

SCHEME OF EXAMINATION

&

SYLLABI

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

(A Semester System-Three Year Degree Programme)



W.E.F. ACADEMIC SESSION 2019-2020

(THROUGH DISTANCE EDUCATION)

DIRECTORATE OF DISTANCE EDUCATION

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY
HISAR (HARYANA) - 125001**

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SCHEME OF EXAMINATIONS FOR BBA PROGRAMME

SESSION 2019-20

PROGRAMME	This is a three-year degree programme with semester system of examination.
DURATION	Minimum 3 Years; Maximum 5 Years
ELIGIBILITY	10+2 or equivalent examination from Board of School Education, Haryana/CBSE or any other Board recognized by Board of School Education, Haryana/CBSE or 3 years Diploma from Board of Technical Education, Haryana or its equivalent from recognized board.
MEDIUM OF INSTRUCTION AND EXAMINATION	English
EXAMINATION AND EVALUATION SYSTEM	The evaluation of the candidates will be done based on the performance in two examinations- External and Internal
External Examination: (70 Marks)	Examiner will set eight questions in all, selecting two questions from each unit. The candidates have to attempt five questions in all, selecting at-least one question from each unit. All questions shall carry equal marks. The maximum time allotted for external examination is 3 hours.
Internal Examination: (30 Marks)	30% of the maximum marks are allocated for internal assessment based on two handwritten assignment of 15% marks each. The questions for assignments will be uploaded on Directorate of Distance Education (DDE) website time to time.
In-company summer training (4-6 weeks) after 4th Semester	Every student of BBA has to undergo in-company summer training for 4-6 weeks after 4 th semester. During the in-company training the trainees will learn the functioning and practices prevailing in the corporate world. This will help the students in translating theory into practice.

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FIRST YEAR

First Semester

Paper No	Title of Paper(s)	External Marks	Internal Assessment	Total Marks
BBA-101	Business Organization	70	30	100
BBA-103	Business Mathematics	70	30	100
BBA-105	Financial Accounting	70	30	100
BBA-107	Computer Fundamentals	70	30	100
BBA-109	Business Communication	70	30	100
BBA-111	Micro-economics for Business Decisions	70	30	100

NOTE: - 1. The duration of the end term examination shall be 3 hours

Second Semester

Paper No	Title of Paper(s)	External Marks	Internal Assessment	Total Marks
BBA-102	Principles of Management	70	30	100
BBA-104	Macro-economic Analysis and Policy	70	30	100
BBA-106	Company Accounts	70	30	100
BBA-108	Computer Applications in Management	70	30	100
BBA-110	Organizational Behavior	70	30	100
BBA-112	Business Statistics	70	30	100

NOTE: - 1. The duration of the end term examination shall be 3 hours

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SECOND YEAR

Third Semester

Paper No	Title of Paper(s)	External Marks	Internal Assessment	Total Marks
BBA-201	Cost Accounting	70	30	100
BBA-203	Marketing Management	70	30	100
BBA-205	Capital Markets	70	30	100
BBA-207	Production Management	70	30	100
BBA-209	Data Base Management System	70	30	100
BBA-211	Indian Business Environment	70	30	100

NOTE: -

1. The duration of the end term examination shall be 3 hours

Fourth Semester

Paper No	Title of Paper(s)	External Marks	Internal Assessment	Total Marks
BBA-202	Financial Management	70	30	100
BBA-204	Human Resource Management	70	30	100
BBA-206	Business Research Methods	70	30	100
BBA-208	Business Laws	70	30	100
BBA-210	Introduction to Information Technology	70	30	100
BBA-212	Comprehensive Viva-voce*	100	-	100

NOTE: -

1. The duration of the end term examination shall be 3 hours.
2. **Immediately after the completion of the IV semester examination, the students shall proceed for their Summer Training of 4 weeks duration. The Summer Training Reports prepared after the completion shall be assessed in the V semester as a compulsory paper.**
3. *Comprehensive Viva-voce will be conducted by an External Examiner.

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THIRD YEAR

Fifth Semester

Paper No	Title of Paper(s)	External Marks	Internal Assessment	Total Marks
BBA-301	Purchase and Materials Management	70	30	100
BBA-303	Company Law	70	30	100
BBA-305	Management Accounting	70	30	100
BBA-307	Computer Networking & Internet	70	30	100
BBA-309	Environmental Studies	70	30	100
BBA-311	Summer Training Report*	100	-	100

NOTE: -

1. The duration of the end term examination shall be 3 hours
2. Summer training report will be evaluated by an External Examiner(s)

Sixth Semester

Paper No	Title of Paper(s)	External Marks	Internal Assessment	Total Marks
BBA-302	Corporate Taxation	70	30	100
BBA-304	Entrepreneurship Development	70	30	100
BBA-306	Foundations of International Business	70	30	100
BBA-308	Principles of Banking	70	30	100
BBA-310	E-Commerce	70	30	100
BBA-312	Personality and Soft Skills Development	70	30	100

NOTE: -

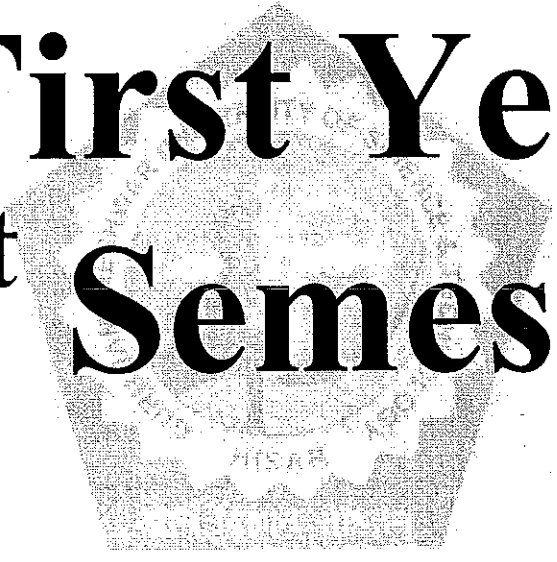
1. The duration of the end term examination shall be 3 hours.

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SYLLABI FOR BBA PROGRAMME

SESSION 2019-20

First Year Ist Semester



External Marks: 70

Internal Marks: 30

Time: 3 hrs.

BUSINESS ORGANISATION

PAPER CODE: BBA-101

UNIT-I

Business – Concept, nature and scope, business as a system, business objectives, business and environment interface, distinction between business, commerce and trade,

UNIT-II

Forms of business organization – Sole proprietorship, partnership, joint stock company, types of company, cooperative societies; choice of a suitable form of business organization,

UNIT-III

Profit Maximization vs ^{V/S} Social Responsibility of Business; Business Ethics and Values; Code of Conduct and Corporate Governance, Concept and role of MNCs; Transactional Corporations (TNCs); International Business Risks,

UNIT-IV

Government and business interface; stock exchange in India; business combination – concept and causes; chambers of commerce and industries in India – FICCI, CII Association,

SUGGESTED READINGS

1. Vasishth, Neeru, Business Organisation, Taxmann, New Delhi
2. Talloo, Thelman J., Business Organisational and Management, TMH, New Delhi
3. Tulsian, P.C., Business Organisation, Pearson Education, New Delhi

External Examination: 70 Marks

Examiner will set eight questions in all, selecting two questions from each unit. The candidates have to attempt five questions in all, selecting at-least one question from each unit. All questions shall carry equal marks. The maximum time allotted for external examination is 3 hours.

External Marks: 70
Internal Marks: 30
Time: 3 hrs.

BUSINESS MATHEMATICS
PAPER CODE: BBA-103

UNIT-I

Theory of Sets – Meaning, elements, types, presentation and equality of sets; union, intersection, complement & difference of sets; Venn diagrams; Cartesian product of two sets; applications of set theory.

UNIT-II

Indices & logarithms, arithmetic and geometric progressions and their business applications; sum of first n natural numbers, sum of squares and cubes of first n natural numbers.

UNIT-III

Permutations, combinations and binomial theorem (positive index).

UNIT-IV

Matrices – Types, properties, addition, multiplication, transpose and inverse of matrix; properties of determinants, solution of simultaneous Linear Equations; differentiation and integration of standard algebraic functions; business applications of matrices, differentiation and integration.

SUGGESTED READINGS

1. Sancheti, D.C., A.M. Malhotra & V.K. Kapoor, Business Mathematics, Sultan Chand & Sons, New Delhi
2. Zameerudin, Qazi, V.K. Khanna & S.K. Bhambri, Business Mathematics, Vikas Publishing House Pvt. Ltd, New Delhi
3. Reddy, R.Jaya Prakash, Y. Mallikarjuna Reddy, A Text Book of Business Mathematics, Ashish Publishing House, New Delhi

External Examination: 70 Marks

Examiner will set eight questions in all, selecting two questions from each unit. The candidates have to attempt five questions in all, selecting at-least one question from each unit. All questions shall carry equal marks. The maximum time allotted for external examination is 3 hours.

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External Marks: 70

Internal Marks: 30

Time: 3 hrs.

FINANCIAL ACCOUNTING
PAPER CODE: BBA-105

UNIT-I

Meaning and scope of accounting, nature of financial accounting principles, basis of accounting; accounting process – from recording of business transaction to preparation of trial balance

UNIT-II

Depreciation accounting; Preparation of final accounts (non-corporate entities) along with major adjustments

UNIT-III

Rectification of errors; Accounts of non-profit organization, Joint venture accounts

UNIT-IV

Hire purchase and installment purchase system accounting; Consignment accounts

SUGGESTED READINGS

1. Gupta R.L., Advanced Accounting Vol. I, Sultan Chand & Sons, New Delhi
2. Mukherjee and Hanif, Financial Accounting, TMH, New Delhi
3. Shah: Basic Financial Accounting, Oxford University Press.
4. Grewal T.S. and M.C. Shukla, Advanced Accounting Vol. I, S. Chand & Sons, New Delhi.
5. Maheshwari S.N., Advanced Accounting Vol. I, Vikas Publications, Delhi

External Examination: 70 Marks

Examiner will set eight questions in all, selecting two questions from each unit. The candidates have to attempt five questions in all, selecting at-least one question from each unit. All questions shall carry equal marks. The maximum time allotted for external examination is 3 hours.

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External Marks: 70
Internal Marks: 30
Time: 3 hrs.

COMPUTER FUNDAMENTALS

PAPER CODE: BBA-107

UNIT-I

Introduction – Digital and analog computers, evolution of digital computers, major components of a digital computer, hardware, software, firmware, middleware and freeware, computer applications.

UNIT-II

Decimal number system, binary number system, conversion of a binary number to decimal number, conversion of a decimal number to a binary number, addition of binary numbers, binary subtraction, hexadecimal number system, octal number system.

UNIT-III

Input devices, output devices, printers, plotters, other forms of output devices; memory, types of main memory, secondary memory and backup memory.

UNIT-IV

Computer applications in offices, use of computers in books publication, desktop publishing system, application of computers for data analysis, application of computer in education, application of computer in banks, medical field.

SUGGESTED READINGS

1. Gill, Nasib, Computer Fundamental and Internet
2. Saxena, Computer Applications in Management, Vikas Publication, New Delhi
3. B. Ram, Computer Fundamentals, New Age Publications, New Delhi
4. Rajaraman, V., Computer Fundamentals, PHI, New Delhi

External Examination: 70 Marks

Examiner will set eight questions in all, selecting two questions from each unit. The candidates have to attempt five questions in all, selecting at-least one question from each unit. All questions shall carry equal marks. The maximum time allotted for external examination is 3 hours.

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External Marks: 70

Internal Marks: 30

Time: 3 hrs.

BUSINESS COMMUNICAITON
PAPER CODE: BBA-109

UNIT-I

Business Communication – Nature and process, forms of communication, role of communication skills in business, communication networks, and barriers to communication.

UNIT-II

Communication Skills: Listening skills – cognitive process of listening, barriers to listening, reading skills, speaking skills, public speaking, voice modulation and body language.

UNIT-III

Written Communication – Types, structures and layout of business letters; presentative letters – sales letters, claim letters, employment letters, writing memo, notice and circular.

UNIT-IV

Business Reports – Purpose and types, framework of business reports, presentation of reports, brochures, issuing notice and agenda of meeting and recording of minutes of meetings.

SUGGESTED READINGS

1. Koneru, Arun, Professional Communication, Tata McGraw Hill, New Delhi
2. Monipally, M.M., Business Communication Strategies, Tata McGraw Hill, New Delhi
3. Das, Biswajit and Ipseeta Satpathy, Business Communication and Personality Development, Excel Books, New Delhi
4. McGrath, E.H., Basic Managerial Skills for All, Prentice Hall of India, New Delhi
5. Rai, Urmila and S.M. Rai, Business Communication, Himalaya Publishing House, Mumbai

External Examination: 70 Marks

Examiner will set eight questions in all, selecting two questions from each unit. The candidates have to attempt five questions in all, selecting at-least one question from each unit. All questions shall carry equal marks. The maximum time allotted for external examination is 3 hours.

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External Marks: 70
Internal Marks: 30
Time: 3 hrs.

MICRO ECONOMICS FOR BUSINESS DECISIONS
PAPER CODE: BBA-111

UNIT-I

Nature and scope of micro economics, determinants of demand and law of demand, price, cross and income elasticity, law of supply, elasticity of supply, competitive equilibrium; consumer's equilibrium- utility and indifference curve approaches

UNIT-II

Short run and long run production functions, laws of returns; optimal input combination; Classification of costs; short run and long run cost curves and their interrelationship; internal and external economies of scale, revenue curves; optimum size of the firm; factors affecting the optimum size, location of firms

UNIT-III

Equilibrium of the firm and industry – perfect competition, monopoly, monopolistic competition, discriminating monopoly, aspects of non-price competition; oligopolistic behavior

UNIT-IV

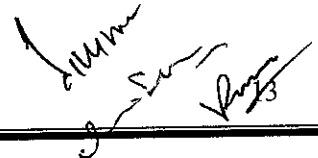
Characteristics of various factors of production; marginal productivity theory and modern theory of distribution; determination of rent; quasi rent; alternative theories of interest and wages

SUGGESTED READINGS

1. Sethi, Anjanee and Adhikari, Bhavana, TMH, Delhi
2. D. Salvatore, Principles of Microeconomics, Oxford University Press.
3. Mark Hirschey, Managerial Economics, Thomson, South Western, New Delhi
4. R H Dholkia and A.N. Oza, Microeconomics for Management Students, Oxford University Press, New Delhi
5. P.L. Mehta, Managerial Economics, Sultan Chand, New Delhi

External Examination: 70 Marks

Examiner will set eight questions in all, selecting two questions from each unit. The candidates have to attempt five questions in all, selecting at-least one question from each unit. All questions shall carry equal marks. The maximum time allotted for external examination is 3 hours.



IInd Semester

External Marks: 70
Internal Marks: 30
Time: 3 hrs.

PRINCIPLES OF MANAGEMENT
PAPER CODE: BBA-102

UNIT-I

Introduction – nature and process of management, basic managerial roles and skills, nature of managerial work; approaches to management – classical, human relations and behavioral, systems and contingency approaches; contemporary issues and challenges

UNIT-II

Planning and decision making – concept, purpose and process of planning, kinds of plans, strategic planning, tactical planning and operational planning, goal setting, MBO; decision making – nature and process, behavioral aspects of decision making, forms of group decision making in organizations

UNIT-III

Organizing and leading elements of organizing – division of work, departmentalization, distribution of authority, coordination; organization structure and design; leadership – nature and significance, leadership styles, behavioral and situational approaches to leadership

UNIT-IV

Management control – nature, purpose and process of controlling, kinds of control system, prerequisites of effective control system, resistance to control, controlling techniques, social audit

SUGGESTED READINGS

1. Griffin, Ricky W, Management, Biztantra, New Delhi
2. Tripathi, P C and Reddy, P N, Principles of Management, TMH, Delhi
3. Rao, VSP, Management, Excel Books, New Delhi
4. Stoner, Freeman and Gilbert, Jr. Management, Pearson Education, New Delhi
5. Weihrich, Heinz and Harold Koontz, Management: A Global Perspective, TMH, N. Delhi
6. Robbins, S.P., Management, Pearson Education

External Examination: 70 Marks

Examiner will set eight questions in all, selecting two questions from each unit. The candidates have to attempt five questions in all, selecting at-least one question from each unit. All questions shall carry equal marks. The maximum time allotted for external examination is 3 hours.

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External Marks: 70

Internal Marks: 30

Time: 3 hrs.

MACRO ECONOMIC ANALYSIS AND POLICY

PAPER CODE: BBA-104

UNIT-I

Nature and scope of macroeconomics, circular flow of income; national income – alternative concepts and the measures, income and their interrelationship, stock and flow variables, aggregate demand, supply and macroeconomic equilibrium, nature of a trade cycle, causes of booms and recessions

UNIT-II

Macro analysis of consumer behaviour, cyclical and secular consumption, income consumption relationship, absolute, relative and permanent income hypothesis, simple Keynesian Model of income determination; multiplier analysis

UNIT-III

Nature of fiscal policy, fiscal deficits, fiscal policy in relation to growth and price stability, basic issues in fiscal deficit management, nature and management of public debt; business taxes – types, rationale and incidence

UNIT-IV

Money supply measures; credit creation process and money multiplier, instruments of monetary policy; promotional and regulatory role of central bank; monetary policy – types, causes, effects and control measures

SUGGESTED READINGS

1. Gupta, G.S., Macroeconomics – Theory and Applications, Tata McGraw Hill, New Delhi
2. Edward Shapiro, Macroeconomic Analysis, Galgotia, New Delhi
3. Gupta S.B., Monetary Economics: Theory, Policy and Institutions, S. Chand, New Delhi
4. Vaish, M.C., Macroeconomic Theory, Vikas Publications, New Delhi
5. D'souza, Errol, Macroeconomics, Pearson Education, New Delhi

External Examination: 70 Marks

Examiner will set eight questions in all, selecting two questions from each unit. The candidates have to attempt five questions in all, selecting at-least one question from each unit. All questions shall carry equal marks. The maximum time allotted for external examination is 3 hours.

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External Marks: 70
Internal Marks: 30
Time: 3 hrs.

COMPANY ACCOUNTS
PAPER CODE: BBA-106

UNIT-I

Accounting for share capital transaction, alternation of share capital, buy-back of shares, Acquisition of business and profit prior to incorporation

UNIT-II

Debentures; issue of debentures, methods of redemption of debentures, underwriting of shares and debentures

UNIT-III

Statutory provision regarding preparation of company's final accounts, preparation of profit and loss account and balance sheet of company as per the requirement of Schedule VI of the Companies Act: company liquidation accounts

UNIT-IV

Valuation of Goodwill and shares, banking company accounts, insurance company accounts

SUGGESTED READINGS

1. Gupta R.L., Advanced Accounting Vol. II, S. Chand & Sons, New Delhi
2. Grewal T.S. and M.C. Shukla, Advanced Accounting, S. Chand & Sons, New Delhi
3. Jain, S.P. & K.L. Narang, Advanced Accounting, Kalyani Publishers, New Delhi
4. Monga, J.R., Corporate Accounting, Margin Paper Bank, New Delhi
5. Maheshwari S.N., Advanced Accounting, Vikas Publications

External Examination: 70 Marks

Examiner will set eight questions in all, selecting two questions from each unit. The candidates have to attempt five questions in all, selecting at-least one question from each unit. All questions shall carry equal marks. The maximum time allotted for external examination is 3 hours.

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External Marks: 70

Internal Marks: 30

Time: 3 hrs.

COMPUTER APPLICATIONS IN MANAGEMENT

PAPER CODE: BBA-108

UNIT-I

Introduction to Computers – History, basic anatomy, operating system, memory, input/output devices; types of computers, classification of computers; hardware and software

UNIT-II

Networking – Advantage, types, devices and network connection, wireless networking; virus and firewalls

UNIT-III

Computer applications using internet, chatting and e-mailing; computer applications, advantages and limitations, use in offices, education, institutions, healthcare

UNIT-IV

Multimedia applications in business; marketing and advertising; web applications of multimedia

SUGGESTED READINGS

1. Saxena, Computer Applications in Management, Vikas Publishing House, New Delhi
2. Ram, B., Computer Fundamentals, New Age Publication, New Delhi
3. Saxena and Pradeep Kumar, Computer Applications in Management, Anmol Publication
4. Goel and Kakhar, Computer, New Age Publication

External Examination: 70 Marks

Examiner will set eight questions in all, selecting two questions from each unit. The candidates have to attempt five questions in all, selecting at-least one question from each unit. All questions shall carry equal marks. The maximum time allotted for external examination is 3 hours.

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External Marks: 70
Internal Marks: 30
Time: 3 hrs.

ORGANISATIONAL BEHAVIOUR
PAPER CODE: BBA-110

UNIT-I

Introduction – Concept and scope of organizational behavior, historical development of organizational behavior, organization behaviour processes, emerging trends and hanging profiles of workforce.

UNIT-II

Individual Processes – Personality, values, attitudes, perception, learning and motivation.

UNIT-III

Team Processes – Interpersonal communication, group dynamics, teams and teamwork, decision-making, conflict and negotiation in workplace, power and politics

UNIT-IV

Organizational processes – Elements of organization structure, organizational structure and design, organizational culture, organizational change.

SUGGESTED READINGS

1. Bhattacharya: Organization Behaviour, Oxford University Press.
2. Robbins, S.P., Organizational Behaviour, Pearson Education, New Delhi
3. McShane, Steven L, Mary VonGlinow and Radha R. Sharma, Organizational Behaviour, Tata McGraw Hill, New Delhi
4. Pareek, Udai, Understanding Organizational Behaviour, Oxford University Press, New Delhi
5. Griffin, Ricky W, and Gregory Moorhead, Organizational Behaviour, Houghton Mifflin Company
6. New Storm, Organizational Behaviour, Tata McGraw Hill, Delhi

External Examination: 70 Marks

Examiner will set eight questions in all, selecting two questions from each unit. The candidates have to attempt five questions in all, selecting at-least one question from each unit. All questions shall carry equal marks. The maximum time allotted for external examination is 3 hours.

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External Marks: 70

Internal Marks: 30

Time: 3 hrs.

BUSINESS STATISTICS
PAPER CODE: BBA-112

UNIT-I

Statistics: Meaning, evolution, scope, limitations and applications; data classification; tabulation and presentation: meaning, objectives and types of classification, formation of frequency distribution, role of tabulation, parts, types and construction of tables, significance, types and construction of diagrams and graphs.

UNIT-II

Measures of Central Tendency and Dispersion: Meaning and objectives of measures of central tendency, different measure viz. arithmetic mean, median, mode, geometric mean and harmonic mean, characteristics, applications and limitations of these measures; measure of variation viz. range, quartile deviation mean deviation and standard deviation, co-efficient of variation and skewness

UNIT-III

Correlation and Regression: Meaning of correlation, types of correlation – positive and negative correlation, simple, partial and multiple correlation, methods of studying correlation; scatter diagram, graphic and direct method; properties of correlation co-efficient, rank correlation, coefficient of determination, lines of regression, co-efficient of regression, standard error of estimate

UNIT-IV

Index numbers and time series: Index number and their uses in business; construction of simple and weighed price, quantity and value index numbers; test for an ideal index number, components of time series viz. secular trend, cyclical, seasonal and irregular variations, methods of estimating secular trend and seasonal indices; use of time series in business forecasting and its limitations, calculating growth rate in time series

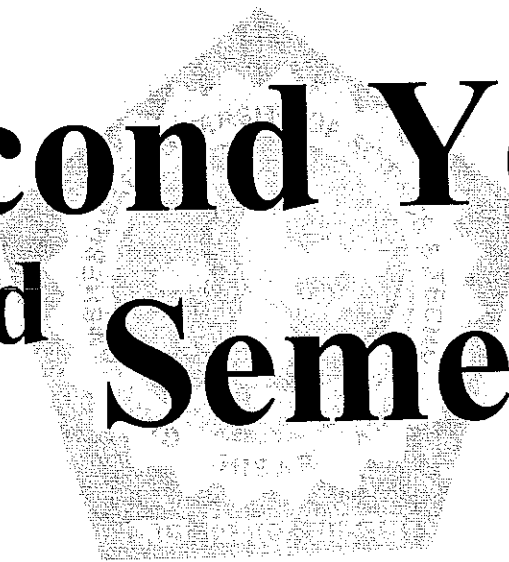
SUGGESTED READINGS

1. Gupta, S.P. & M.P. Gupta, Business Statistics
2. Davis: Business Staistics using Excel, Oxford University Press.
3. Gupta, C.B., An Introduction to Statistical Methods
4. Beri, G, Business Statistics, TMH, Delhi
5. Sancheti, S.C. & V.K. Kapoor, Statistical Methods
6. Ellhans, D.N., Fundamentals of Statistics
7. Gupta, S.P., Statistical Methods
8. Sharma, J.K., Business Statistics, Pearson Education, New Delhi

External Examination: 70 Marks

Examiner will set eight questions in all, selecting two questions from each unit. The candidates have to attempt five questions in all, selecting at-least one question from each unit. All questions shall carry equal marks. The maximum time allotted for external examination is 3 hours.

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Second Year

IIIrd Semester

External Marks: 70

Internal Marks: 30

Time: 3 hrs.

COST ACCOUNTING
PAPER CODE: BBA-201

UNIT-I

Introduction: - Objective, elements of cost, cost sheet, importance of cost accounting, types of costing, installation of costing system, difference between cost accounting and financial accounting

UNIT-II

Material Control: - Meaning and objectives of material control, material purchase procedure, fixation of inventory levels – Reorder level, EOQ, Minimum level, Maximum level, Danger level and Methods of Valuing Material Issues

UNIT-III

Labor Cost Control: - its importance, methods of Time Keeping and Time Booking; Treatment and Control of Labor Turnover, Idle Time, Overtime, Systems of Wage Payment – Time Wage System, Piece Wage System and Balance or Debt Method; Overhead – classification, allocation and apportionment of overhead including machine hour rate

UNIT-IV

Methods of Costing – Job, Batch and Contract Costing, Process Costing Fundamental, Process Losses & Gains

SUGGESTED READINGS

1. Jawahar Lal, Cost Accounting, TMH, Delhi
2. Jain & Narang, Advance Cost Accounting, Kalyani Publishers, New Delhi
3. Mittal, S.N., Cost Accounting
4. Prasad, N.K., Principles and Practice of Cost Accounting

External Examination: 70 Marks

Examiner will set eight questions in all, selecting two questions from each unit. The candidates have to attempt five questions in all, selecting at-least one question from each unit. All questions shall carry equal marks. The maximum time allotted for external examination is 3 hours.

External Marks: 70
Internal Marks: 30
Time: 3 hrs.

MARKETING MANAGEMENT
PAPER CODE: BBA-203

UNIT-I

Introduction to Marketing; difference between marketing and selling; core concepts of marketing; marketing mix; marketing process; marketing environment

UNIT-II

Determinants of consumer behaviour; consumer's purchase decision process (exclude industrial purchase decision process); market segmentation; target marketing; differentiation and positioning; marketing research; marketing information system

UNIT-III

Product and product line decisions; branding decisions; packaging and labeling decisions; product life cycle concept; new product development; pricing decisions

UNIT-IV

Marketing channels: - retailing, wholesaling, warehousing and physical distribution, conceptual introduction to supply chain management, conceptual introduction to customer relationship marketing; promotion mix:- personal selling, advertising, sales promotion, publicity

SUGGESTED READINGS

1. Kotler, Philip, Kevin Lane Keller, Abraham Koshy & Mithileshwar Jha, Marketing Management, Pearson Education, New Delhi
2. Palmer: Introduction to Marketing, Oxford University Press.
3. Sakena, Rajan, Marketing Management, McGraw Hill, New Delhi
4. Zikmund, William G, Marketing, Cengage Learning, New Delhi
5. Panda, Tapan K, Marketing Management, Excel Books, New Delhi

External Examination: 70 Marks

Examiner will set eight questions in all, selecting two questions from each unit. The candidates have to attempt five questions in all, selecting at-least one question from each unit. All questions shall carry equal marks. The maximum time allotted for external examination is 3 hours.

External Marks: 70

Internal Marks: 30

Time: 3 hrs.

CAPITAL MARKETS

PAPER CODE: BBA-205

UNIT-I

Meaning, nature and role of capital market, features of developed capital market, reforms in the capital market, regulatory framework of capital market, capital market instruments and innovation in financial instruments

UNIT-II

Primary capital market scenario in India, primary market intermediaries, primary market activities, methods of raising resources from international market; secondary market scenario in India, reforms in secondary market, organization and management, trading and settlement, listing of securities, stock market index, steps taken by SEBI to increase liquidity in the stock market

UNIT-III

Meaning, need and benefits of depository system in India, difference between demat and physical share, depository process, functioning of NSDL and SHCIL
Importance of Debt market in capital market, participant in the debt market, types of instrument treated in the Debt market, primary and secondary segments of debt market

UNIT-IV

Role and policy measures relating to development banks and financial institution in India, products and services offered by IFCI, IDBI, IIBI, SIDBI, IDFC, EXIM Bank, NABARD and ICICI

Meaning and benefits of mutual funds, types of mutual funds, SEBI guidelines relating to mutual funds

SUGGESTED READINGS

1. Pathak, Bharati V, The Indian Financial System, Pearson Education
2. Khan, M. Y, Indian Financial System, Tata McGraw Hill
3. Bhole, L M, Financial Institutions and Markets, Tata McGraw Hill

External Examination: 70 Marks

Examiner will set eight questions in all, selecting two questions from each unit. The candidates have to attempt five questions in all, selecting at-least one question from each unit. All questions shall carry equal marks. The maximum time allotted for external examination is 3 hours.

External Marks: 70

Internal Marks: 30

Time: 3 hrs.

PRODUCTION MANAGEMENT

PAPER CODE: BBA-207

UNIT-I

Production/Operations Management: Introduction, evaluation, major long term and short term decisions; objectives, importance and activities; difference between products and services (from POM view point).

UNIT-II

Meaning and types of Production Systems: Production to order and production to stock; plant location; factors affecting locations and evaluating different locations; plant layout: meaning, objectives, characteristics and types; plant layout and materials handling.

UNIT-III

Production Planning and Control: Meaning, objectives, advantages and elements, PPC and production systems, sequencing and assignment problems; work study: meaning, objectives, prerequisites and procedure; procedure and tools of methods study, procedure and techniques of work measurement.

UNIT-IV

Inventory Control: Objectives, advantages and techniques (EOQ model and ABC analysis); quality control: meaning and importance; inspection, quality control charts for variables and attributes and acceptance sampling; maintenance; importance and types.

SUGGESTED READINGS

1. Chary, Production and Operation Management, TMH, Delhi,
2. Bedi: Production and Operation Management, Oxford University Press.
3. Nair, Production and Operation Management, TMH, Delhi

External Examination: 70 Marks

Examiner will set eight questions in all, selecting two questions from each unit. The candidates have to attempt five questions in all, selecting at-least one question from each unit. All questions shall carry equal marks. The maximum time allotted for external examination is 3 hours.

External Marks: 70

Internal Marks: 30

Time: 3 hrs.

DATA BASE MANAGEMENT SYSTEM
PAPER CODE: BBA-209

UNIT-I

Introduction to data base management system – Data versus information, record, file; data dictionary, database administrator, functions and responsibilities; file-oriented system versus database system.

UNIT-II

Database system architecture – Introduction, schemas, sub schemas and instances; data base architecture, data independence, mapping, introduction to data models, types of database systems.

UNIT-III

Data base security – Threats and security issues, firewalls and database recovery; techniques of data base security; distributed data base.

UNIT-IV

Data warehousing and data mining – Emerging data base technologies, internet, database, digital libraries, multimedia data base, mobile data base, spatial data base.

SUGGESTED READINGS

1. Navathe, Data Base System Concepts 3rd, McGraw Hill
2. Date, C.J., An Introduction to Data Base System, Addison Wesley
3. Singh, C.S., Data Base System, New Age Publications, New Delhi

External Examination: 70 Marks

Examiner will set eight questions in all, selecting two questions from each unit. The candidates have to attempt five questions in all, selecting at-least one question from each unit. All questions shall carry equal marks. The maximum time allotted for external examination is 3 hours.

External Marks: 70
Internal Marks: 30
Time: 3 hrs.

INDIAN BUSINESS ENVIRONMENT
PAPER CODE: BBA-211

UNIT-I

Nature, components and determinants of business environment; basic nature of Indian economic system; growth of public and private corporate sector; social responsibility of business; economic reforms since 1991 – an overview

UNIT-II

Review of industrial policy developments and pattern of industrial growth since 1991; industrial licensing policy; public sector reforms; privatization and liberalization trends; growth and problems of SMEs; industrial sickness

UNIT-III

Development banking: an overview and current developments; regulation of stock exchanges and the role of SEBI; banking sector reforms; challenges facing public sector banks; growth and changing structure of non-bank financial institutions

UNIT-IV

Trend and pattern of India's foreign trade and balance of payments; latest foreign trade policy; India's overseas investments; policy towards foreign direct investment; globalization trends in Indian economy; role of MNCs; impact of multilateral institutions (IMF, World Bank and WTO) on Indian business environment

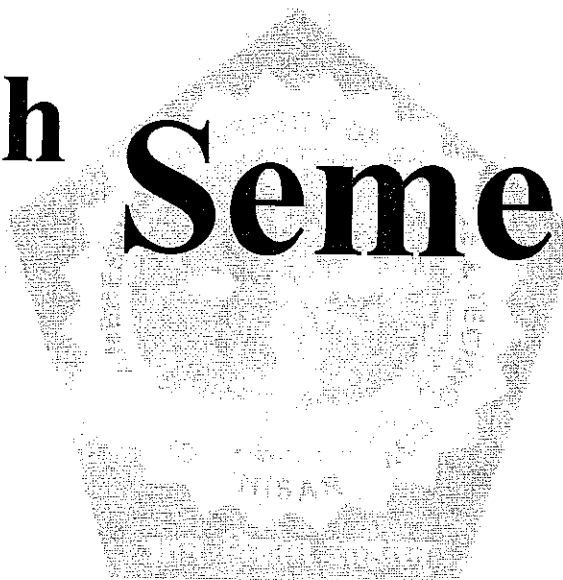
SUGGESTED READINGS

1. F. Cherunilum, Business Environment, Himalaya Publishing House, New Delhi
1. Gopal, Business Environment, TMH, Delhi.
2. N.K. Sengupta, Government and Business, Vikas Publishing House, New Delhi
3. K. Ashwathappa, Business Environment for Strategic Management, Himalaya Publishing House, New Delhi
4. Govt. of India, Economic Survey (latest year)
5. Bedi, Suresh, Business Environment, Excel Books, New Delhi

External Examination: 70 Marks

Examiner will set eight questions in all, selecting two questions from each unit. The candidates have to attempt five questions in all, selecting at-least one question from each unit. All questions shall carry equal marks. The maximum time allotted for external examination is 3 hours.

IVth Semester



External Marks: 70

Internal Marks: 30

Time: 3 hrs.

FINANCIAL MANAGEMENT
PAPER CODE: BBA-202

UNIT-I

Evolution, scope and function of finance managers, objectives of financial management, profit vs. wealth maximization.

UNIT-II

Investment Decisions; brief introduction of cost of capital; methods of capital budgeting; ARR, PBP, NPV and IRR, capital rationing (simple problems on capital budgeting methods).

UNIT-III

Financing decision: operational and financial leverage; capital structure theories – NI, NOI and traditional approach; EPS-EBIT Analysis.

UNIT-IV

Dividend decision and Management of working capital; determinants of dividend policy; Walter's Dividend Model; Operating Cycle, brief discussion on management of cash, receivable and inventory (simple problem on operating cycle and inventory management).

SUGGESTED READINGS

1. Khan and Jain, Financial Management, Tata McGraw-Hill, New Delhi
2. Srivastava: Financial Management, Oxford University Press.
3. Pandey, I.M., Financial Management, Vikas Publishing House, New Delhi
4. Kishore, R., Financial Management, Taxman's Publishing House, New Delhi

External Examination: 70 Marks

Examiner will set eight questions in all, selecting two questions from each unit. The candidates have to attempt five questions in all, selecting at-least one question from each unit. All questions shall carry equal marks. The maximum time allotted for external examination is 3 hours.

External Marks: 70

Internal Marks: 30

Time: 3 hrs.

HUMAN RESOURCE MANAGEMENT

PAPER CODE: BBA-204

UNIT-I

Introduction – nature and scope of human resource management, HRM objectives and functions, HRM policies, HRM in globally competitive environment; strategic human resource management.

UNIT-II

Acquiring human resources – human resource planning, job analysis and job design, employee involvement, flexible work schedule, recruitment, selecting human resources, placement and induction, right sizing.

UNIT-III

Developing human resources – employee training, training need assessment, training methods and evaluation, cross-cultural training, designing executive development programme, techniques of executive development, career planning and development.

UNIT-IV

Enhancing and rewarding performance – establishing the performance management system, establishing rewards and pay plans, employee benefits, ensuring a safe and healthy work environment.

SUGGESTED READINGS

1. Jyothi: Human Resource Management, Oxford University Press
2. Bohlander George and Scott Snell, Management Human Resources, Thomson Learning,
3. Bhattacharyya, Dipak Kumar, Human Resource Management, Excel Books, New Delhi
4. Cascio, Wayne F., Managing Human Resources, Tata McGraw Hill, New Delhi
5. DeCenzo, David A, and Stephan P. Robbins, Fundamentals of Human Resource Management, Wiley India, New Delhi-
6. DeNisi, Angelo S, and Ricky W Griffin, Human Resource Management, Biztantra, New Delhi

External Examination: 70 Marks

Examiner will set eight questions in all, selecting two questions from each unit. The candidates have to attempt five questions in all, selecting at-least one question from each unit. All questions shall carry equal marks. The maximum time allotted for external examination is 3 hours.

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30

External Marks: 70
Internal Marks: 30
Time: 3 hrs.

BUSINESS RESEARCH METHODS
PAPER CODE: BBA-206

UNIT-I

Business Research – Meaning, types, managerial value of business research; theory and research – components, concept, constructs, definition variables, proposition and hypothesis, deductive and inductive theory; nature and process and importance of problem definition, purpose and types of research proposal, ingredients of research proposal ✓

UNIT-II

Research Design – Meaning, classification and elements of research design, methods and categories of exploratory research, basic issues in experimental design, classification of experimental design; concept and their measurement, measurement scales

UNIT-III

Sample design and sampling procedure, determination of sample size, research methods of collecting primary data, and issues in construction of questionnaire

UNIT-IV

Stages of data analysis, nature and types of descriptive analysis, uni-variate and bivariate tests of statistical significance, meaning and types of research report, ingredients of research report

SUGGESTED READINGS:

1. Copper, Business Research Methods, Tata McGraw Hill
2. Shekharan Uma, Business Research Methods, John Wiley Publications
3. Zikmund, Business Research Methods, Cenage Publications

External Examination: 70 Marks

Examiner will set eight questions in all, selecting two questions from each unit. The candidates have to attempt five questions in all, selecting at-least one question from each unit. All questions shall carry equal marks. The maximum time allotted for external examination is 3 hours.

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External Marks: 70

Internal Marks: 30

Time: 3 hrs.

BUSINESS LAWS
PAPER CODE: BBA-208

UNIT-I

Law of contract: meaning and essentials of a valid contract; offer and acceptance; capacity to contract; consent and free consent; consideration; void agreements; quasi contract; different mode of discharge of contract; remedies for breach of contract.

UNIT-II

Purpose and meaning of the contract of the guarantee; kinds of guarantees; rights and obligations of creditors; rights, liabilities and discharge of surety; contract of indemnity; Definition of bailment and its kinds; duties and rights of a bailor and a bailee; rights and duties of a pledger and pledgee.

UNIT-III

Contract of agency; definition of agent and agency; creation of agency; duties and rights of agent and principal; principal's duties towards agents and third parties; termination of agency; power of attorney.

Law of sale of goods – definition and essential of a contract of sale, conditions and warranties, passing of property in goods; performance of contract; right of unpaid seller; remedies for breach of contract.

UNIT-IV

Negotiable Instrument act – Meaning and essential elements of a negotiable instruments; types of negotiable instrument; holder and holder in due course; negotiation of negotiable instruments; dishonor of negotiable instruments

Meaning and scope of information technology act; digital signature; electronic governance; regulation of certifying authority; digital signature certificates; duties of subscribers; penalties adjudication and offences.

SUGGESTED READINGS

1. Kapoor, N.D., Business Law, Sultan Chand & Sons
2. Balachandaran, Business Law, TMH, Delhi
3. Kuchhal, M.C., Mercantile Law, Vikas Publishing Pvt. Ltd.
4. Chadha, P.R., Business Law, Galgotia Publishing
5. Aggarwal, S.K., Business Law, Galgotia Publishing Company
6. Maheshwari S.N. & Maheshwari, Business Regulatory Framework, Himalaya Publishing House

External Examination: 70 Marks

Examiner will set eight questions in all, selecting two questions from each unit. The candidates have to attempt five questions in all, selecting at-least one question from each unit. All questions shall carry equal marks. The maximum time allotted for external examination is 3 hours.

External Marks: 70
Internal Marks: 30
Time: 3 hrs.

INTRODUCTION TO INFORMATION TECHNOLOGY

PAPER CODE: BBA-210

UNIT-I

Overview of data and information, information system, their classification, role of information system in business, office automation

UNIT-II

Word Processor: advantage, entering text, editing text, formatting text, mail merge

UNIT-III

Electronic spreadsheet: - advantages, application areas, creating a worksheet, functions, types of graph, creating graph, formatting cells, macros

UNIT-IV

Introduction to Internet: - background of history, working, major features, accessing the internet, major application areas, introduction to multimedia, multimedia applications

SUGGESTED READINGS

1. Saxena, Introduction to Information Technology, Vikas Publishing House, New Delhi
2. Williams and Eawyer, Using Information Technology, Tata McGraw Hill, New Delhi

External Examination: 70 Marks

Examiner will set eight questions in all, selecting two questions from each unit. The candidates have to attempt five questions in all, selecting at-least one question from each unit. All questions shall carry equal marks. The maximum time allotted for external examination is 3 hours.

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External Marks: 100

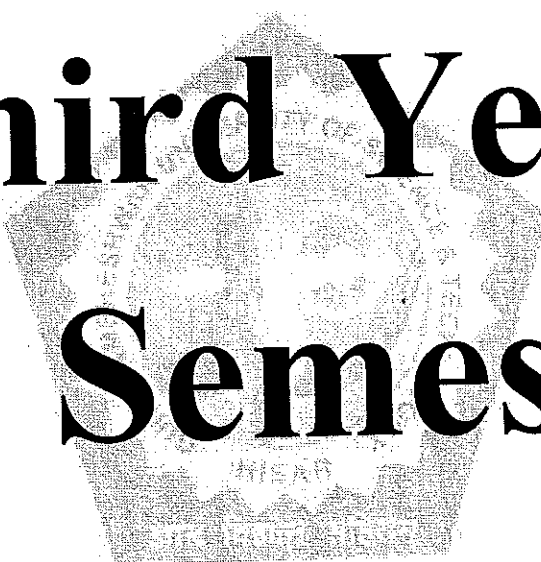
COMPREHENSIVE VIVA-VOCE
PAPER CODE: BBA-212

The Comprehensive viva-voce will be conducted by an external examiner and include questions from the whole syllabus. The date of Viva-Voce will be notified by the university on the university web-site.



Sumar
2-5/11
Sumar

Third Year Vth Semester



External Marks: 70

Internal Marks: 30

Time: 3 hrs.

PURCHASE AND MATERIALS MANAGEMENT

PAPER CODE: BBA-301

UNIT-I

Purchasing: meaning, role, objectives and functions; organization of purchase management and its relationship with other departments; five R's of purchasing (right quality, right quantity, right source, right time and right price)

UNIT-II

Determination and description of material quality; vendor rating, selection, development and relations; evaluating suppliers efficiency; price determination and negotiation; make or buy decisions; purchase: procedures and documentation

UNIT-III

Materials Management: meaning, objectives, importance, functions and organization materials information system; standardization, simplification and variety reduction; value analysis and engineering

UNIT-IV

Stores Management: meaning, objectives, importance and functions, stores layout; classification and codification; inventory control of spare parts; materials logistics-warehousing management, materials handling, traffic and transportation; disposal of scrap, surplus and obsolete materials

SUGGESTED READINGS

1. Dobler & Burt, Purchasing and Supply Management: Text & Cases, Tata McGraw Hill Publishing Company Ltd., New Delhi
2. Nair, Purchasing and Material Management, Vikas Publishing House, New Delhi
3. Gopal Krishnan, P., Handbook of Materials Management, Prentice Hall of India Pvt. Ltd., New Delhi
4. Gopalakrishnana, P. & Sundarshan, M., Materials Management: An Integrated Approach, Prentice Hall of India Pvt. Ltd., New Delhi
5. Bhat, K. Shridhara, Materials Management, Himalaya Publishing House

External Examination: 70 Marks

Examiner will set eight questions in all, selecting two questions from each unit. The candidates have to attempt five questions in all, selecting at-least one question from each unit. All questions shall carry equal marks. The maximum time allotted for external examination is 3 hours.

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36

External Marks: 70
Internal Marks: 30
Time: 3 hrs.

COMPANY LAW
PAPER CODE: BBA-303

UNIT-I

Meaning and nature of company, kinds of companies, formation and incorporation of company, Memorandum of Association; Articles of Association, affects of memorandum and articles of association; relationship and distinction between memorandum of association and article of association; doctrine of indoor management. Meaning and definition of prospectus; abridged form of prospectus; misstatement in a prospectus and their consequences

UNIT-II

Definition of member; members and share holders; modes of acquiring membership; termination of membership; rights and liabilities of a member, Meaning need and requisitions of valid meeting; voting, proxy and resolutions; kinds of general body meetings. Meaning of dividend; sources of dividend payments; declaration of dividend; payment of dividend; unpaid and unclaimed dividends, Appointments, qualifications and remunerations of auditors; power, duties and obligations of auditors. Inspection and investigations

UNIT-III

Meaning, qualification, appointment and removal of directors; duties and liabilities of directors; remuneration of directors; distinction between managing director and manager; distinction between managing director and whole time director; meetings of board of directors. Meaning, need and current development in corporate governance

UNIT-IV

Inter-company loans, investments and borrowing. Meaning and prevention of oppression; prevention of mismanagement, Meaning and modes of winding up, grounds for winding up by the tribunals; types of voluntary winding up; consequences of voluntary winding up; appointment, power and duties of a liquidators in winding up, Meaning and nature of contributor's liability, Meaning and dissolution of defunct company.

SUGGESTED READINGS

1. Kapoor G.K., Corporate Law, Taxmann's Publications, New Delhi
2. Singh Avtar, Company Law, Eastern Book Company, Lucknow
3. Bagrial, Ashok K, Company Law, Vikas Publishing House (P) Ltd, 5-Ansari Road, Delhi

External Examination: 70 Marks

Examiner will set eight questions in all, selecting two questions from each unit. The candidates have to attempt five questions in all, selecting at-least one question from each unit. All questions shall carry equal marks. The maximum time allotted for external examination is 3 hours.


37

External Marks: 70

Internal Marks: 30

Time: 3 hrs.

MANAGEMENT ACCOUNTING
PAPER CODE: BBA-305

UNIT-I

Management Accounting: - Meaning, nature, scope, objective and functions; marginal costing and profit planning, practical application of marginal costing techniques

UNIT-II

Responsibility Accounting: - types of responsibility centers, performance evaluation criteria, responsibility reporting; budgeting – role of budgets and budgeting in organizations, budgeting process, operational and financial budgeting

UNIT-III

Nature and types of Financial Statements; techniques of financial statement analysis, ratio analysis, fund flow and cash flow analysis, techniques in performance measurement

UNIT-IV

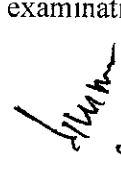
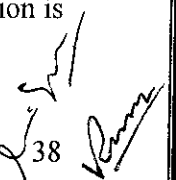
Management accounting information for activity and process decisions; basic capital budgeting techniques

SUGGESTED READINGS

1. Khan & Jain, Management Accounting, Tata McGraw Hill Publication
2. Shah: Management Accounting, Oxford University Press.
3. Kaplan, S. Robert, Anthony A. Atkinson, Management Accounting, Pearson Education
4. Kishore M. Ravi, Cost and Management Accounting, Taxman Publication
5. Holman, Louderbock, Management Accounting, Cenage Publication

External Examination: 70 Marks

Examiner will set eight questions in all, selecting two questions from each unit. The candidates have to attempt five questions in all, selecting at-least one question from each unit. All questions shall carry equal marks. The maximum time allotted for external examination is 3 hours.


38 

External Marks: 70
Internal Marks: 30
Time: 3 hrs.

COMPUTER NETWORK AND INTERNET
PAPER CODE: BBA-307

UNIT-I

Introduction to network, advantages and disadvantages of network, network topologies, analog and digital signal, analog and digital transmission

UNIT-II

OSI model and TCP/IP model, protocols and their classification, flow control and cryptography

UNIT-III

Overview of internet, internet service provider, search engine, searching web using search engine, audio on internet, newsgroup, subscribing to news groups

UNIT-IV

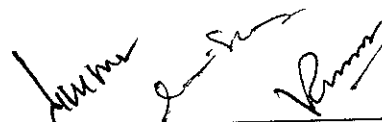
Intranet concepts and architecture, building corporate world wide web, HTTP protocol, intranet infrastructure, fundamental of TCP/IP, intranet security design, intranet as a business tools, future of intranet, protocols of communication

SUGGESTED READINGS:

1. Forouzan , Data Communication & Networking, TMH, N.Delhi.
2. Miller, Data and Network Communication, Vikas Publishing House, New Delhi.
3. Shay, Understanding Data Communication and Networks, Thomson Learning, Vikas Publishing House, New Delhi.
4. Tannenbaum, Computer Networks, PHI, N.Delhi.
5. Uyless Black, Computer Networks, PHI, N.Delhi.

External Examination: 70 Marks

Examiner will set eight questions in all, selecting two questions from each unit. The candidates have to attempt five questions in all, selecting at-least one question from each unit. All questions shall carry equal marks. The maximum time allotted for external examination is 3 hours.



External Marks: 70

Internal Marks: 30

Time: 3 hrs.

ENVIRONMENTAL STUDIES

PAPER CODE: BBA-309

UNIT-I

Environmental studies – Nature, scope and importance, need for public awareness; natural resources – renewable and non-renewable resources, use and over-exploitation/over-utilization of various resources and consequences; role of an individual in conservation of natural resources; equitable use of resources for sustainable lifestyles

UNIT-II

Ecosystems – concept, structure and function of an ecosystem; energy flow in the ecosystem; ecological succession; food chains, food webs and ecological pyramids; types of ecosystem – forest ecosystem, grassland ecosystem, desert ecosystem, aquatic ecosystems

Environmental Pollution – Definition, cause, effects and control measures of different types of pollutions – air pollution, water pollution, soil pollution, marine pollution, noise pollution, thermal pollution, nuclear hazards; solid waste management – causes, effects and control measures of urban and industrial wastes; role of an individual in prevention of pollution

UNIT-III

Social issues and the environment – Sustainable development, urban problems related to energy, water conservation, rain water harvesting, watershed management; resettlement and rehabilitation of people, its problems and concerns; climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust; Wasteland reclamation, consumerism and waste products

UNIT-IV

Environmental legislation – Environment Protection Act, Air (prevention and control of pollution) Act, Water (prevention and control of pollution) Act, Wildlife Protection Act, Forest Conservation Act

SUGGESTED READINGS

1. Rajagopalan R, Environmental Studies 2/e, Oxford University Press, New Delhi
2. Kaushik Anubha, C.P. Kaushik, Perspective in Environmental Studies, New Age International (P) Ltd. Publishers
3. Joseph Benny, Environmental Studies, TMH, N.Delhi
4. Ubaroi, N.K., Environment Management, Excel Books, New Delhi

External Examination: 70 Marks

Examiner will set eight questions in all, selecting two questions from each unit. The candidates have to attempt five questions in all, selecting at-least one question from each unit. All questions shall carry equal marks. The maximum time allotted for external examination is 3 hours.

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40

SUMMER TRAINING REPORT

PAPER CODE: BBA-311

Guidelines for the "In-Company Training Report" for BBA students

As per the scheme and syllabus of BBA every student of BBA- 3rd year has to undergo in-company-training for 4-6 weeks after 4th semester. During the in-company training the trainees will learn the functioning and practices prevailing in the corporate world. This will help the students in translating theory into practice. During the training period, the students are required to take a note of the following:-

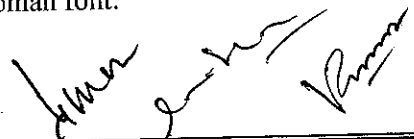
The training period will not be less than four weeks in any case.

1. The students must undergo the training in a Private limited company / public limited company / Government institution.
2. The students may choose for training any of the functional area of management.
3. The training must be completed under the supervision of some senior executives of the organization imparting training. A brief profile of the supervisor/guide duly signed by him/her must be added in the report.
4. On the completion of training, the students will submit their Training Reports in the office of Director, Distance Education GJUS&T, Hisar. The last date of submission of Training Reports is 31st August after 4th semester. Thereafter, the reports will be accepted along with a late fee of ₹1000/- up to 30th September, late fee of ₹2000/- up to 31st October. It is made clear that if a candidate who fails to submit the Project Report up to 31st of October, he/she will be treated as "Absent" and no project report will be accepted after this date and considered as re-appear case as provided under clause 7.6 (i) of the prospectus. The project report submitted by the learners will carry the following contents in proper format as following :

- I. Introduction.
- II. Profile and Organization Structure of the Company
- III. Objectives of Study
- IV. Methodology Adopted
- V. Analysis of the Problem under study
- VI. Interpretation of Results.
- VII. Suggestions/ Recommendations etc.
- VIII. References/Bibliography etc.

ANNEXURES:

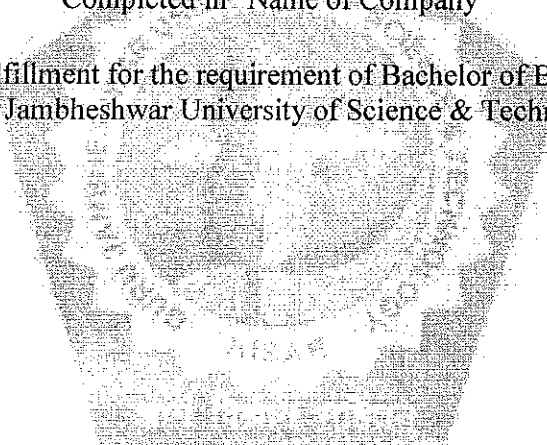
- Questionnaire (if any)
 - Tables/Graphs/Annual Reports etc.
 - Reports (Corporate or any other relevant reports)
 - Raw Data
 - Any other relevant information.
5. The Summer Training Report, wherever specified will be submitted as under:
 - i. The typing should be done on both sides of the paper (instead of single side printing)
 - ii. The font size should be 12 with Times New Roman font.



- iii. The Training Report may be typed in 1.5 line spacing. But the References/Bibliography should be typed in single space.
- iv. The paper should be A-4 size.
- v. Two copies of the training report (Hard Bound Red Color) meant for the purpose of evaluation are to be submitted in DDE.
6. Every Training Report must have a certificate in original from the Supervisor, who is to certify that the candidate has completed the training of the said duration under his supervision.
7. The Training Reports of two or more candidates will not be identical though more than one student can undergo training in the same organization, but their projects will be separate so as to submit separate training reports.
8. The Performa of title page of the report will be as follows :

In-Company Training Report on
"Title of the Report"
Completed in "Name of Company"

Submitted in partial fulfillment for the requirement of Bachelor of Business Administration
(BBA), Guru Jambheshwar University of Science & Technology, Hisar.



Submitted by

Training Supervisor
Name & Designation
of the Supervisor

Name of the Candidate
Enrolment No.

Session.....

Directorate of Distance Education
Guru Jambheshwar University of Science & Technology, Hisar

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42

VIth Semester

External Marks: 70

Internal Marks: 30

Time: 3 hrs.

CORPORATE TAXATION

PAPER CODE: BBA-302

UNIT-I

Basic concepts of income tax, residential status and tax incidence, income exempted from tax

UNIT-II

Income from salaries, income from house property and income from profits and gains of business and profession

UNIT-III

Income from capital gains, income from other sources, set off and carry forward of losses, clubbing of income, deduction of tax at source, advanced payment of tax

UNIT-IV

Deductions from gross total income, assessment of individuals, assessment of companies

SUGGESTED READINGS

1. Malhotra H.C., Income Law and Practice, Sahitya Bhawan Publication
2. Singhanian V.K., Student Guide to Income Tax, Taxmann's Publication
3. Lal B.B., Income Tax Law and Practice

External Examination: 70 Marks

Examiner will set eight questions in all, selecting two questions from each unit. The candidates have to attempt five questions in all, selecting at-least one question from each unit. All questions shall carry equal marks. The maximum time allotted for external examination is 3 hours.

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44

External Marks: 70
Internal Marks: 30
Time: 3 hrs.

ENTREPRENEURSHIP DEVELOPMENT

PAPER CODE: BBA-304

UNIT-I

Entrepreneurship- Meaning, Nature and Scope, Characteristics and Qualities of a Successful Entrepreneur, Relationship between Entrepreneurship Development and Economic Development

UNIT-II

Promotion of a Venture: Opportunities analysis; external environmental analysis- economic, social and technological; competitive factors; legal requirements of establishment of a new unit and rising of funds; Venture capital sources and documentation required.

UNIT-III

Entrepreneurial Behaviour: Innovation and entrepreneur; entrepreneurial behaviour and psycho-theories, social responsibility. Role, relevance and achievements of Entrepreneurial Development Programmes (EDP); Role of government in organizing EDP's critical evaluation.

UNIT IV

Stages of growth model, Business crisis, Barriers to small firm, growth Factors in continued entrepreneurship in small firms, International entrepreneurship

SUGGESTED READINGS

1. Dollinger Marc J, **Entrepreneurship: Strategies and Resources**, Irwin Press
2. Hisrich Robert D and Peters Michael P, **Entrepreneurship**, TMH New Delhi
3. Kuratko Donald F and Hodgetts Richard M. **Entrepreneurship: A Contemporary Approach** Harcourt College Publisher.

External Examination: 70 Marks

Examiner will set eight questions in all, selecting two questions from each unit. The candidates have to attempt five questions in all, selecting at-least one question from each unit. All questions shall carry equal marks. The maximum time allotted for external examination is 3 hours.

External Marks: 70

Internal Marks: 30

Time: 3 hrs.

FOUNDATIONS OF INTERNATIONAL BUSINESS
PAPER CODE: BBA-306

UNIT-I

Types of international business; basic structure of international business environment; risk in international business; motives for international business; barriers to international business; global trading and financial system – an overview

UNIT-II

Foreign market entry modes; factors of country evaluation and selection; decisions concerning foreign direct and portfolio investment; control methods in international business

UNIT-III

Basic foreign manufacturing and sourcing decisions; product and branding decisions for foreign markets; approaches to international pricing; foreign channel and logistical decisions

UNIT-IV

Accounting differences across countries; cross cultural challenges in international business; international staffing and compensation decisions; basic techniques of risk management in international business

SUGGESTED READINGS

1. Daniels, J.D., and H.L. Radebaugh, International Business: Environment and operations, Pearson Education, New Delhi
2. Hill, Charles W.L., International Business, Tata McGraw Hill, New Delhi
3. Sharan, V., International Business: Concept, Environment and Strategy, Pearson Education, New Delhi
4. Bennett, Roger, International Business, Pearson Education, New Delhi

External Examination: 70 Marks

Examiner will set eight questions in all, selecting two questions from each unit. The candidates have to attempt five questions in all, selecting at-least one question from each unit. All questions shall carry equal marks. The maximum time allotted for external examination is 3 hours.

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46

-External Marks: 70

Internal Marks: 30

Time: 3 hrs.

PRINCIPLES OF BANKING

PAPER CODE: BBA-308

UNIT-I

Bank – Concept, Classification their objectives & functions. Bank Management Concept, Functions, Importance.

UNIT-II

Legal framework of regulation of banks: Banking Regulation Act 1949 and main amendments, RBI Act 1934 and main amendments, Functions of RBI.

UNIT-III

Sources and Uses of Funds in Banks; Value Chain Analysis in Banking Industry, Trends in Banking: Universal Banking, Project Financing, Merchant banking, E- Banking, Credit cards, banking Ombudsman Scheme, Banker-customer relationship.

UNIT-IV

Banking technology: computerization, internet, mobile and ATMs, security issues, priority Sector lending; performance analysis of banks.

SUGGESTED READINGS

1. Justin Paul and Padmalatha Suresh, Management of Banking and financial Services, TMH, Delhi
2. M. Ravathy Sriram and P.K. Bamanan, Core banking solution, PHI
3. Jyotsna Sethi and Nishevan Bhatia, Elements of Banking and Insurance, PHI
4. Vijayaragavan Iyengar, Introduction to Banking, Excel Books Pvt. Ltd.

External Examination: 70 Marks

Examiner will set eight questions in all, selecting two questions from each unit. The candidates have to attempt five questions in all, selecting at-least one question from each unit. All questions shall carry equal marks. The maximum time allotted for external examination is 3 hours.



External Marks: 70

Internal Marks: 30

Time: 3 hrs.

E-COMMERCE
PAPER CODE: BBA-310

UNIT-I

Introduction -- meaning, nature, concepts, advantages and reasons for transacting online, categories of e-commerce; planning online business: nature and dynamics of the internet, pure online vs. brick and click business, assessing requirement for an online business, designing, developing and deploying the system, one to one enterprise.

UNIT-II

Technology for online business -- internet, IT infrastructure; middleware contents: text and integrating e-business applications; mechanism of making payment through internet: online payment mechanism, electronic payment systems, payment gateways, visitors to website, tools for promoting website; plastic money: debit card, credit card; laws relating to online transactions.

UNIT-III

Applications in e-commerce -- e-commerce applications in manufacturing, wholesale, retail and service sector.

UNIT-IV

Virtual existence -- concepts, working, advantages and pitfalls of virtual organizations, workface, work zone and workspace and staff less organization; designing on E-commerce model for a middle level organization: the conceptual design, giving description of its transaction handling, infrastructure and resources required and system flow chart; security in e-commerce: digital signatures, network security, data encryption secret keys, data encryption.

SUGGESTED READINGS

1. Murty, C.V.S., E-Commerce, Himalaya Publications, New Delhi
2. Kienam, Managing Your E-Commerce business, Prentice Hall of India, N.Delhi.
3. Kosiur, Understanding E-Commerce, Prentice Hall of India, N.Delhi.
4. Kalakota, Whinston, Frontiers of Electronic Commerce, Addison Wesley.

External Examination: 70 Marks

Examiner will set eight questions in all, selecting two questions from each unit. The candidates have to attempt five questions in all, selecting at-least one question from each unit. All questions shall carry equal marks. The maximum time allotted for external examination is 3 hours.

External Marks: 70

Internal Marks: 30

Time: 3 hrs.

PERSONALITY AND SOFT SKILLS DEVELOPMENT
PAPER CODE: BBA-312

UNIT-I

Introduction – Concept of personality, personality consciousness, personality patterns, personality syndrome; symbols of self: clothing names and nicknames, speech, age, success, reputation, molding the personality pattern, persistence and change

UNIT-II

Personality determinants – Physical determinants, intellectual determinants, emotional determinants, social determinants, aspiration and achievement, educational determinants, family determinants

UNIT-III

Personality development – Healthy personalities, developing self-awareness, managing personal stress, solving problems analytically and creatively; grooming – appearance, dress sense, personal hygiene, etiquettes and body language; time management, public speaking

UNIT-IV

Interpersonal and group skills – Building positive relationship, strategies for gaining power and influence, fostering motivational environment, building effective teams, interviewing skills, conducting meetings

SUGGESTED READINGS

1. Mitra: Personality Development and Soft Skills, Oxford University Press.
2. Hurlock, Elizabeth B, Personality Development, Tata McGraw Hill, New Delhi
3. McGrath, E.H., Basic Managerial Skills for All, Prentice Hall of India Pvt. Ltd., New Delhi
4. Wehtten, David A and Kim S. Cameron, Developing Managerial Skills, Pearson Education, New Delhi

External Examination: 70 Marks

Examiner will set eight questions in all, selecting two questions from each unit. The candidates have to attempt five questions in all, selecting at-least one question from each unit. All questions shall carry equal marks. The maximum time allotted for external examination is 3 hours.

