

BBA

3rd SEMESTER

Detailed Syllabus of BBA for the Examinations to be held in the years

2015, 2016 & 2017

Semester: III

Course No: BA-301

Title: Fundamentals of Marketing

Duration of Exam: 3 Hrs

Total Marks: 100

Theory Examination: 80

Internal Assessment: 20

Objective: *The objective of this course is to expose the students to the basics of Marketing*

Unit I Overview of Marketing: Consumer vs. Market, Meaning of Market, Types of Markets, Kinds of Goods; Evolution of Marketing; Classification of Markets: Geographical Basis, Product Basis and Competition Basis; Characteristics and Significance of Marketing.

Unit II Marketing Environment: Need for Studying Environment, Importance of Environmental Analysis, Kinds of Marketing Environment: Economic Environment, Political, Legal, Technological, Social and Cultural Environment; Strategies to Deal with Marketing Environment.

Unit III Marketing Research Process: Importance of Marketing Research, Scope and Significance of Marketing Research, Types of Marketing Research: Advantages, Limitations, Marketing Research Process.

Unit IV Market Segmentation and Selecting Target Markets: Meaning of Market Segmentation, Bases for Market Segmentation, Criteria for Effective Market Segmentation, Advantages of Segmentation, Market Targeting.

Unit V Positioning: The Positioning Concept, The Process of Developing a Position, Positioning Strategies, Elements of Positioning; Product Concept: Basic Concept of Product, Product Differentiation, Differentiation Tools, Product Classification, Product Mix and Product Line.

Note for Paper Setter

The question paper shall contain two questions from each and a candidate will be required to answer one question from each unit i.e. there will be an internal choice within each unit.

Internal Assessment (Total Marks: 20)

The marks shall be distributed as under:-

- | | | |
|-----|--------------------------------------|------------|
| i. | Mid Semester Test | : 10 Marks |
| ii. | Two Home Assignments (05 marks each) | : 10 Marks |

Suggested Readings:

1. Sherlekar, S. A., and Krishnamoorthy R., Marketing Management, Himalaya Publishing House, Edition 2013.
2. Karuna, K. K., Marketing Management, Himalaya Publishing House, Edition 2013.
3. Bose, .S. B., Marketing Management, Himalaya Publishing House, Edition 2013.
4. Sontakki, C.N., Marketing Management, Himalaya Publishing House, Edition 2010.
5. Kotler, P., Marketing Management, Tata Mc-Graw-Hill, 3rd Edition 2004.

**Detailed Syllabus of BBA for the Examinations to be held in the years
2015, 2016 & 2017**

Semester: III

Course No: BA-302

Title: Human Resource Management

Duration of Exam: 3 Hrs

Total Marks: 100

Theory Examination: 80

Internal Assessment: 20

Objective: *The objective of this course is to expose the students to the basics of Human Resource Management.*

- Unit I** Introduction to HRM: Concept of HRM, Objectives, Scope, Process, HRM vs. HRD; Role of HRM.
- Unit II** Human Resource Procurement, Job Analysis and Job Design, Work Measurement; Human Resource Planning: Objectives, Activities; Manpower Recruitment Process; Recruitment and Selection.
- Unit III** Career Planning and Development; Training: Meaning, Need, Importance and Methods; Basic Concept of Performance Appraisal; Methods of Performance Appraisal.
- Unit IV** Employee Compensation; Job Evaluation; Linkage of Compensation with Procurement and Low Turnover of Employees, Promotion, Transfer, Demotion; Workmen Compensation Act, 1923.
- Unit V** Industrial Relation: Parties to Industrial Relation, Sign and Symptoms of Healthy and Unhealthy Industrial Relation, Collective Bargaining: Objectives, Types, Approaches, Workers Participation in Management; Industrial Disputes: Prevention and Settlement.

Note for Paper Setter

The question paper shall contain two questions from each and a candidate will be required to answer one question from each unit i.e. there will be an internal choice within each unit.

Internal Assessment (Total Marks: 20)

The marks shall be distributed as under:-

- | | | |
|-----|--------------------------------------|------------|
| i. | Mid Semester Test | : 10 Marks |
| ii. | Two Home Assignments (05 marks each) | : 10 Marks |

Suggested Readings:

1. Sharma, A. M., Human Resource Management, Himalaya Publishing House, Edition 2011.
2. Sadri, S. and Sadri, J., HRM in Modern India, Himalaya Publishing House, Edition 2013.
3. Singh, N., Human Resource Management Himalaya Publishing House, Edition 2013.
4. Gupta, S. K. and Joshi, R., Human Resource Management, Kalyani Publishers, 2011.

**Detailed Syllabus of BBA for the Examinations to be held in the years
2015, 2016 & 2017**

Semester: III

Course No: BA-303

Title: Organizational Behaviour

Duration of Exam: 3 Hrs

Total Marks: 100

Theory Examination: 80

Internal Assessment: 20

Objective: *The objective of this course is to acquaint the students with the concept of Organizational and Individual Behaviour.*

Unit I Introduction to Organizational Behaviour: Definition, Key Elements, Nature and Scope, Need for Studying Organizational Behaviour; Various Models of OB: Autocratic Model, Custodial Model and Supportive Model.

Unit II Foundation of Individual Behaviors: The Individual and Individual Differences, Human Behaviors and its Causation, Models of Man- Self-Actualization Man and Complex Man; Motivation: Meaning and Nature of Motivation, Theories of Motivation.

Unit III Perception: Meaning and Concept and Factors Influencing Perception; Learning: Meaning, Definition and Components of Learning Process; Attitude: Concept of Attitude, Opinion and Belief, Attitude and Behaviour.

Unit IV Foundation of Group Behaviour: Definition and Characteristics of Groups, Types of Groups (Formal and Informal Groups, Roles, Norms, Size); Leadership: Meaning and Concept, Leadership Styles.

Unit V Job Frustration: Meaning, Concept of Job Frustration, Managing Frustrations; Job Stress: Meaning, Concept and Methods of Managing Stress.

Note for Paper Setter

The question paper shall contain two questions from each and a candidate will be required to answer one question from each unit i.e. there will be an internal choice within each unit.

Internal Assessment (Total Marks: 20)

The marks shall be distributed as under:-

- | | | |
|-----|--------------------------------------|------------|
| i. | Mid Semester Test | : 10 Marks |
| ii. | Two Home Assignments (05 marks each) | : 10 Marks |

Suggested Readings:

1. Gupta, S. K. and Walia S. R., Organization Behavior, Kalyani Publications, 2011.
2. Kumar, N., Organization Behavior, Himalaya Publishing House, Edition 2012.
3. Reno, P. S., Organization Behavior, Himalaya Publishing House, Edition 2013.

Detailed Syllabus of BBA for the Examinations to be held in the years

2015, 2016 & 2017

Semester: III

Course No: BA-304

Duration of Exam: 3 Hrs

Title: Introduction to Banking

Total Marks: 100

Theory Examination: 80

Internal Assessment: 20

Objective: *The objective of this course is to make the students acquaint to the banking sector*

Unit I Introduction: Meaning and Evolution of Banking, Brief Introduction to Banking Companies Act 1949; Credits Creation, Role of Banks in Economic Development.

Unit II Cooperative Banks: Structure, Function and Types, Rural banks: Scheme of Regional Rural Banks, Achievement and Problems; Recommendations of Dantwala Committee on Regional Rural Banks, Roles of NABARD.

Unit III RBI Central Banking: Function of RBI, RBI and Issue of Currency, RBI as a Regulator of Money Supply; Critical Appraisal of various Tools of Monetary Policy; Credit Policy and its Limitations.

Unit IV Money and Capital Market: Characteristics, Function, Structure and Components; Strength and Weaknesses of Money and Capital Markets; Growing Problems of Non Performing Assets and solution to overcome the problem.

Unit V Recommendation of Narasimha Committee Report, Modern Banking reforms; Merchant Banking: Regulations and Functions, Brief Introduction of Non-Banking Financial Institution, Capital Adequacy Norms.

Note for Paper Setter

The question paper shall contain two questions from each and a candidate will be required to answer one question from each unit i.e. there will be an internal choice within each unit.

Internal Assessment (Total Marks: 20)

The marks shall be distributed as under:-

- | | | |
|-----|--------------------------------------|------------|
| i. | Mid Semester Test | : 10 Marks |
| ii. | Two Home Assignments (05 marks each) | : 10 Marks |

Suggested Readings:

1. Padhy, K. C., and Mishra R. M, A to Z of Banking and Finance, Himalaya Publishing House, Edition 2011.
2. Khanna, P. K., Management of Banks, Himalaya Publishing House, Edition 2012.
3. Agarwal, O. P., Modern Banking of India, Himalaya Publishing House, Edition 2012.

Detailed Syllabus of BBA for the Examinations to be held in the years

2015, 2016 & 2017

Semester: III

Course No: BA-305

Title: Management Accounting

Duration of Exam: 3 Hrs

Total Marks: 100

Theory Examination: 80

Internal Assessment: 20

Objective: *The objective of the course is to impart knowledge concerning various tools of Financial Analysis*

Unit I Meaning, Function and various Tools of Management Accounting, Merits and Limitations of Management Accounting, Financial Analysis: Meaning and Importance.

Unit II Cash Flow Analysis: Requirement of Accounting Standards, Explanation of Various terms like: Cash from Operating Activities, from Investing Activities, from Financial Activities, Cash and Cash Equivalents, Preparation of Cash Flow Statement.

Unit III Working Capital Management: Meaning, Need and Types of Working Capital, Components of Working Capital, Calculation of Working Capital Requirement.

Unit IV Marginal Costing: Meaning, Cost-Volume-Profit Analysis; Absorption Costing vs. Marginal Costing; Meaning and Computation of Break-Even Analysis and CVP Statement, Calculating Margin of Safety, Profit or Loss and Angle of Incidence through Break-Even Analysis.

Unit V Ratio Analysis: Meaning, Importance and Limitations of Ratio Analysis Computation of Financial Ratios: Liquidity and Solvency Ratios, Proprietary and Debt Equity Ratios; Income and Financial Statement Ratios: Velocity or Movement or Turnover Ratios Return on Capital Employed; P/E Ratio, EPS, Payout, Ratio Analysis of DUPont Chart.

Note for Paper Setter

The question paper shall contain two questions from each and a candidate will be required to answer one question from each unit i.e. there will be an internal choice within each unit.

Internal Assessment (Total Marks: 20)

The marks shall be distributed as under:-

- | | | |
|-----|--------------------------------------|------------|
| i. | Mid Semester Test | : 10 Marks |
| ii. | Two Home Assignments (05 marks each) | : 10 Marks |

Suggested Readings:

1. Jeyaran, N, G., E- Management Accounting, Himalaya Publishing House, Edition 2010.
2. Shukla, M. B., Cost and Management Accounting, Himalaya Publishing House, Edition 2012.
3. Madegowda, J., Management Accounting, Himalaya Publishing House, Edition 2010.

**Detailed Syllabus of BBA for the Examinations to be held in the years
2015, 2016 & 2017**

Semester: III

Course No: BA-306

Title: Workshop on Entrepreneurship Development

Duration of Exam: 3 Hrs

Total Marks: 50

Theory Examination: 25

Internal Assessment: 25

Objective: *The objective of this workshop is to impart practical knowledge about various aspects of the business world.*

Unit I The Entrepreneur: Definition, Characteristics, Functions, Types of Entrepreneur, Entrepreneurial Competencies.

Unit II Project Identification and Selection: Meaning, Identification, Selection, Project Formulation: Meaning of Project Report, Content.

Unit III Entrepreneurs Development Program (EDP): Objectives, Features, Role of J&K State in fostering Entrepreneurship EDPs in J&K; J&K SICOP - Its Salient Features, Objectives, Aims, Functions; Marketing Assistance to SSI Units in J&K.

Note for Teacher Concerned

- There shall be a written test of 25 marks.
- There shall be presentation by the students on any above said topic as selected by the teacher concerned carrying 10 marks, divided among communication, content and presentation skills.
- The written report concerning the presentation to be submitted by the students at the time of presentation shall carry 15 marks.
- The presentation shall be evaluated by the teacher concerned/teacher nominated by the Principal.

Suggested Readings:

1. Arora, R. and Sood, K.S., Fundamentals of Entrepreneurship and Small Business, Kalyani Publisher Ltd., Edition 2013.
2. Khanka, S.S., Entrepreneur Development, Sultan Chand & Company Ltd., Edition 2013.

BBA

4th SEMESTER

Detailed Syllabus of BBA for the Examinations to be held in the years

2016, 2017 & 2018

Semester: IV

Course No: BA-401

Duration of Exam: 3 Hrs

Title: Marketing Management

Total Marks: 100

Theory Examination: 80

Internal Assessment: 20

Objective: *The objective of this course is to study and analyze concepts in marketing and to cater the needs of marketing industries.*

Unit I Introduction to Marketing Management: Nature, Meaning and Concept of Market, Marketing Functions and their Importance, Difference between Marketing and Selling; Role of Marketing in a Developing Economy, Indian Markets and its Environment, Modern Concept of Marketing.

Unit II Marketing Planning and Marketing Mix Promotion: Concept, Significance and Promotion Mix; Advertising: Meaning and Role; Sales Promotion: Meaning and Role; Personnel Selling- Merits and Limitations.

Unit III Product Planning and Development: Meaning and Classification of Product, Product Planning: Meaning, Components and Objectives. Product Mix: Product Life Cycle Stages and Strategies, Product Innovation and Development.

Unit IV Product Pricing: Nature and Scope, Factors influencing Price Determination, Methods of Price Determination.

Unit V Contemporary Issues in Marketing: Social Responsibility and Marketing Ethics, Green Marketing: Concepts and Importance, Rural Marketing: Meaning, Importance and Problems; E- Marketing: Concept and its Application.

Note for Paper Setter

The question paper shall contain two questions from each and a candidate will be required to answer one question from each unit i.e. there will be an internal choice within each unit.

Internal Assessment (Total Marks: 20)

The marks shall be distributed as under:-

- | | | |
|-----|--------------------------------------|------------|
| i. | Mid Semester Test | : 10 Marks |
| ii. | Two Home Assignments (05 marks each) | : 10 Marks |

Suggested Readings:

1. Sontakki, C.N., Marketing Management, Kalyani Publishers 2014.
2. Jha, M., and Kotler, P., Marketing Management, Tata Mc-Graw-Hill, Edition 2013.

Detailed Syllabus of BBA for the Examinations to be held in the years

2016, 2017 & 2018

Semester: IV

Course No: BA-402

Title: Human Resource Development

Duration of Exam: 3 Hrs

Total Marks: 100

Theory Examination: 80

Internal Assessment: 20

Objective: *The objective of this course is to impart knowledge for developing Human Resources in an Organization.*

Unit I Introduction: Human Resource Development (HRD), Concept, Functions, Importance, HRD Evolution, Goals and Challenges, HRD processes, organizing for HRD, An Overview of HRD Trends and Practices.

Unit II HRD and Management: Attitude of Top Management towards HRD, Motivational Aspects of HRD, Development Supervision, Career Development; Organization Climate and Culture.

Unit III HRD Activities: Organization of HRD Activities, Communication of HRD Efforts, Determination of HRD Needs, Design of HRD Strategies, HRD for Workers and Executives.

Unit IV HRD Experiences: HRD in Manufacturing and Service Industry, HRD in Public and Private Systems, HRD in Educational, Health and another sectors, Comparative HRD: International Experiences.

Unit V Emerging Issues in HRD: Creating awareness and Commitment to HRD, Industrial Relations and HRD, Utilization of HRD Efforts, Emerging Trends and Perspectives, Future of HRD.

Note for Paper Setter

The question paper shall contain two questions from each and a candidate will be required to answer one question from each unit i.e. there will be an internal choice within each unit.

Internal Assessment (Total Marks: 20)

The marks shall be distributed as under:-

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|------|--------------------------------------|------------|
| iii. | Mid Semester Test | : 10 Marks |
| iv. | Two Home Assignments (05 marks each) | : 10 Marks |

Suggested Readings:

1. Pareek, U. and Sisodia, V., HRD in the New Millennium, Tata Mc Graw-Hill Publishing 2013.
2. Sheikh, A.M., Human Resource Development, S. Chand & Sons, Edition 2012.
3. Gupta. K, Shashi, J. R., Human Resource Management, Kalyani Publishers 2013.

Detailed Syllabus of BBA for the Examinations to be held in the years

2016, 2017& 2018

Semester: IV

Course No: BA-403

Title: Financial Management

Duration of Exam: 3 Hrs

Total Marks: 100

Theory Examination: 80

Internal Assessment: 20

Objective: *The objective of this course is to expose the students to the basics of Financial Management.*

Unit I Meaning, Importance and Objective of Financial Management; Profit vs. Wealth Maximization, Role of Financial Manager; Time- value of Money: Through Compounding and Discounting Techniques.

Unit II Financial Analysis: Analysis of Financial Health of the Business through the Techniques viz., Application of various Ratios in Decision Making Process; Analysis of Cash Flow Statement, Computing Financial and Profitability Ratios.

Unit III Financing Decision: Cost of Capital, Weighted Average and Marginal Cost of Capital, Capital Structure Decision: Designing Optimum Capital Structure, Leasing and Hire Purchase, Derivatives: Managing Financial Risk.

Unit IV Types of Financing: Introduction to Lease Financing, Venture Capital Finance. Project Financing: Intermediate and Long term Financing, Financing of Working Capital; Debt vs. Equity as a Source of Finance.

Unit V Shares Capital: Types of Capital and Shares, Various Types of Preference Shares; Debentures: Various Types of Debentures; Concept of Private Placement, Zero Coupon Bonds, Deep Discount Bonds, Escrow A/c Trust, Difference between Shares and Debentures, Buy-back of Shares, Redemption of Shares and Debentures.

Note for Paper Setter

The question paper shall contain two questions from each and a candidate will be required to answer one question from each unit i.e. there will be an internal choice within each unit.

Internal Assessment (Total Marks: 20)

The marks shall be distributed as under:-

- | | | |
|-----|--------------------------------------|------------|
| i. | Mid Semester Test | : 10 Marks |
| ii. | Two Home Assignments (05 marks each) | : 10 Marks |

Suggested Readings:

1. Maheshwari, S.N., Accounting and Financial Management S. Chand & Sons, Edition 2012.
2. Kishore, M. R., Cost and Management Accounting, Taxmann Law Publication, 7th Edition 2012.
3. Gupta, S. K, and Sharma, R.K., Financial Management- Theory and Practice, Kalyani Publishers, 7th Edition 2012.
4. Srivastava, R. and Misra, A. Financial Management, Oxford University Press, 2002.

Detailed Syllabus of BBA for the Examinations to be held in the years

2016, 2017 & 2018

Semester: IV

Course No: BA-404

Title: Business Statistics

Duration of Exam: 3 Hrs

Total Marks: 100

Theory Examination: 80

Internal Assessment: 20

Objective: *The objective of this course is to make the students aware of various statistical techniques to be used for critical appraisal of Business Information.*

Unit I Statistics: Concept, Significance and Limitation; Types of Data: Classification and Tabulation, Frequency Distribution and Graphical Presentation of Data.

Unit II Measures of Central Tendency (Mean, Median, Mode), Measures of Variation: Significance and Property of a Good Measure of Variation.

Unit III Correlation: Significance of Correlation, Karl Pearson's coefficient of Correlation, Rank Correlation, Concurrent Deviation; Regression: Introduction, Regression Lines and Regression Equation and Regression Coefficient.

Unit IV Time series: Components of Time Series, Calculation of Trend by Least Square Method, Moving Average Method, Semi Average and Graphic Methods, Interpolation and Extrapolation by using Bi-nominal Expansion Method and Newton's Methods.

Unit V Business Research: An Overview: Research Process and Types of Research, Problem Formulation, Management Problem vs. Research Problem; Research Process: Steps Involved in a Research, Meaning and Methods of Exploratory Research, Descriptive Research, Casual Research and Analytical research.

Note for Paper Setter

The question paper shall contain two questions from each and a candidate will be required to answer one question from each unit i.e. there will be an internal choice within each unit.

Internal Assessment (Total Marks: 20)

The marks shall be distributed as under:-

- | | | |
|-----|--------------------------------------|------------|
| i. | Mid Semester Test | : 10 Marks |
| ii. | Two Home Assignments (05 marks each) | : 10 Marks |

Suggested Readings:

1. Gupta, S.P., Business Statistics, Sultan Chand and Sons, 17th Revised Edition 2013.
2. Sanchiti, D.C., Statistics, Sultan Chand and Sons, 7th Revised Edition 2013.
3. Kapoor, V.R., Fundamentals of Statistics, Sultan Chand and Sons, 1st Edition 2013.

Detailed Syllabus of BBA for the Examinations to be held in the years

2016, 2017 & 2018

Semester: IV

Course No: BA-405

Title: Small Business Management

Duration of Exam: 3 Hrs

Total Marks: 100

Theory Examination: 80

Internal Assessment: 20

Objective: *The objective of this course is to equip the students with the requisite knowledge of Business World.*

Unit I The Entrepreneur: Definition, Importance of Entrepreneur, Concepts, Characteristics of a Successful Entrepreneur, Types of Entrepreneurship; Women Entrepreneurs: Problems of Women Entrepreneur in India.

Unit II Small Business: Concept, Feature or Characteristics of Business, Scope, Types of Business and its Environment, Social Responsibilities of Business, Business Ethics.

Unit III Small Business in the Indian Economy: Classification of Small-Scale Industries Role of Small Scale Industry in Planned Development, Reforms in SSI.

Unit IV Organizing, Managing and Financing Small Business: Working Capital Management, Purchasing and Inventory Management, Production and Operation Management, Issues in Small Business Marketing.

Unit V Policy Support to SSI: Policy Support to Small Scale Enterprise, Institutional Assistance to SSI, Sickness of Small Scale Industry, Incentives and Subsidies to SSI, Growth Strategies for Small Business.

Note for Paper Setter

The question paper shall contain two questions from each and a candidate will be required to answer one question from each unit i.e. there will be an internal choice within each unit.

Internal Assessment (Total Marks: 20)

The marks shall be distributed as under:-

- | | | |
|-----|--------------------------------------|------------|
| i. | Mid Semester Test | : 10 Marks |
| ii. | Two Home Assignments (05 marks each) | : 10 Marks |

Suggested Readings:

1. Arora, R. and Sood, S.K., Fundamentals of Entrepreneurship and Small Business, Kalyani Publishers, 6th Revised Edition 2010.
2. Khanka, S.S., Entrepreneurial Development, S. Chand and Sons Limited, Edition 2006.

GUIDELINES FOR ON-THE-JOB TRAINING (After 4th Semester)

Candidate shall be required to undergo summer Training in an Industrial /Business organization for four weeks immediately after the 4th semester. This Industrial training will be of four weeks. A candidates are supposed to submit a project report for the same to the Faculty concerned after the completion of the training as per the course specifications of Course No. 506.

Students shall decide the topic of the project under the guidance of the teacher concerned within 15 days after the completion of BBA-4th Semester Examination. The students shall take regular guidance from the project guide.

Project Guide

The principal, on the recommendation of the Head of The Department, shall nominate a Faculty member as the project guide.

BBA

5th SEMESTER

Detailed Syllabus of BBA for the Examinations to be held in the years

2016, 2017 & 2018

Semester: V

Course No: BA-501

Title: Strategic Management

Duration of Exam: 3 Hrs

Total Marks: 100

Theory Examination: 80

Internal Assessment: 20

Objective: *The objective of this course is to equip the students with the knowledge to manage business in this competitive world.*

Unit I An Overview of Strategic Management: Defining Strategy, Levels at which strategy operates; Approaches to Strategic Decision Making, Strategic Intent, Vision, Mission, Business Definition, Objectives and Goals, Environmental Analysis and Diagnosis: Concept of Environment and its Components; Environment Scanning and Appraisal, Organization Appraisal, Strategic Advantages Analysis and Diagnosis.

Unit II Corporate-level strategic: Grand, Stability, Expansion, Retrenchment, Combination Strategic, Corporate Restructuring; Business-level/Strategies: Generic and Tactics for Business Strategies.

Unit III Strategic Analysis and Choice: Process of Strategic Choice, Corporate and Business Level Strategic Analysis, Subjective Factors in Strategic Choice, Contingency Strategies and Strategic Plan.

Unit IV Activating Strategies: Inter-relationship between Formulation and Implementation; Aspects of Strategy Implementation, Project and Procedural Implementation; Resource Allocation: Structural and Behavioral Implementation.

Unit V Functional and Operational Implementation: Financial, Marketing, Production, Personnel Plans and Policies Information, Integration of Functional Plans and Policies, Strategic Evaluation and Control: Techniques of Strategic Evaluation and Control.

Note for Paper Setter

The question paper shall contain two questions from each and a candidate will be required to answer one question from each unit i.e. there will be an internal choice within each unit.

Internal Assessment (Total Marks: 20)

The marks shall be distributed as under:-

- | | | |
|-----|--------------------------------------|------------|
| i. | Mid Semester Test | : 10 Marks |
| ii. | Two Home Assignments (05 marks each) | : 10 Marks |

Suggested Readings:

1. Kazmi, A., Business Policy and Strategic Management, Tata McGraw Hill New Delhi,2005
2. Jain, S. P., Strategic Management ,2005

Detailed Syllabus of BBA for the Examinations to be held in the years

2016, 2017 & 2018

Semester: V

Course No: BA-502

Title: Consumer Behaviour and Market Research

Duration of Exam: 3 Hrs

Total Marks: 100

Theory Examination: 80

Internal Assessment: 20

Objective: *The objective of this course is to educate the students about consumer behaviour and various approaches to research study.*

Unit I Introduction to Consumer Behaviour: Importance, Scope and Need for studying Consumer Behaviour.

Unit II Consumer Models: Economic Model, Psychoanalytic Model, Sociological Model, Howard and Seth Model, Nicosia Model, Engel-Kollat-Blackwell Model.

Unit III Individual Determinates: Perceptual Process, Consumer Learning Process, Consumer Attitude Formation, Attitude Measurement, Meaning and Nature of Personality, Self Concept.

Unit IV Influences and Consumer Decision Making Process: Family, Reference Group, Personal, Social and Cultural influence on CB, Consumer Decision Making Process; Consumer Communication Process; Consumer Satisfaction.

Unit V Marketing Research: Meaning and Scope of Marketing Research, Marketing Research Process, Research Plan, Characteristics of Good Marketing Research; Use of Marketing Research by Management.

Note for Paper Setter

The question paper shall contain two questions from each and a candidate will be required to answer one question from each unit i.e. there will be an internal choice within each unit.

Internal Assessment (Total Marks: 20)

The marks shall be distributed as under:-

- | | | |
|-----|--------------------------------------|------------|
| i. | Mid Semester Test | : 10 Marks |
| ii. | Two Home Assignments (05 marks each) | : 10 Marks |

Suggested Readings:

1. Gupta, S. K. and Joshi, R., Consumer Behavior, Kalyani Publishers, Edition -2011.
2. Dogra, B., Thakur G. S. and Verma, R., Kalyani Publishers, Edition -2010.
3. Gupta, P.R., Gupta, S. L. and Pal, S., Consumer Behavior- An Indian Perspective, Sultan Chand and Sons 2nd Edition -2011.

Detailed Syllabus of BBA for the Examinations to be held in the years

2016, 2017 & 2018

Semester: V

Course No: BA-503

Title: Event Management

Duration of Exam: 3 Hrs

Total Marks: 100

Theory Examination: 80

Internal Assessment: 20

Objective: *The objective of this course is to develop skills for efficacious management of event management*

Unit I Principles of Event Management: Introduction to Event Management, Principles of Event Management, Concept and Designing, Feasibility, Keys to Success.

Unit II Event Planning and Team Management: Aim to Event, Develop a Mission, Establish Objectives, Preparing Event Proposal, Use of Planning Tools; Protocols, Dress Codes, Staging, Staffing, Leadership Traits and Characteristics.

Unit III Event Marketing and Advertising: Nature of Marketing, Process of Marketing, Marketing Mix, Sponsorship, Image, Branding, Advertising, Publicity and Public Relations.

Unit IV Event Leadership and Communication: Leadership Skills, Managing Team, Group Development, Managing Meetings, Written Communication, (Official, Semi-official, Invoice), Verbal Communication.

Unit V Event Safety and Security: Security, Occupational Safety, Crowd Management, Major Risks and Emergency Planning, Incident Reporting, Emergency Procedures.

Note for Paper Setter

The question paper shall contain two questions from each and a candidate will be required to answer one question from each unit i.e. there will be an internal choice within each unit.

Internal Assessment (Total Marks: 20)

The marks shall be distributed as under:-

- | | | |
|-----|--------------------------------------|------------|
| i. | Mid Semester Test | : 10 Marks |
| ii. | Two Home Assignments (05 marks each) | : 10 Marks |

Suggested Readings:

1. Stephen, A., Introduction to Event Management, Himalaya Publishing House, Edition 2014.
2. Singh, S. R., Event Management, Aph Publishing Corporation, 2009.

**Detailed Syllabus of BBA for the Examinations to be held in the years
2016, 2017 & 2018**

Semester: V

Course No: BA-504

Title: Entrepreneurial Development

Duration of Exam: 3 Hrs

Total Marks: 100

Theory Examination: 80

Internal Assessment: 20

Objective: *The objective of this course is to impart requisite knowledge to the students to be a successful entrepreneur.*

Unit I Introduction to Entrepreneurship; Entrepreneur: Conceptual Issues, Entrepreneurship vs. Management; Roles and Functions of Entrepreneurs in relation to the Enterprise and in relation to the Economy; Entrepreneurship as an Interactive Process between the Individual and the Environment; Small Business as the seedbed of Entrepreneurship.

Unit II Opportunity Scouting and Idea Generation: Role of Creativity between Innovation and Business Research; Sources of Business Ideas with Case Studies.

Unit III Business Plan: Essential Features of Business Plan, Types of Business Plan, Presentation of Business Plan, Pitfalls to be avoided in preparation of Business Plan.

Unit IV Financial/Non-Financial Support Agencies: Brief Introduction to the Role of SIDBI, SFCs-KSFC, SDCs, KSIIDC, EDI, AWAKE, SEWA, SISI, SHGs and KVIC.

Unit V Issue of Business Marketing: Advertising and Publicity, Sales and Distribution; Idea of Consortium Marketing, Competitive Bidding; E-Business: Meaning, Procedures and Relevance of E-Business.

Note for Paper Setter

The question paper shall contain two questions from each and a candidate will be required to answer one question from each unit i.e. there will be an internal choice within each unit.

Internal Assessment (Total Marks: 20)

The marks shall be distributed as under:-

- | | | |
|-----|--------------------------------------|------------|
| i. | Mid Semester Test | : 10 Marks |
| ii. | Two Home Assignments (05 marks each) | : 10 Marks |

Suggested Readings:

1. Desai, V. and Kaur, K., Entrepreneurship Development Management, Himalaya Publishing House, Edition 2011.
2. Gordon, E. and Natarajan. K., Fundamentals of Entrepreneurship, Himalaya Publishing House, Edition 2010.

**Detailed Syllabus of BBA for the Examinations to be held in the years
2016, 2017 & 2018**

Semester: V

Course No: BA-505

Title: Retail Management

Duration of Exam: 3 Hrs

Total Marks: 100

Theory Examination: 80

Internal Assessment: 20

Objective: *The objective of this course is to equip the students with the requisite knowledge concerning management of Retail Business.*

Unit I An Introduction of Retail System and Retailing: Definition, Nature, Importance; The Retailing Environment: Economic Forces, Social Forces, Technological Forces, Competitive Forces; The development of Retail Institution, Dynamics of Institutional Change.

Unit II The Retail Consumer, Consumer Purchase Behavior, Buying process, Factors affecting Consumer Behaviour and Decision. Consumer: an Individual Approach and Sociological Approach, Reference- Group Influence.

Unit III Retail Store Location: Types of Location Site, Retail Location Strategies, Retail Store Layout: Exteriors and Interiors, Creating an Environment for Purchase through Design, Visual Merchandising.

Unit IV Merchandise Planning Warehousing and Supply Chain Management: Role of IT in Supply Chain Management Merchandise Flow, Online Logistics Management, Retail Pricing, Credit Management; Retail Promotion: Training to Staff, Employee Motivation, Organization Culture.

Unit V Retail Formats: Brief Introduction to Corporate Chains, Retailer Co-operative and Voluntary System, Departmental Stores, Discount Stores, Super Markets, Warehouse Club, Direct Marketing, Tele Marketing, Automatic Vending Machine, Customer Service, Customers' Perspective of Service Quality, Evaluation of Retail Service.

Note for Paper Setter

The question paper shall contain two questions from each and a candidate will be required to answer one question from each unit i.e. there will be an internal choice within each unit.

Internal Assessment (Total Marks: 20)

The marks shall be distributed as under:-

- | | | |
|-----|--------------------------------------|------------|
| i. | Mid Semester Test | : 10 Marks |
| ii. | Two Home Assignments (05 marks each) | : 10 Marks |

Suggested Readings:

1. Mustafa, A., Retail Management, Himalaya Publishing House, Edition 2013.
2. Nair, S. R., Retail Management, Himalaya Publishing House, Edition 2010.
3. Michael, L. and Barton A. W., Retail Management, McGraw Hill, 4th Edition 2013.

Detailed Syllabus of BBA for the Examinations to be held in the years

2016, 2017& 2018

Semester: V

Course No: BA-506

Title: Project Report Presentation and Viva-Voce

Duration of Exam: 3 Hrs

Total Marks: 100

Report Evaluation: 50

Report Presentation: 50

Candidate shall be required to undergo Summer Training in an Industrial /Business organization of four weeks immediately after 4th semester. A candidate is supposed to submit a project report (minimum 50 pages) to the Faculty concerned after the completion of the training on the basis of knowledge/ experience gained during the course of “On the Job Training”. The report shall to be prepared under the guidance of the teacher concerned.

Project Guide

The Principal, on the recommendation of the Head of The Department, shall nominate a Faculty member as the project guide.

Evaluation of Report:

- There shall be external assessment of Project Report carrying 50 marks based on presentation to be conducted by committee of two members consisting of one internal and one external Faculty member which is to be nominated by the Principal on the recommendation of the head of the department. The external Faculty shall have at least 07 years of teaching (permanent/ temporary) experience in University/ Government College.
- There shall be Project Report evaluation carrying 50 marks to be evaluated by the committee constituted as above at the time of presentation.
- The evaluation shall be jointly undertaken by internal and external Faculty to be submitted by the College to the Controller of Examination for incorporation of marks.

BBA

6th SEMESTER

Detailed Syllabus of BBA for the Examinations to be held in the years

2017, 2018 & 2019

Semester: VI

Course No: BA-601

Title: E-Commerce

Duration of Exam: 3 Hrs

Total Marks: 100

Theory Examination: 80

Internal Assessment: 20

Objective *The objective of this course is to impart knowledge about (ITES) Information Technology Enabled Services.*

Unit I Introduction to E-Commerce: Definition, Element of E-Commerce, Hard Aspect of E-Commerce, Challenges in Implementing E-Commerce, Future of E-Commerce growth.

Unit II WWW Concept: E-mail, Internet vs. Intranet, Types of Internet Service, Classification of Network, Internet Protocol, Mail Software, Internet Surfing, Browser and Search Engine, FTP, Telnet.

Unit III Electronic Payment System: Digital currencies, Smart-Card, Credit-Card, Security Consideration and Supply Chain Management, Electronic Transaction, and Security Mechanism and Method, Threat and Control Points, E-Commerce and Banking Industry.

Unit IV ECRM Electronic Customer Relationship Management: Definition, Application, ECRM Component, Advantages, ECRM as tool to modern business, E-Com and Retailing, Changing Retail Industry.

Unit V The IT Act 2000: Definition, Authentication of Electronic Records, Electronics Governance, Digital Signature, Cyber Law, Cyber Regulation Appellate, Tribunal Offences and Penalties.

Note for Paper Setter

The question paper shall contain two questions from each and a candidate will be required to answer one question from each unit i.e. there will be an internal choice within each unit.

Internal Assessment (Total Marks: 20)

The marks shall be distributed as under:-

- | | | |
|-----|--------------------------------------|------------|
| i. | Mid Semester Test | : 10 Marks |
| ii. | Two Home Assignments (05 marks each) | : 10 Marks |

Suggested Readings:

1. Murthy, C.S.V., E-Commerce, Himalaya Publishing House, Edition 2010.
2. Rayudu, C.S., E-Business, Himalaya Publishing House, Edition 2013.

Detailed Syllabus of BBA for the Examination to be held in the years

2017, 2018 & 2019

Semester: VI

Course No: BA-602

Title: Export Procedures and Documentation

Duration of Exam: 3 Hrs

Total Marks: 100

Theory Examination: 80

Internal Assessment: 20

Objective: *The objective of this course is to make students aware regarding exports procedures and Legal formalities concerning exports.*

Unit I Advantages and Disadvantages of Exporting as a Market Entry Strategy, Facilities and Incentives relating to Export, Preliminaries for starting Exports, Registration of Exporters, Sending Overseas Samples, Appointing Overseas Agent.

Unit II Arranging Finance for Exports Pre-shipment Finance, Post-shipment Finance, External Commercial Borrowings [ECB], EXIM Bank Finance. Letter of Credit (LC), Types of LC.

Unit III Preparing Document for Export, Document for Declaration of Goods under Foreign Exchange Regulations, Documents for Transportation of Goods, Documents for Customs Clearance of Goods, Other Documents like Commercial Invoice, Consular Invoice, Customs Invoice, Certified Invoice, Weight Note, Bill of Exchange, Packing List, Manufacturer's Certificate, Certificate of Shipment, Antiquity Certificate, Shipping Advice etc..

Unit IV Insuring Goods against Marine Risks, Understanding Foreign Exchange Rates and Protection against their Adverse Movement.

Unit V Financial and Fiscal Incentives provided by Government and Autonomous Organization for Exporters.

Note for Paper Setter

The question paper will contain two questions from each unit (total ten Questions) and a candidates will be required to answer five questions selecting one from each unit. There will be internal choice within each unit.

Internal Assessment (Total Marks: 20)

The marks shall be distributed as under:-

- | | | |
|-----|--------------------------------------|------------|
| i. | Mid Semester Test | : 10 Marks |
| ii. | Two Home Assignments (05 marks each) | : 10 Marks |

Suggested Readings:

1. Jaiswal, B., International Business, Himalaya Publishing House, Edition 2012.
2. Mithani, D.M., Economics of Global Trade and Finance, Himalaya Publishing House, Edition 2009.
3. Cheruni, L. F., International Trade and Export Management, Himalaya Publishing House, Edition 2013.
4. Jain, S.K. Export Import Procedures and Documentation, Himalaya Publishing House, Edition 2013.

Detailed Syllabus of BBA for the Examinations to be held in the years

2017, 2018 & 2019

Semester: VI

Course No: BA-603

Title: Corporate Law

Duration of Exam: 3 Hrs

Total Marks: 100

Theory Examination: 80

Internal Assessment: 20

Objective: *The objective of this course is to familiarize the students with the regularity, frame work for information, incorporation issue of capital and management of a company as per the Indian Companies Act.*

Unit -I Definition and Nature of Company, Types of Companies, Formation of Companies, Liability of Promoters, Incorporation of Companies, Commencement of Business.

Unit -II Memorandum of Association (MOA), Contents, Doctrine of Ultra-vires, Articles of Association (AOA), Doctrine of Indoor Management and Exception to it.

Unit -III Prospectus, Statement in lieu of Prospectus, Mis-statement and its remedies, Share Capital, Allotment of Shares- definition of Share, Share Warrant, Share Certificate, Difference between Share and Stock, Types of Shares, Voting Rights, Right Issues.

Unit -IV Management of Company, Appointment of Directors, Legal Position, Duties, Liabilities and Powers, Company Meeting: Statutory, Annual General Meeting, Extraordinary Meeting; Meeting of BOD: Quorum, Kinds of Resolutions.

Unit -V Modes of Winding-up, Rules regarding Issue of Debenture, Dividends and Issue of Bonus Shares, Buy-back of Shares. Provisions regarding Borrowing and Issue of Debentures, Dividend and Bonus Shares, Modes of Winding-up; Salient features of Indian Companies Act, 2013.

Note for Paper Setter

The question paper shall contain two questions from each and a candidate will be required to answer one question from each unit i.e. there will be an internal choice within each unit.

Internal Assessment (Total Marks: 20)

The marks shall be distributed as under:-

- i. Mid Semester Test : 10 Marks
- ii. Two Home Assignments (05 marks each) : 10 Marks

Suggested Readings:

1. Maheshwari, S.N. and Maheshwari, S...K., Elements of Corporate Laws, Himalaya Publishing House, Edition 2012.
2. Pandey, V. and Khanna, C., Company Law, Himalaya Publishing House, Edition 2012.

**Detailed Syllabus of BBA for the Examinations to be held in the years
2017, 2018 & 2019**

Semester: VI

Course No: BA-604

Title: Brand Management

Duration of Exam: 3 Hrs

Total Marks: 100

Theory Examination: 80

Internal Assessment: 20

Objective: *The objective of this course is to provide a comprehensive understanding of brands, brand equity and strategic brand Management.*

Unit -I Introduction to Brand Management: Concept, Nature, Scope, Importance, Characteristics of Branding. Brand Origin, Branding and Trademark.

Unit -II Brand Equity: Definition, Concept, Scope and Role of Brand Equity, Models, Building Brand Equity, Devising Brand Strategy, Managing Brand Equity, Measuring Brand Equity.

Unit -III Branding Strategy: Devising a Brand Strategy, Brand Extension, Brand Line, Brand Mix, Brand Decision: Branding vs. No Branding, Private Brand vs. Manufacture Brand, Single vs. Multiple Brand, Local vs. Worldwide Brand, Brand Consolidation.

Unit-IV Brand Audit: Meaning, Need and Significance, Brand Inventory, Brand Exploratory, Brand Tracking and Brand Evaluation.

Unit -V Brand Positioning: Developing and Communicating Positioning strategy, Brand Protection, Brief Introduction to Intellectual Property and WTO, Trademark Registration Treaty (TMRT), Madrid Agreement for International Registration of Trademarks, Indian legal provision regarding Branding, Counterfeiting.

Note for Paper Setter

The question paper shall contain two questions from each and a candidate will be required to answer one question from each unit i.e. there will be an internal choice within each unit.

Internal Assessment (Total Marks: 20)

The marks shall be distributed as under:-

- | | | |
|-----|--------------------------------------|------------|
| i. | Mid Semester Test | : 10 Marks |
| ii. | Two Home Assignments (05 marks each) | : 10 Marks |

Suggested Reading:

1. Sharma, G. and Singh, K. K., Brand Management, Himalaya Publishing House, Edition 2012.
2. Chandrashekhhar K. S., Product Management- Text, Applications and Cases, Himalaya Publishing House, Edition 2012.
3. Chandrashekhhar, K. S. and Sasi, K. K., Brand Management, Himalaya Publishing House, Edition 2011.

Detailed Syllabus of BBA for the Examinations to be held in the years

2017, 2018 & 2019

Semester: VI

Course No: BA-605

Title: Field Trip and Viva-Voce

Duration of Exam: 3 Hrs

Total Marks: 50

Theory Examination: 25

Internal Assessment: 25

External Assessment:

- There shall be external assessment carrying 25 marks to be based on viva-voce as per course content of BBA 6th Semester.
- Viva Voce to be conducted by committee of two members consisting of one teacher incharge and one external Faculty member from University/ Government College having at least 07 years of teaching (permanent/ temporary) experience.

Internal Assessment:

- There shall be compulsory industrial visit (local/ outside state). The students shall have to submit hand written report based on the topics allotted by the Faculty which shall carry 25 marks.