

MATA GUJRI COLLEGE, FATEHGARH SAHIB

**BACHELOR OF BUSINESS ADMINISTRATION (BBA 2nd Year)
(2020-2021)
(SEMESTER-III)**

| Subject | Paper Code | Title of Paper | Contact hours per week | | | | Examination scheme marks | | | Credits |
|----------|-----------------------|--|------------------------|---|---|-------|--------------------------|------------|------------|-----------|
| | | | L | T | P | Total | Internal | External | Total | |
| Core I | BBA-301 | Principles of Marketing Management | 3 | - | 2 | 5 | 40 | 60 | 100 | 4 |
| Core II | BBA-302 BBA-302(A) | Communication Skills in Punjabi Or Basic Punjabi | 3 | - | 2 | 5 | 40 | 60 | 100 | 4 |
| Core III | BBA-303 | Principles of Human Resource Management | 3 | - | 2 | 5 | 40 | 60 | 100 | 4 |
| Core IV | BBA-304 | Financial Accounting | 3 | - | 2 | 5 | 40 | 60 | 100 | 4 |
| GE | BBA-305 | Any one from the List of Generic Electives | 3 | - | 2 | 5 | 40 | 60 | 100 | 4 |
| SEC-I | BBA-306 | Workshop on Personality Development | - | - | 4 | 4 | 50 | - | 50 | 2 |
| | BBA-307 | Seminar on Business Environment | - | - | 2 | 2 | 50 | - | 50 | 1 |
| | | Total | | | | | 300 | 300 | 600 | 23 |

(SEMESTER IV)

| Subject | Paper Code | Title of Paper | Contact hours per week | | | | Examination scheme marks | | | Credit |
|----------|-----------------------|--|------------------------|---|---|-------|--------------------------|------------|------------|-----------|
| | | | L | T | P | Total | Internal | External | Total | |
| Core I | BBA-401 | Business Research Methods | 3 | - | 2 | 5 | 40 | 60 | 100 | 4 |
| Core II | BBA-402 BBA-402(A) | Communication Skills in Punjabi Or Basic Punjabi | 3 | - | 2 | 5 | 40 | 60 | 100 | 4 |
| Core III | BBA-403 | Business Economics-II | 3 | - | 2 | 5 | 40 | 60 | 100 | 4 |
| GE | BBA-404 | Any one from the List of Generic Electives | 3 | - | 2 | 5 | 40 | 60 | 100 | 4 |
| DSE | BBA-405 | Any one from the List of Discipline Specific Electives | 3 | - | 2 | 5 | 40 | 60 | 100 | 4 |
| SEC | BBA-406 | Workshop on Time Management | - | - | 4 | 4 | 50 | - | 50 | 2 |
| | BBA-407 | Viva- Voce | - | - | - | - | 50 | - | 50 | 1 |
| | | Total | | | | | 250 | 350 | 600 | 23 |

1. _____
3. _____
5. _____
7. _____

2. _____
4. _____
6. _____
8. _____

**List of Generic Elective / Interdisciplinary Course
for
BBA 2nd Year (2020-2021)**

| Subject Code | Subject Name |
|----------------------|--|
| BBA-GE (I) | Professional Ethics |
| BBA-GE (II) | Entrepreneurship Development |
| BBA-GE (III) | Business Communication |
| BBA-GE (IV) | Managing small and Medium Business Enterprises |
| BBA-GE (V) | Office Management |
| BBA-GE (VI) | Insurance Management |
| BBA-GE (VII) | India's Diversity & Business |
| BBA-GE (VIII) | Business Law |

1. _____
3. _____
5. _____
7. _____

2. _____
4. _____
6. _____
8. _____

BBA-301 PRINCIPLES OF MARKETING MANAGEMENT

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:- 4

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

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

| Sr. No. | After Completion of the course, the students shall be able: |
|---------|--|
| 1 | To understand the concepts related to Marketing management |
| 2 | To help the students in understanding different environment which influencing the marketing of the companies |
| 3 | To provide fundamental knowledge of consumer behavior |
| 4 | To familiarize the students with the basic of new product development |
| 5 | To provide fundamental knowledge on the topic channels of distributions. |
| 6 | To understand the concept of network marketing |

Course Syllabus

UNIT-I

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

UNIT-II

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

Recommended Texts:

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

Note: Latest edition of the books should be used.

Instruction

The external paper will carry 60 marks and will be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:- 4

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

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

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

Course Syllabus

UNIT-I

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

UNIT-II

Managing Careers: Promotion, Meaning, Significance, Promotion Policy, Other issues related to promotions; Demotion- Meaning, Reasons, Implications for HRM; Transfers-Meaning, purpose, policy and other issues associated with Transfers. Managing Separations: Meaning and Types of Separations. Managing Industrial Relations: Industrial Relations-Meaning, Importance of Peaceful IR. Approaches to IR. Strategic Dispute: Nature, Causes and Settlement of Disputes; Grievances-Nature, Causes and Grievance settlement machinery.

Recommended Texts:

1. Gomez – Meja, et al, Managing Human Resources, Delhi Pearson Education
2. Desller, Gary, Human Resource Management, Delhi, Pearson Education
3. Aswathappa, Human Resource and Personnel Management. New Delhi, TMG-Hill
4. Pattanayak, Biswajeet, Human Resource Management, New Delhi, PHI

Note: Latest edition of the books should be used.

Instructions:

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:- 4

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

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

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

Course Syllabus

UNIT – I

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

UNIT-II

Final accounts: Manufacturing accounting, Trading account, Profit and Loss account; Balance sheet; adjustment entries. Rectification of errors: classification of errors, location of errors, Suspense Account. Depreciation provisions and reserves: concept of depreciation; Causes of depreciation; Depreciation, depletion, amortization and dilapidation; Depreciation accounting; Methods for providing depreciation (Straight line Method and Written Down value Method). Partnership Accounts: Essential characteristics of a partnership. Partnership deed, Fixed and Fluctuating Capital.

Recommended Texts:

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

Note: Latest edition of the books should be used.

Instructions:

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

Total: 50 Marks

Internal Evaluation: 50 Marks

Total Credits:- 2

Total Pass marks: 25 Marks

Pass marks in internal: 14 Marks

Total L/T/P: 55

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

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

Body language: Assertiveness, Problem-solving.

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

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

Recommended Texts:

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

Topics prescribed for workshop/Skill lab:

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

Total: 50 Marks
Total Credits:-1

Total Pass marks: 35 Marks

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

Instructions:

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

| Seminar Content and Report Writing | PPT Presentation | Communication Skills | Attendance | Query Handling |
|---|-------------------------|-----------------------------|-------------------|-----------------------|
| 15 Marks | 10 Marks | 10 Marks | 5 Marks | 10 Marks |

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits: - 4

Total Pass marks: 35 Marks
Pass marks in external: 21Marks
Pass marks in internal: 14Marks
Total L/T/P: 55

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

| Sr. No. | After Completion of the course, the students shall be able: |
|----------------|--|
| 1 | To understand different types of research |
| 2 | To understand different techniques of data collection |
| 3 | To understand the concept of sampling |
| 4 | To familiarize the students with various scaling techniques |
| 5 | To understand the concept of report writing in detail |

Course Syllabus

UNIT-I

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

UNIT-II

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

Recommended Texts:

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

Note: Latest edition of the books should be used.

Instructions

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I,II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

BBA-403 BUSINESS ECONOMICS - II

Total: 100 Marks

Total Pass marks: 35 Marks

External Evaluation: 60 Marks

Pass marks in external: 21 Marks

Internal Evaluation: 40 Marks

Pass marks in internal: 14Marks

Total Credits:- 4

Total L/T/P: 55

Objective: - Objective of the course is to have a general understand of macroeconomics and its impact on business.

| Sr. No. | After Completion of the course, the students shall be able: |
|---------|---|
| 1 | To understand the background of Macro Economics |
| 2 | To understand the concept of National Income and different methods of measuring National income |
| 3 | To develop knowledge about various theories of employment. |
| 4 | To familiarize the students with various macroeconomics issues and policies |

Course Syllabus

Unit I

Macro Economics: Concepts, Scope and importance; difference between micro and macro economics. National Income: Basic concepts, Measurement of National Income. Problems in measuring national income. Classical theory of Employment. Say's law of market and Keynesian Theory of Employment. Effective demand: Concepts and Determinants.

Unit II

Consumption Function and Saving Function: Concepts and Determinants. Multiplier: Static and Dynamic Analysis. Trade Cycle: Concepts and Phases. Inflation: Meaning, Types, Effect and control measures. Introduction about Monetary Policy and Fiscal Policy.

Recommended Texts:

1. Shapiro, E.: Macro Economic Analysis, Galgotia publications, New Delhi.
2. Dornbush and Fisher: Macroeconomics, MCGraw Hills, New Delhi.
3. Ackley, G, Macroeconomic Theory, Macmillan, New York
4. Ahuja, H.L, Advanced Economic Theory
5. Jhingan. ML.: Adnavced Macroeconomics Theory
6. Stonnies & Hague, A Textbook of Economic Theory.

Note: Latest edition of the books should be used.

Instructions

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. Group I comprises of 10 short questions from entire syllabus. Group II comprises of 4 questions from part I of the syllabus and Group III comprises of 4 questions from part II of the syllabus. Candidates will be required to attempt all 10 questions from group I carrying 2 marks each and two questions each from group II & III. Each question in group II & III carries 10 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks.

Two Assignments each carrying 6 marks.

Class Participation and Attendance to be of 8 marks.

BBA- 406 WORKSHOP ON TIME MANAGEMENT

Total: 50 Marks

Internal Evaluation: 50 Marks

Total Credits:- 2

The Psychology of Time; Time as Finite Capital; Developing the Right Attitude of Mind; Your Current Use of Mind; You and Your Tasks; You and Yourself: Identifying Self Objectives and Their Methodologies for Completion; Your and Others. Task Management; Workload Management Systems; Managing Interruptions; Delegation; Managing Meetings; Working with a Secretary; Managing Stress; and Balancing Work and Home.

BBA- 407

VIVA-VOCE

External Evaluation: 50

Credits: 1

Every student will have to appear for viva examination at the end of second semester. Viva Voce examination is based on syllabus of all subjects of relevant semester. Each student is required to face a board composed of one external examiner and one internal examiner.

List of Generic Elective / Interdisciplinary Course for BBA 2nd Year (2020-2021)

BBA-GE (I) PROFESSIONAL ETHICS

Total: 100 Marks

External Evaluation: 60 Marks

Internal Evaluation: 40 Marks

Total Credits: 4

Total Pass marks: 35 Marks

Pass marks in external: 21 Marks

Pass marks in internal: 14 Marks

Total L/T/P: 55

Objective: -The objective of this course is to make the students aware about the concept ethics and relevance of professional ethics in real business world.

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

Course Syllabus

Unit I

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

Unit II

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

Recommended Texts:

1. Bhanu Murthy, K. V. and Usha Krishna, Politics Ethics and Social Responsibilities of Business, Pearson Education, New Delhi.
2. Andrew Crane Dirk Matten, Business Ethics (Indian Edition), Oxford University Press, New Delhi
3. D. Senthil Kumar & A. Senthil Rajan ,Business Ethics & Values (Himalaya Publishing)
4. Joseph W. Weiss, Business Ethics, Thomson south – western.

Note: Latest edition of the books should be used.

Instructions:

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester0 Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

BBA-GE (II) ENTREPRENEURSHIP DEVELOPMENT

Total: 100 Marks

External Evaluation: 60 Marks

Internal Evaluation: 40 Marks

Total Credits: 4

Total Pass marks: 35 Marks

Pass marks in external: 21 Marks

Pass marks in internal: 14 Marks

Total L/T/P: 55

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

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

Course Syllabus

Unit-I

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

Unit-II

Business venture: Concept of Business Venture. The Start-Up Process; Concept, Plan, Implementation, Government Polices: Government Policies and Formalities in Setting-Up a Unit. Basic Requirements Regarding Registration, Factory Act. Goods and Services Tax (GST): Introduction, Components, Advantages and Registration process Business incubation: Meaning, Setting up of Business Incubation Centre, Sick Industry: Meaning and definition of a sick industry, Causes of industrial sickness. Preventive and remedial measures for sick industries

Recommended Texts:

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

Note: Latest edition of the books should be used.

Instructions:

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester0 Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

BBA-GE (III) BUSINESS COMMUNICATION

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits: 4

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

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

| Sr. No. | After Completion of the course, the students shall be able to: |
|---------|---|
| 1 | Apply business communication strategies and principles to prepare effective communication for domestic and international business situations. |
| 2 | Identify ethical, legal, cultural, and global issues affecting business communication. |
| 3 | Utilize analytical and problem-solving skills appropriate to business communication |
| 4 | Participate in team activities that lead to the development of collaborative work skills. |
| 5 | Select appropriate organizational formats and channels used in developing and presenting business messages. |
| 6 | Compose and revise accurate business documents using computer technology and Communicate via electronic mail, Internet, and other technologies. |
| 7 | Deliver an effective oral business presentation. |

Course Syllabus

Unit-I

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

Unit-II

Communication budget, measuring communication effectiveness, ethical issues in corporate communication, managing and co-ordinating integrated marketing communication.

Recommended Texts:

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

Note: Latest edition of the books should be used.

Instructions:

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

- Two Mid-Semester Tests each carrying 10 marks
- Two Assignments each carrying 6 marks
- Class Participation and Attendance to be of 8 marks

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

Total: 100 Marks

External Evaluation: 60 Marks

Internal Evaluation: 40 Marks

Total Credits: 4

Total Pass marks: 35 Marks

Pass marks in external: 21 Marks

Pass marks in internal: 14 Marks

Total L/T/P: 55

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

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

Course Syllabus

Unit-I

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

Unit-II

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

Recommended Texts:

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

Note: Latest edition of the books should be used.

Instructions:

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

BBA - GE (V) OFFICE MANAGEMENT

Total: 100 Marks

External Evaluation: 60 Marks

Internal Evaluation: 40 Marks

Total Credits: 4

Total Pass marks: 35 Marks

Pass marks in external: 21 Marks

Pass marks in internal: 14 Marks

Total L/T/P: 55

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

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

Course Syllabus

Unit-I

Introduction: Meaning, functions and importance of office management; office management and organization. Principles of office management and organization. Principal departments of modern office. Centralization vs. decentralization of office services. Office Manager: Qualifications and qualities of office manager. The status of office manager in total organization. The authorities and responsibilities of an office manager. Office accommodation: Selection of site. Office layout. Environment and working conditions. Planning and Scheduling Office Work: Office routine, flow of work and office manual.

Unit-II

Office Records: Filing and Indexing. Retention and weeding out of papers. HRM for office Management: Recruitment, Selection and Training of office staff. Office supervision-duties and responsibilities of supervisory staff. Motivation- Financial and non-financial incentives to subordinates. Stationery and forms: The design and control of office forms. Office Automation: A study of various types of commonly used appliances i.e. typewriter, duplicator, accounting machines, addressing, machines, calculator, franking machine, weighting and folding machine, Dictaphone, cash register, coin sorter, time recorder, photocopier, telephone, facsimile, computer, scanner, printer, letter opener, time and date stamps etc.

Recommended Texts:

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

Note: Latest edition of the books should be used.

Instructions:

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester0 Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

BBA-GE (VI) INSURANCE MANAGEMENT

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits: 4

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

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

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

Course Syllabus

Unit-I

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

Unit-II

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

Recommended Texts:

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

Note: Latest edition of the books should be used.

Instructions:

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

Total: 100 Marks**External Evaluation: 60 Marks****Internal Evaluation: 40 Marks****Total Credits: 4****Total Pass marks: 35 Marks****Pass marks in external: 21 Marks****Pass marks in internal: 14 Marks****Total L/T/P: 55****Objective:** - To learn about the India's diversity and business psychology of Indians.

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

Course Syllabus**UNIT-I**

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

UNIT-II

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

Recommended Texts:

1. Bhatt, B. L. India and Indian Regions: A Critical Overview" in David E.
2. Sopher 'An Exploration of India- Geographical Perspectives on Society and Culture'.
3. Bill Aitken, Seven sacred rivers, Penguin Books,
4. Bose NK Unity in Indian Diversity in Desai AR Rural Sociology in India reprinted.

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

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

BBA-GE (VIII) BUSINESS LAW

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:- 4

Total Pass marks: 35 Marks
Pass marks in external: 21Marks
Pass marks in internal: 14Marks
Total L/T/P: 55

Course Syllabus

UNIT-I

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

UNIT-II

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

Recommended Texts:

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

Note: Latest edition of the books should be used.

Instructions

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I,II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks