Definition, Characteristics, Importance, Performance planning and career management of the employees.

**Recommended Texts:**

1. C.B. Gupta, Human Resource Management, Sultan Chand & Sons.
2. Robbins, Organization Behaviour, Prentice Hall.
3. Fred Luthans, Organization Behaviour, Mc Graw Hill.
4. L.M. Prasad, Organization Behaviour, Sultan Chand & Sons.

**Note: Latest edition of the books should be used.**

**Instructions:**

The external paper will carry 75 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 9 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 12 marks. Candidates will be required to attempt all questions from Section III i.e. 9 questions each carrying 3 marks.

# BBA-DSA III (B) TRAINING AND DEVELOPMENT

**Total: 100 Marks**  
**External Evaluation: 75 Marks**  
**Internal Evaluation: 25 Marks**  
**Total Credits: 4**

**Total Pass marks: 35 Marks**  
**Pass marks in external: 26 Marks**  
**Pass marks in internal: 09 Marks**  
**Total L/T/P: 55**

<b>Sr. No</b>	<b>After Completion of the course, the students shall be able to:</b>
1	The students should be able to understand the need for training and development and various methods of training and development.
2	Possess the knowledge of various retail formats and value of induction process.
3	They will understand the retail customer.

## Course Syllabus

### UNIT-I

Training process: An overview; role, responsibilities and challenges to training managers; organization and management of training function; training needs assessment of training need. Action research: Instructional objectives and lesson planning. Evaluation of training programs. The induction process: Methods and evaluation of induction training.

### UNIT-II

The role of training and development: Identification of training needs, Designing and developing training programs. Training evaluation and the training cycle. Evaluation process, Evaluation design: Data collection, designing questionnaire and tests. Qualitative and quantitative evaluation methods. Evaluation report.

### Recommended Texts:

1. C.T.Morgain, A.R. King and J.R. Weisz. Introduction to Psychology.
2. C.S. Hall, G. Lindzey. Theories of Personality.
3. L. Rae. How to measure training effectiveness.
4. F.S. Freeman. Psychological Testing.
5. G.R. Bower, T.R. Hilgar. Theories of Learning.

**Note: Latest edition of the books should be used.**

### Instructions:

The external paper will carry 75 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 9 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 12 marks. Candidates will be required to attempt all questions from Section III i.e. 9 questions each carrying 3 marks.

## **BBA-DSA III (C) MANAGEMENT OF CHANGE**

**Total: 100 Marks**  
**External Evaluation: 75 Marks**  
**Internal Evaluation: 25 Marks**  
**Total Credits: 4**

**Total Pass marks: 35 Marks**  
**Pass marks in external: 26 Marks**  
**Pass marks in internal: 09 Marks**  
**Total L/T/P: 55**

**Objective:** The course works from a strong theoretical foothold and apply behavioral science knowledge to the development of organizational structures, strategies, and processes.

<b>Sr. No.</b>	<b>After Completion of the course, the students shall be able to:</b>
1	The students will understand the basic concept organisational change and its models
2	The students will aware about the strategies for change
3	The students will acquire knowledge about Organizational culture.
4	They will understand Issues in consultant-client relationship.

### **Course Syllabus**

#### **UNIT-I**

Organisational Change: meaning, factors, Significance and importance of change, Nature of change, Process of organisational change, Models of Change and Approaches to Problem Diagnosis, Major Techniques of Planned Change, Managing Resistance to Change. Coping strategies for change, Resistance to change, managerial options for implementing change, guidelines facilitating change, Change and its impact.

#### **UNIT-II**

Organizational culture and change, a systematic approach to making change, Traditional Assumption, The Culture Gap, Organisational Development: Definition, Need, Assumptions, Historical development. Models and theories of planned change, process of Organisational Development, Issues and future of Organisational Development, Issues in consultant-client relationship.

### **Recommended Texts:**

1. Ahmed Abad. Developing Effective Organization, Sri Ram Centre for Industrial Relations, New Delhi
2. French. Wendell L., Bell. Cecil., Organization Development, Pearsons Education, New Delhi
3. S.K. Bhatia, Dr. Abad Ahmad. Management of Change and Organization Development, Deep & Deep Publications Pvt. Ltd, New Delhi
4. Burke Warner. Organization Change, Sage Publications, South Asia

**Note: Latest edition of the books should be used.**

### **Instructions:**

The external paper will carry 75 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 9 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 12 marks. Candidates will be required to attempt all questions from Section III i.e. 9 questions each carrying 3 marks.

## **DSE -III (D) MANAGEMENT OF INDUSTRIAL RELATIONS**

**Total: 100 Marks**  
**External Evaluation: 75 Marks**  
**Internal Evaluation: 25 Marks**  
**Total Credits: 4**

**Total Pass marks: 35 Marks**  
**Pass marks in external: 26 Marks**  
**Pass marks in internal: 09 Marks**  
**Total L/T/P: 55**

**Objective:** The course has been designed to make the students aware of the sensitivity of employer-employee relationship.

<b>Sr. No.</b>	<b>After Completion of the course, the students shall be able to:</b>
1	Establish and foster sound relationship between workers and management by safeguarding their interests.
2	Avoid industrial conflicts and strikes by developing mutuality among the interests of concerned parties.
3	Keep, as far as possible, strikes, lockouts and gheraos at bay by enhancing the economic status of workers.
4	Raise productivity in the organization to curb the employee turnover and absenteeism..
5	To understand the concept of Industrial Relation and Trade Union

### **Course Syllabus**

#### **UNIT-I**

Industrial Relations and its concept and models; Industrial Relation and Role of the State; Present status and future of Trade Unionism with special reference to India; Industrial Relations and Technological Change.

#### **UNIT-II**

Causes, Forms and effects of Industrial conflict; Preventive and settlement measures of Industrial Disputes in India; Comparative Study of Industrial Relations in developed and developing economics; Role of ILO and significance of Social Clause of WTO.

### **Recommended Texts:**

1. Venkataratnam. Industrial Relations, Oxford University Press
2. P.R. Sinha. Industrial Relations, Trade Unions, and Labour Legislation.
3. P. Blyton and P. Turnbull. The Dynamics of Employee Relations. Palgrave Macmillan
4. P. Ackers and A. Wilkinson. Understanding Work & Employment: Industrial Relations in Transition. Oxford: Oxford University Press
5. P.K. Padhi. Labor and Industrial Laws. Prentice Hall of India

**Note: Latest edition of the books should be used.**

### **Instructions:**

The external paper will carry 75 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 9 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 12 marks. Candidates will be required to attempt all questions from Section III i.e. 9 questions each carrying 3 marks.



## DSE-III (Information Technologies)

### DSE IV (A) SEARCH ENGINE OPTIMIZATION

**Total: 100 Marks**

**External Evaluation: 75 Marks**

**Internal Evaluation: 25 Marks**

**Total Credits: 4**

**Total Pass marks: 35 Marks**

**Pass marks in external: 26 Marks**

**Pass marks in internal: 09 Marks**

**Total L/T/P: 55**

**Objective:** The course has been designed to make the students aware of the sensitivity of employer-employee relationship.

Sr. No.	After Completion of the course, the students shall be able to:
1	The students will understand the Programmer and Search Engine Marketer
2	The students will aware about the basic SEO
3	The students will acquire knowledge about the causes and effects of duplicate content.
4	They will understand the technical analysis of Black-Hat Techniques.

#### Course Syllabus

##### UNIT-I

Programmer and Search Engine Marketer: SEO and the Site Architecture, Installing XAMPP, Preparing the Working Folder, Preparing the Database. Primer in Basic SEO: Introduction to SEO, Search Engine Ranking Factors, Potential Search Engine Penalties, Resources and Tools, Provocative SE-Friendly URLs: Static URLs and Dynamic URLs, URLs of the Real World, URL Rewriting, Installing mod\_rewrite, Testing mod\_rewrite, Introducing Regular Expressions, URL Rewriting. Content Relocation and HTTP Status Codes: HTTP Status Codes, Redirect Using 301 and 302, Removing Deleted Pages Using 404, Avoiding Indexing Error Pages Using 500, Redirecting with PHP and mod\_rewrite

##### UNIT-II

Duplicate Content: Causes and Effects of Duplicate Content, Excluding Duplicate Content, Solutions for Commonly Duplicated Pages. SE-Friendly HTML and JavaScript: Overall Architecture, Search Engine-Friendly JavaScript, Search Engine-Friendly HTML, Using a Custom Markup Language to Generate SE-Friendly HTML, Flash and AJAX. Black Hat SEO: Technical Analysis of Black-Hat Techniques. Cloaking, Geo-Targeting, and IP Delivery :A Few Words on JavaScript Redirect Cloaking, Implementing Cloaking, Cloaking Case Studies, Implementing Geo-Targeting. Foreign Language SEO: Foreign Language Optimization Tips, Foreign Language Tips.

#### Recommended Texts:

1. Professional Search Engine Optimization with PHP: A Developer's Guide to SEO by Cristian Darie, Jaimie Sirovich.

**Note: Latest edition of the books should be used.**

#### Instructions:

The external paper will carry 75 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 9 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 12 marks. Candidates will be required to attempt all questions from Section III i.e. 9 questions each carrying 3 marks.

## DSE IV (B) E COMMERCE

**Total: 100 Marks**  
**External Evaluation: 75 Marks**  
**Internal Evaluation: 25 Marks**  
**Total Credits: 4**

**Total Pass marks: 35 Marks**  
**Pass marks in external: 26 Marks**  
**Pass marks in internal: 09 Marks**  
**Total L/T/P: 55**

**Objective:** To explain the students about information systems being used in business and management. To assess the impact of the Internet and Internet technology on business, electronic commerce and electronic business.

Sr. No.	After Completion of the course, the students shall be able to:
1	Students are able to understand regarding the principles of office management
2	Learn about the authorities and responsibilities of an office manger
3	Students are able to under stand about the importance of record in office and also leand about its maintenance

### Course syllabus

#### UNIT-I

Overview of Electronic Commerce: Concept, features, and functions of e-commerce, e-commerce practices, Concerns for E-commerce Growth, Inter-organizational E-commerce, Intra-organizational E-commerce, Consumer-to-Business E-commerce. Introduction to Internet: Internet and its role in E-commerce, procedure of registering internet domain, establishing connectivity to Internet, tools and services of Internet, procedure of opening e-mail accounts on Internet.

#### UNIT-II

Firewalls and Network Security: Types of Firewalls, Firewall Security policies, Emerging Firewall Management Issues. Security of e-commerce: Setting up Internet Security, maintaining secure information, encryption, digital signature and other security measures. E-payment: Transactions through Internet, requirements of e-payment systems, functioning of debit and credit cards, pre and post payment services.

### Recommended Texts:

1. Bharat Bhasker, Electronic Commerce – Framework technologies and Applications, Tata McGraw Hill Publications.

**Note: Latest edition of the books should be used.**

### Instructions

The external paper will carry 75 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 9 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 12 marks. Candidates will be required to attempt all questions from Section III i.e. 9 questions each carrying 3 marks.

## DSE IV (C) DATABASE MANAGEMENT SYSTEMS

**Total: 100 Marks**  
**External Evaluation: 75 Marks**  
**Internal Evaluation: 25 Marks**  
**Total Credits: 4**

**Total Pass marks: 35 Marks**  
**Pass marks in external: 26 Marks**  
**Pass marks in internal: 09 Marks**  
**Total L/T/P: 55**

**Objective:** To provide a formal foundation in database concepts and technology. Upon completion, the students should be able to understand different issues involved in design and implementation of a database system.

Sr. No.	After Completion of the course, the students shall be able to:
1	Students are able to understand regarding the database management system
2	Learn about the data language, data models
3	Students are able to understand about the Entity relationship model and Database design and its process

### Course syllabus

#### Unit-I

Database Management System: Definition, Characteristic advantages over traditional file processing system, Uses of database, DBA and its responsibilities Database schema, instance. DBMS architecture, data independence, mapping between different levels. Database language: DDL, DML, DCL. Data Models: hierarchical, network, relational. Keys: Super, candidate, primary, unique, foreign. constraints: types of constraints, Integrity constraints.

#### Unit –II

Entity relationship model: concepts, mapping cardinalities, entity relationship diagram, weak sets, strong entity sets, aggregation, generalization, converting ER diagram to tables.

Relational Algebra: Basic operations, additional operations.

Database design: Functional dependency, decomposition, Normalization, multi valued dependency.

Database design process, database protection, database integrity,

Transaction management and Concurrency control: Transaction management: ACID properties, serializability and concurrency control, Lock based concurrency control (2PL, Deadlocks), Time stamping methods, optimistic methods, database recovery management.

### Recommended Texts:

1. Ivan Bayross, "Oracle 7 The complete reference", BPB Publications.
2. CJ. Date, "An Introduction to Database Systems", 3rd Ed., Narosa Publishers, (Reprint).
3. Jeffrey D. Ulliman, "Principles of Database Systems", 2nd Ed., Galgotia Publications.
4. D. Kroenke, "Database Processing", Galgotia Publications.
5. Siberscharts, Korth and Sudarshan, "Database Concepts", Mcgraw Hill Publication.

**Note: Latest edition of the books should be used.**

### Instructions:

The external paper will carry 75 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 9 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 12 marks. Candidates will be required to attempt all questions from Section III i.e. 9 questions each carrying 3 marks.

**Total: 100 Marks**  
**External Evaluation: 75 Marks**  
**Internal Evaluation: 25 Marks**  
**Total Credits: 4**

**Total Pass marks: 35 Marks**  
**Pass marks in external: 26 Marks**  
**Pass marks in internal: 09 Marks**  
**Total L/T/P: 55**

**Objective:** To build an understanding about the software development life cycle and to provide a professional guidance to apply current theories, models and necessary techniques of software engineering. Upon completion, the students should be able to understand ethical and professional issues important for software engineers.

<b>Sr. No.</b>	<b>After Completion of the course, the students shall be able to:</b>
1	To understand about the software engineering and software crisis.
2	Students are able to understand regarding the recent trends in software engineering
3	Students are able to understand Object Oriented Design using UML
4	To understand the concept of software documentation

### Course syllabus

#### **Unit-I**

Introduction: Evolution Software Engineering, Software Crisis, Trends in Software Engineering. Software Life Cycle Models: Use of models, Waterfall Model, Iterative Waterfall model, Prototype Model, Evolutionary Model, Spiral model, Comparison of models. Software Project Management: Project Planning, Project size estimation and Technique, COCOMO Model, Scheduling, Staffing, Risk management. Requirements Analysis and Specification: Requirement Gathering and Analysis, Software requirement Specification Document, Functional requirement, Non Functional requirement, Organization of SRS Document. Software Design: characteristics of Good software design, Design Principles: - Modularity, Cohesion, coupling. Function oriented design: Structured Analysis, Data Flow Diagram, and Structure Charts.

#### **Unit –II**

Object Oriented Design using UML: Object oriented concepts, Unified Modeling Language, UML Diagrams, Class diagrams, State diagrams, Interaction Diagram User Interface Design: Characteristics of Good User interface, Types of User interface, GUI Development. Coding: Coding Standards and Guidelines, Code Review, Software Documentation. Testing: Error, Failure, Test case, Test Suite, Levels of Testing, Unit testing, Black Box testing, White Box Testing, Integration Testing, System Testing.

#### **Recommended Texts:**

1. P. Jalote. "An Integrated Approach to Software Engineering", Narosa Publications.
2. Shari Lawrence Pfleeger. "Software Engineering : Theory and Practice", 2nd edition, Pearson Education, 2003.
3. Roger S. Pressman. "Software Engineering-A practitioner's Approach", 3rd edition, McGraw-Hill.
4. Rajib Mall. "Software Engineering", PHI Publication.

**Note: Latest edition of the books should be used.**

#### **Instructions:**

The external paper will carry 75 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 9 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 12 marks. Candidates will be required to attempt all questions from Section III i.e. 9 questions each carrying 3 marks.

## DSE-V (Event Management)

### DSE- V (A) EVENT PLANNING AND MANAGEMENT

**Total: 100 Marks**  
**External Evaluation: 75 Marks**  
**Internal Evaluation: 25 Marks**  
**Total Credits: 4**

**Total Pass marks: 35 Marks**  
**Pass marks in external: 26 Marks**  
**Pass marks in internal: 09 Marks**  
**Total L/T/P: 55**

**Objective:** The course has been designed to make the students aware event management and its applications for marketing.

Sr. No.	After Completion of the course, the students shall be able to:
1	To obtain a sense of responsibility for the multi-disciplinary nature of event management
2	To gain confidence and enjoyment from involvement in the dynamic industry of event management
3	To identify best practice in the development and delivery of successful conference and corporate gatherings
4	To identify the key elements of a conference and the processes involved in venue selection, registration, catering, accommodation, transport, theming, security and entertainment
5	To identify management essentials such as developing budgets, critical paths, work breakdown structures, risk mitigation and contingency planning.

#### Course Syllabus

##### UNIT – I

Introduction to planning and management of events, Size of events, Types of events, Roles & Responsibilities of Event Manager in Different Events, the event team, advantages of events, code of ethics for event. Creative Visualization: definition, creativity methods, participation planning in events, event charges. Event proposal: definition, proposal request, approval meeting.

##### UNIT- II

Event Sponsorship: concept, identifying the sponsor, sports sponsorships, evaluation of the sponsorship, key principles of evaluation. Event Marketing: definition, nature, process of event marketing. Event Promotion: definition, elements in promotion, role of media in event promotion.

#### Recommended Texts:

1. Goldblatt John Wiley and Sons. Best Practices in Modern Event Management.
2. Sanjaya Singh Gaur, Sanjay V. Saggere. Event marketing & Management.
3. Devesh Kishore. Ganga Sagar Singh: Event Management

**Note: Latest edition of the books should be used.**

#### Instructions

The external paper will carry 75 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 9 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 12 marks. Candidates will be required to attempt all questions from Section III i.e. 9 questions each carrying 3 marks.

## **DSE -V (B) FINANCIAL MANAGEMENT OF EVENTS**

**Total: 100 Marks**  
**External Evaluation: 75 Marks**  
**Internal Evaluation: 25 Marks**  
**Total Credits: 4**

**Total Pass marks: 35 Marks**  
**Pass marks in external: 26 Marks**  
**Pass marks in internal: 09 Marks**  
**Total L/T/P: 55**

**Objective:** The course has been designed to make the students aware Financial management applications in event management.

<b>Sr. No.</b>	<b>After Completion of the course, the students shall be able to:</b>
1	To Identify the need of event financial management
2	To know about the elements which helps in Managing events
3	To know about the financial appraisal of event
4	To identify the categories for an event expenses
5	To identify the structure of event management fees

### **Course Syllabus**

#### **UNIT – I**

The need and frill of event financial management , Events and Objects, Events and Facts, Managing Events, the budget, Break- even point. Financial appraisal of events: Cash flow analysis, Profit and loss statement, Balance-sheet, Financial control systems, Panic payments. Ratio Analysis for Events. Sources of raising short and long term finance and its cost.

#### **UNIT – II**

Income Categories for an Event, Expenses, Venue, Outdoor Venues, Indoor venues, Budget for Sets, Security, Sound & Lights, Generators, Advertising, Print, Hoardings, Buses, Public Relations, Performers. Use of Cost Centers in Event Management, Event Management Fees and Percentage of the total event cost, flat fees, package price. Feasibility and SWOT analysis of events.

### **Recommended Texts:**

1. Julia Rutherford Silvers. Risk Management for Meetings and Events.
2. Julia Rutherford Silvers and Kathy Nelson: Introduction to Financial Management for Meetings & Events

**Note: Latest edition of the books should be used.**

### **Instructions**

The external paper will carry 75 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 9 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 12 marks. Candidates will be required to attempt all questions from Section III i.e. 9 questions each carrying 3 marks.

**Total: 100 Marks**  
**External Evaluation: 75 Marks**  
**Internal Evaluation: 25 Marks**  
**Total Credits: 4**

**Total Pass marks: 35 Marks**  
**Pass marks in external: 26 Marks**  
**Pass marks in internal: 09 Marks**  
**Total L/T/P: 55**

**Objective:** The course has been designed to make the students aware Material resources management and its importance in event management.

Sr. No.	After Completion of the course, the students shall be able to:
1	To understand the process of managing and marketing events from conceptualization, planning, and feasibility analysis to staging the event, and post event evaluation
2	To learn the concept of entertainment, its purpose, forms, its timing.
3	To know how performers work, their mindset, performance needs.
4	To get the knowledge of Décor design theory, their set up considerations prior to and after the event.
5	To identify how the electrical distribution works with regard to safety.

### Course Syllabus

#### UNIT – I

Entertainment: Defining Entertainment Forms in Entertainment, purpose of Entertainment, Content in Entertainment, Staging Entertainment, Number of Performers or Acts, Scheduling and Timing, Using the Event Space, Building the Show, Beginnings, Endings. Working with Performers – Mindset, Creature Comforts, Unique Preparations and Performance Needs, Communications.

#### UNIT - II

Décor - Design Theory, Elements of Design, Principles of Design, Categories of décor, Backdrops, Themed Sets, Props, Fabrics, Banners and Signs, People and Other Creatures As Decor, Floral Décor, Setup Considerations for Décor - Prior to the Event and At the Event.

Miscellaneous Technical Resources - Electrical Power, Determining Electrical Service Requirements, Electrical Distribution, Portable Power, Electrical Safety Considerations, Safety, Other Temporary Structures – Scaffolding, Bleachers, Fencing and Barriers, Sanitary Facilities.

#### Recommended Texts:

1. Event Entertainment and Production - Author: Mark Sonder, CSEP - Publisher: Wiley & Sons, Inc. - ISBN: 0-471-26306-0
2. Special Event Production - Doug Matthews - ISBN: 978-0-7506-8523-8
3. The Complete Guide to Successful Event Planning - Shannon Kilkenny
4. Human Resource Management for Events - Lynn Van der Wagen (Author)

**Note: Latest edition of the books should be used.**

#### Instructions:

The external paper will carry 75 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 9 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 12 marks. Candidates will be required to attempt all questions from Section III i.e. 9 questions each carrying 3 marks.

**Total: 100 Marks**  
**External Evaluation: 75 Marks**  
**Internal Evaluation: 25 Marks**  
**Total Credits: 4**

**Total Pass marks: 35 Marks**  
**Pass marks in external: 26 Marks**  
**Pass marks in internal: 09 Marks**  
**Total L/T/P: 55**

**Objective:** To explore the methods of event marketing in current market situations.

Sr. No.	After Completion of the course, the students shall be able to:
1	To understand the proposal request process.
2	To learn about how to make itinerary, its transportation costs sheet, company's profile.
3	To know about event promotion techniques, it's costing
4	To get the knowledge of that how the events design their promotion and sponsorship.

### Course Syllabus

#### UNIT I

Proposal request: approval meeting; study of the proposal: destination review, itinerary, transportation requirements, hotel information and cost summary sheet; Proposal report; company profile; back up material.

#### UNIT II

Promotion of events; print, electronic and display media; planning Participation; event charges; package price; nature and process of marketing events; marketing mix; document design; and sponsorship.

### Recommended Texts:

1. Thomas C. O'Guinn, Chris T. Allen and Richard J. Semenik, Advertising and Integrated Brand Promotion
2. Jeremy T. Miner and Lynn E. Miner, Proposal Planning and Writing, Greenwood Publishing Group
3. Barbara L. Ciconte and Jeanne G. Jacob, Fundraising Basics: A Complete Guide, Jones and Bartlett Publishers
4. Leonard H. Hoyle, Event marketing: How to successfully promote events, festivals, conventions and expositions, John Wiley and Sons
5. Allison Sage. The Event Marketing Handbook: Beyond Logistics and Planning, Dearborn Trade Publishing Co.

**Note: Latest edition of the books should be used.**

### Instructions:

The external paper will carry 75 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 9 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 12 marks. Candidates will be required to attempt all questions from Section III i.e. 9 questions each carrying 3 marks.



## DSE-VI (Media Management)

### DSE VI (A) PRINCIPLES OF MASS COMMUNICATION

**Total: 100 Marks**  
**External Evaluation: 75 Marks**  
**Internal Evaluation: 25 Marks**  
**Total Credits: 4**

**Total Pass marks: 35 Marks**  
**Pass marks in external: 26 Marks**  
**Pass marks in internal: 09 Marks**  
**Total L/T/P: 55**

**Objective:** The objective of this course is to acquaint the students of management with the basic knowledge of mass communication in business.

No.	Sr.	After Completion of the course, the students shall be able to:
1		To understand the concept in Mass Communication
2		To learn about 7 C's of Communication
3		To know about the tools of Mass Communication
4		To get the knowledge of different models of Mass Communication
5		To know the theories of communication

#### Course Syllabus

##### UNIT- I

Communication: Meaning & Concept; Elements and process of communication; Functions of human communication and mass communication; 7c's of communication; various forms of communication: Intrapersonal, Interpersonal, Group, Public and Mass communication, Verbal and Non Verbal Communication; barriers to communication. Tools of Mass Communication: Word of mouth Newspapers, Magazines, Radio, TV, Films, Records, Internet  
(c) Advertising, Public Relations & Public Opinion  
(c) Traditional & Folk Media

##### UNIT- II

Models of mass communication: Lasswell model, Schramm model, Shannon and weaver model, Gerbner's model, Levin, Westley and MacLean's conceptual model.  
Theories of communication: Bullet theory, Cognitive theory, two step flow theory, Uses & Gratification theory, Cultivation theory and agenda setting theory.

#### Recommended Texts:

1. Ralph E. Hanson. Mass Communication: Living in a Media World, CQ Press.
2. Stanley J. Baran and Dennis K. Davis. Mass Communication Theory: Foundations, Ferment, and Future, Cengage Learning.
3. Joseph R. Dominick. Dynamics of mass communication: Media in transition, McGraw-Hill Higher Education.
4. Mary B. Cassata and Molefi K. Asante, Mass communication: Principles and Practices, Macmillan Publishing Co.
5. Jan R. Hakemulder. Principles and Functions of Mass communication.

**Note: Latest edition of the books should be used.**

#### Instructions:

The external paper will carry 75 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 9 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 12 marks. Candidates will be required to attempt all questions from Section III i.e. 9 questions each carrying 3 marks.

## DSE- VI (B) PUBLIC RELATION MANAGEMENT

**Total: 100 Marks**  
**External Evaluation: 75 Marks**  
**Internal Evaluation: 25 Marks**  
**Total Credits: 4**

**Total Pass marks: 35 Marks**  
**Pass marks in external: 26 Marks**  
**Pass marks in internal: 09 Marks**  
**Total L/T/P: 55**

**Objective:**The course has been designed to make the students aware of the changing role of PR in business.

Sr. No.	After Completion of the course, the students shall be able to:
1	To understand the concept Public Relations
2	To learn about PR and its allied disciplines
3	To know about Public Relations in government and Private sector
4	To get the knowledge of IPRA code

### Course Syllabus

#### UNIT- I

Public Relations: Meaning & concept; PR and allied disciplines (Publicity, Propaganda, Advertising, Lobbying); Functions of P.R.; Qualities of PRO; PR Public Relations tools: Internal public ( house journals, bulletin boards, open houses, suggestion boxes, video magazine etc.); Writing for media ( Press conference, press release, rejoinder, backgrounder, press brief )

#### UNIT –II

Public Relations in government and Private sector; Public Relations in India at central & state government; Public Relations campaign; Role of Public Relations in crisis management. Public Relations & new media; Integrated Public Relations; Ethics of Public Relations - IPRA code - professionalism, PRSI

#### Recommended Texts:

1. Edward J. Lordan. Essentials of Public Relations Management, Burnham Inc., Publishers.
2. Dr. AjitPathak. Public Relations Management: A Comprehensive Insight, Ocean Books (P) Ltd., New Delhi
3. Frank Jefkins. Public Relations for Management Success
4. Jan R.Hakemulder. Principles and Functions of Public Relations
5. Handbook of Public relations in India, D.S. Mehta
6. Public relations Handbook. Dilenschneider Robert L.

**Note: Latest edition of the books should be used.**

#### Instructions

The external paper will carry 75 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 9 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 12 marks. Candidates will be required to attempt all questions from Section III i.e. 9 questions each carrying 3 marks.

**Total: 100 Marks**  
**External Evaluation: 75 Marks**  
**Internal Evaluation: 25 Marks**  
**Total Credits: 4**

**Total Pass marks: 35 Marks**  
**Pass marks in external: 26 Marks**  
**Pass marks in internal: 09 Marks**  
**Total L/T/P: 55**

**Objective:** The course has been designed to make the students aware of the emergence of media and its importance in business.

<b>Sr. No.</b>	<b>After Completion of the course, the students shall be able to:</b>
1	To make students aware about the responsibilities, structure of Media Management
2	Students will be able to analyze individual media businesses and understand the Economic drivers of the media economy.
3	Students will have developed hands-on experience as content marketers using Journalistic and digital techniques.
4	Students will gain a perspective on the ownership patterns of mass media and evolution of media on key current trends and its media audiences.

### **Course Syllabus**

#### **UNIT- I**

Media planning: The function of media planning in advertising, Role of media planner, Challenges in media planning. Media planning process, Media planning for consumer goods, Management- Definitions and Concept; Principles and functions of Management; Role of management in media; Media as an industry and profession

The concept and context of Mass media; forms of mass media: Print, Electronic: Audio and audio-visual communication, Multimedia

#### **UNIT- II**

Ownership patterns of mass media—Sole proprietorship, Partnership, Private limited companies, Public limited companies, Trust, Chain, cross media, conglomerate and vertical integration.

Media audiences; Effects and uses of mass media; Mass media research; Transnational media ownership and issues of sovereignty and security.

### **Recommended Texts:**

1. James R Adams. Media Planning-Business books 1977
2. Jim Surmanek. Media Planning: A Practical Guide, NTC/Contemporary Publishing Group
3. John R. Rossiter and Peter J. Danaher. Advanced Media Planning, Kluwer Academic Publishers
4. Jack Z. Sissors and Roger B. Baron. Advertising Media Planning, Tata McGraw-Hill, New Delhi
5. Frank M. Corrado. Media for Managers.

**Note: Latest edition of the books should be used.**

### **Instructions:**

The external paper will carry 75 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 9 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 12 marks. Candidates will be required to attempt all questions from Section III i.e. 9 questions each carrying 3 marks.

## **BBA-DSE VI (D) CORPORATE COMMUNICATION**

**Total: 100 Marks**  
**External Evaluation: 75 Marks**  
**Internal Evaluation: 25 Marks**  
**Total Credits: 4**

**Total Pass marks: 35 Marks**  
**Pass marks in external: 26 Marks**  
**Pass marks in internal: 09 Marks**  
**Total L/T/P: 55**

**Objective:** To aware the students about the importance of sound corporate communication in an organization.

<b>Sr. No.</b>	<b>After Completion of the course, the students shall be able to:</b>
1	To understand the role of communication in traditional and modern media in development.
2	To discuss various paradigms of communication message development, channels, promotion strategies to be used.
3	To learn the Indian experiences in Communication for Development
4	To develop an understanding of the concept of communication budget, communication effectiveness.
5.	To understand the guidelines related to corporate communication

### **Course Syllabus**

#### **UNIT I**

Communication process, Elements of an effective communication strategy, Definition and importance of Business Communication, concept of integrated marketing communication, communication objectives. Preparing for communication message development, selecting communication channels, promotion mix advertising, sales promotion, public relations and direct marketing.

#### **UNIT II**

Communication budget, measuring communication effectiveness, Interpersonal/ interpersonal business communication, Ethical issues in corporate communication, managing and co-coordinating integrated marketing communication. New guidelines for Corporate communication.

### **Recommended Texts:**

1. Michael B. Goodman. Corporate communication: Theory and practice, State University of New York Press, Albany
2. Paul A. Argenti and Janis Forman. The power of corporate communication: Crafting the voice and image of your business, McGraw-Hill Publishers
3. Paul A. Argenti. Corporate Communication, McGraw-Hill / Irwin
4. Alan T. Belasen. The Theory and Practice of Corporate Communication: A Competing Values Perspective, Sage Publications

**Note: Latest edition of the books should be used.**

### **Instructions:**

The external paper will carry 75 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 9 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 12 marks. Candidates will be required to attempt all questions from Section III i.e. 9 questions each carrying 3 marks.