



जननायक चन्द्रशेखर विश्वविद्यालय, बलिया
Jananayak Chandrashekhar University, Ballia

A State University established under Uttar Pradesh State University Act 1973



Curriculum in Accordance with National Education Policy -2020

Bachelor in Business Administration (BBA) 2023-24

w.e.f. session 2023-24



Department of Business Administration
Faculty of Management
Jananayak Chandrashekhar University, Ballia

Shaheed Smarak, Near Surha Taal, Basantpur, Ballia – 277301, Uttar Pradesh, India

**Bachelor of Business Administration Ordinance
and Syllabus**

(Under Choice Based Credit System)

Preamble:

BBA- the three/four-year full time multiple entry-exist program under National Education Policy (NEP) designed with the objective of developing young generation into highly adept professional managers, capable of working in diverse sectors, continuously striving for excellence in performance, while propagating thought leadership and contributing to the welfare of the society at large. The programme rests on two pillars: one, providing a strong analytical foundation in key functional areas and the other, enabling a high degree of academic flexibility, thereby allowing students to customize their experience. The programme nurtures and develops world-class business leaders with personalized care and attention, in small workgroups and teams and in a practical, application-oriented environment. Every year aspirants avail the opportunity of realizing their dreams through this programme after proving their mettle in one of the most rigorous selection processes.

Objective of the Program:

The Bachelor of Business Administration (BBA) Program is designed under Faculty of Management to enhance employability by preparing students for careers in management and leadership in both the private and public sectors including self-reliant for entrepreneurial ventures and family business. Students acquire a comprehensive foundation in the fundamentals of business, the environment in which they will function, the analytical tools for intelligent decision – making and problem solving specifically. Apart from the other under-graduate and research courses BBA is the most exalted three/four-year full time under-graduate programme in the department of management. The course provides an extreme and rigorous base for corporate opportunities and allied business administration activities. The Programme is well designed to receive industry response and will serve the needs of managerial cadre in industries. The course serves the needs of industry and prepares students for industry and research.

Course Structure:

Bachelor of Business Administration (BBA) is a Four-Year Full-Time Program under Faculty of Management. The program structure and program ordinance are as follows:

The Program BBA shall be of four-year duration i. e. First Year, Second Year, Third Year and Fourth Year each consisting of two semesters. However, after successful completion of first year a certificate can be awarded, after second year a diploma can be awarded, after third year a degree and after fourth year degree research will be awarded. The list of papers during these four years of the program shall be as follows:



Structure of Four Years Bachelor of Business Administration

Year	Sem	Paper Code	Paper Title	Major/Minor	Faculty	Credit Point	Total Credit	Marks (External + Internal)	Degree	
1st	I	F010101T	Principles of Management	Major	Own	6	27	75+25=100	Certificate (48)	
		F010102T	Basic Accounting	Major		6		75+25=100		
		F010103T	Business Communication	Major		6		75+25=100		
			Other Faculty	Minor	6	75+25=100				
			Vocational-1 (Any one)	Minor	3	40+60=100				
		Co-curricular-1 (Qualifying)	Minor	-	75+25=100					
		II	F010201T	Organizational Behavior	Major	Own	6	21		75+25=100
	F010202T		Computer Application	Major	6		75+25=100			
	F010203T		Financial Management	Major	6		75+25=100			
			Vocational-2	Minor	3	40+60=100				
	Co-curricular-2 (Qualifying)		Minor	-	75+25=100					
Total Credits and Marks							48	900		
2nd	III	F010301T	Business Laws	Major	Own	6	27	75+25=100	Diploma (48)	
		F010302T	Cost Accounting	Major		6		75+25=100		
		F010303T	Human Resource Management	Major		6		75+25=100		
			Other Faculty	Minor	6	75+25=100				
			Vocational-3	Minor	3	40+60=100				
		Co-curricular-3 (Qualifying)	Minor	-	75+25=100					
		IV	F010401T	Statistical Methods	Major	Own	6	21		75+25=100
	F010402T		Management Accounting	Major	6		75+25=100			
	F010403T		Marketing Management	Major	6		75+25=100			
			Vocational-4	Minor	3	40+60=100				
	Co-curricular-4 (Qualifying)		Minor	-	75+25=100					
Total Marks and Credit							96	1800		
3rd	V	F010501T	Entrepreneurship and Small Business	Major	Own	5	20	75+25=100	BBA Degree (48)	
		F010502T	Income Tax & Laws	Major		5		75+25=100		
		F010503T	Strategic Management	Major		5		75+25=100		
		F010504T	Research Methodology	Major		5		75+25=100		
		F010505T	Minor Research Project Part 1	Major				-		



			Co-curricular-5 (Qualifying)	Minor	Uni. List	2		75+25=100	
	VI	F010601T	Auditing	Major	Own	5	28	75+25=100	
		F010602T	Goods & Service Tax	Major		5		75+25=100	
		F010603T	Project Management	Major		5		75+25=100	
		F010604T	Business Ethics and Corporate Governance	Major		5		75+25=100	
		F010605T	Minor Research Project -Part 2	Major		8		100	
				Co-curricular-6 (Qualifying)	Minor	Uni. List			
Total Marks and Credit							144	2700	
4th	VII	F010701T	Business Environment	Major	Own	5	20	75+25=100	BBA Research (48)
		F010702T	Indian Financial System	Major		5		75+25=100	
		F010703T	Customer Relationship Management	Major		5		75+25=100	
		F010704T	Insurance and Risk Management	Major		5		75+25=100	
		F010705T	Summer Internship and Project- Part-I	Major				-	
	VIII	F010801T	Indian Value System	Major	Own	5	28	75+25=100	
		F010802T	Production and Operations Management	Major		5		75+25=100	
		F010803T	Logistic & Supply Chain Management	Major		5		75+25=100	
		F010804T	Emerging Areas of Management	Major		5		75+25=100	
		F010805T	Summer Internship and Project- Part-II	Major		8		100	
Total Marks and Credit							192	3600	

- The maximum marks for each paper shall be 100 consisting of internal evaluation and external evaluation i.e., 25 marks internal and 75 marks external. The distribution of the internal marks will be:
 - Mid-term written exam 15 marks
 - Assignment/presentation 05 Marks
 - Attendance of the student 05 marks
- The fourth year seventh and eighth semester summer internship report/project report evaluation will be done on the basis of submitted report by the student and viva voce. The evaluation will be done by one internal and one external examiner appointed by the university.
- Summer Internship Report:** Summer internship report is based on 2-month (8 week) internship by the student in any of the organization/institution. The report will be based on the practical learning outcome of the organization.

Programme: Bachelor of Business Administration
Subject: Management

Syllabus

Semester	I		
Course Code	F010101T		
Course Title	Principle of Management		
Credit	06	Maximum Marks	100
Course Objective: The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management.			
Learning Outcomes: After successful completion of the syllabus, learners will be able to: <ul style="list-style-type: none"> • Make awareness about principles and practices of management • Understand the concept, nature and functions of management. • Outline the roles of management thinkers and their contribution in the field. • Understand the complexities associated with management of human resources in the organizations and integrate the learning in handling these complexities. 			
Unit	Course Content		
I	Nature and significance of Management, Approaches of management, Contributions of Taylor, Fayol and Barnard, Functions of a Manager, Social responsibility of Managers, Values in management.		
II	The Nature and significance of Planning, Objectives, Steps of Planning, Decision making as key step in planning. The Process and Techniques of Decision Making. Organisation: Nature and significance, Approaches, Departmentation, Line and staff relationships, Delegation and Decentralization, Committee system, Department of effective organizing		
III	Staffing, nature and Significance, Selection, Appraisal and Development of Managers. Directing: Issues in managing human factors, Motivation, nature and Significance's, Theories and Techniques.		
IV	Communication Definition and Significance, Process, Barriers of Communication, Building effective communication system. Controlling: Definition and Elements Control Techniques, Coordination, Determinants of an Effective Control system, Managerial Effectiveness.		
References: <ul style="list-style-type: none"> • Fundamentals of Management, Robbins, S.P. and Decenzo, D.A., Pearson Education Asia, New Delhi • Koontz H., Wehrich H. (2009); Principles of Management; Tata Mc Graw Hill; 8th Edition. • Williams C (2009) Principles of Management; South-Western/Cengage Learning; 5th Edition. • Prasad L.M, principles and Practice of Management, Sultan Chand & Sons, 20th Edition. • Jaiswal B. & Maheshwari R.K. (2010), Essentials of Management: NRBC. 			



Programme: Bachelor of Business Administration
Subject: Management

Syllabus

Semester	I		
Course Code	F010102T		
Course Title	Basic Accounting		
Credit	06	Maximum Marks	100
Course Objective: The aim is to provide an understanding of the basic principles of accounting and their application in business.			
Learning Outcomes: After successful completion of the syllabus, learners will be able to:			
<ul style="list-style-type: none"> • Describe, explain, and integrate fundamental concepts underlying financial accounting. • Enable the students to learn, explain and integrate the fundamental concepts, principles and techniques of accounting. • Apply quantitative skills to help analyze and solve business problems. 			
Unit	Course Content		
I	Introduction to Accounting -Basic Concepts, Purpose, Importance, Scope and Limitations of Accounting Users of Accounting, Information, Generally Accepted Accounting Principles (GAAP) and Accounting Standards (AS), Introduction to International Financial Reporting Standards (IFRS) –need and significance. Ethical Issues in Accounting		
II	Recording and Classification of transactions, Preparation of trial balance, capital and revenue expenditure Preparing final accounts for business Adjustment Entries: Inventory, Depreciation, Provision for Bad Debts, Accrued, prepaid, outstanding and unearned income and expenditure		
III	Trial Balance, Rectification of Errors, Final Accounts, Provisions and Reserves, Methods of Depreciation –Fixed Installment Method and Diminishing Balance Method. Introduction to corporate accounting - Preparation of financial Statements of a company		
IV	Analysis of Financial Statements- meaning types and techniques. Trend analysis ratio Analysis Statement of Cash Flow – Indirect method		
References:			
<ul style="list-style-type: none"> • Maheshwari, S.N., Maheshwari, S.K. & Maheshwari, S.K. (2018), Financial Accounting, Vikas Publishing, 6th Edition • Larson, Kermit D., & Miller, Paul B. W. (1994) Financial Accounting, McGraw-Hill Education. • Narayanaswamy, R. (2014). Financial Accounting: A Managerial Perspective, Prentice Hall India, 6th Edition. 			



Programme: Bachelor of Business Administration
Subject: Management

Syllabus

Semester	I		
Course Code	F010103T		
Course Title	Business Communication		
Credit	06	Maximum Marks	100
Course Objective: The objective of this paper is to develop effective communication skills of our student.			
Learning Outcomes: After successful completion of the syllabus, learners will be able to:			
<ul style="list-style-type: none"> • Draft impressive business correspondence with brevity and clarity. • Stimulate their Critical thinking by designing and developing clean and lucid writing skills. • Demonstrate his communication through report writing etc. 			
Unit	Course Content		
I	Introduction: Principles of effective communication, Barriers of Communication, Feedback. Principles of Nonverbal Communication: Professional dressing and body language. Role Playing, Debates and Quiz. Group communication: Meetings, group discussions.		
II	Managerial Writing: Business letters, Routine letters, Bad news and persuasion letters, sales letters, collection letters, Resume/CV, job application letters, proposals. Summary of Documents, Creative Writing, Poster Making, Framing Advertisements, Slogans, Captions, Preparing Press Release and Press Notes.		
III	Effective Presentations: Principles of Effective Presentations, Principles governing the use of audiovisual media.		
IV	Interview Skills: Mastering the art of giving interviews in - selection and placement interviews, discipline interviews, appraisal interviews, exit interviews, web /video conferencing, tele-meeting.		
References:			
<ul style="list-style-type: none"> • Pal R. (2012) Business Communication, Sultan Chand & Sons Publication. • Bisen V. & Priya (2019), Business Communication, New Age International. • M.K. Sehgal & V. Khetrapal - Business Communication (Excel Books). • Chaturvedi P.D. (2006) Business Communication, Pearson Education. • Lesikar RV & Pettit Jr. JD (2018), Basic Business Communication: Theory & Application, Tata Mc Grow Hill. • Tayler Shinley (2016), Communication for Business, Pearson Education. 			



Programme: Bachelor of Business Administration
Subject: Management

Syllabus

Semester	II		
Course Code	F010201T		
Course Title	Organizational Behaviour		
Credit	06	Maximum Marks	100
Course Objective: To provide knowledge about Organizational Behaviour, individual and group behavior and give an overview about change in organization and QWL.			
Learning Outcomes: After successful completion of the syllabus, learners will be able to: <ul style="list-style-type: none"> • Understand the concept of behaviour at workplace and analyze the work values, relations between attitude and behaviour. • Understand the concept of personality, perception, learning and their implication on individual life as well as on workplace. • Understand the management practices of business organizations in the dynamic global environment 			
Unit	Course Content		
I	Introduction to Organization Behavior: Concept and nature of Organizational behavior, contributing disciplines to the field of O.B, O.B. Models, Need to understand human behavior, Impact of Global and Cultural diversity in OB.		
II	Individual Behavior: Concept, Personality, Perception and its role in individual decision making, Learning, Motivation: Hierarchy of needs theory, Theory X and Y, Motivation-Hygiene theory, Vroom's expectancy theory.		
III	Behavior Dynamics: Interpersonal and group behavior, Communication, Transaction Analysis, Leadership: Its Theories and prevailing leadership styles in Indian Organizations.		
IV	Management of Change: Change and Organizational development, Resistance to change, Approaches to managing organizational change, Organizational effectiveness, Organizational culture, Power and Politics, Stress		
References: <ul style="list-style-type: none"> • Robbins, Judge, and Vohra (2013); Organizational Behavior; Prentice Hall Inc.; 15th Edition. • Fred, Luthans (2005); Organisational Behavior; UK: McGraw Hill; 10th Edition. • G, Moorhead & Griffith. (2007). Organizational Behavior. Houghton Muffin Co. • Newstrom J (2007); OB: Human Behaviour at Work. McGraw Hill Inc.; 12th Edition. • Rao, V.S.P. (2009); Organization Behaviour; Excel Book. 			



Programme: Bachelor of Business Administration
Subject: Management

Syllabus

Semester	II		
Course Code	F010202T		
Course Title	Computer Application		
Credit	06	Maximum Marks	100
Course Objective: This course is designed to prepare students able to apply computer applications in the field of business and economic.			
Learning Outcomes: After successful completion of the syllabus, learners will be able to:			
<ul style="list-style-type: none"> • Understand the basic nature and concept of Computer Application. • Explain the fundamental concepts of computer application in corporate world. • Manifest the knowledge of computer skill used in business management. 			
Unit	Course Content		
I	Introduction: Basics of computers and their evolution- Characteristics of Computer, Application of Computer, Various fields of Computer, Classification of Computer, Generation of Computer, Types of Software, Compiler & Interpreter, Generation of Language, Data representation - Different Number Systems, Inter Conversion between Number Systems, Binary Arithmetic.		
II	Input devices: Keyboard, Point & draw devices, Data Scanning Devices, Digitizer, etc, Output Devices: Monitors, Printers, Plotters, Voice Response System, etc., Main Memory / Primary Memory: RAM, ROM, PROM, EPROM: Cache Memory, Secondary Memory, SASD, DASD Concept, Magnetic Tape, Magnetic Disk, Optical Disk, etc. Business Data Processing: File Management System, Database Management System		
III	Operating System Concept: Introduction to Operating System, Functions of Operating System, Types of Operating System, Details of Basic System configuration. Introduction to GUI-Windows Operating System, All Directory Manipulations, File Manipulation. Introduction to Word Processor, Spread Sheets, PowerPoint.		
IV	Concept Of Data Communication & Networking: Network Concepts, Types of Network, Communication Media, Modes of Transmission, Analog & Digital Transmission, Synchronous & Asynchronous Transmission, Different Topologies, Introduction to Internet		
References:			
<ul style="list-style-type: none"> • Govindraj, S. - Introduction to Computer Science • Jain, V.K. - Computer and Beginners • Sinha, P.K. - Fundamentals of Computers • Norton, Peter - Dos 5.0/6 • Ram, B. - Computer Fundamentals 			



Programme: Bachelor of Business Administration
Subject: Management

Syllabus

Semester	II		
Course Code	F010203T		
Course Title	Financial Management		
Credit	06	Maximum Marks	100
Course Objective:			
This course aims to equip the students with the fundamental principles & techniques of financial management concerned with the acquisition & use of funds by a business firm.			
Learning Outcomes: After successful completion of the syllabus, learners will be able to:			
<ul style="list-style-type: none"> • Understand the basic nature and concept of Financial Management. • Explain the fundamental concepts of finance and time value of money. • Manifest the knowledge of quantitative techniques used in financial management. 			
Unit	Course Content		
I	Financial Management-meaning and scope. Functions of financial managers, various decisions under financial management, Wealth maximization vs Profit maximization objective, financial planning.		
II	Capital budgeting-various techniques of capital budgeting decision-Payback period, NPV method, Profitability Index, IRR method.		
III	sources of long-term financing, Cost of Capital-cost of debt, cost of preference shares, cost of equity shares and weighted average cost of capital		
IV	Capital Structure-theory and practice, Leverage-Operating, Financial, Combined leverage, Dividend decision and models-Gordon and Walter model.		
References:			
<ul style="list-style-type: none"> • Pandey I. M. (2017). Financial Management, Vikas Publishing, 11th Edition • Rustagi, R.P. (2019). Fundamentals of Financial Management, Taxman , 14th Edition • Kishore, Ravi M (2016). Financial Management, Taxman's, 8th Edition. • Khan, M.Y., & Jain, P.K. (2018). Financial Management: Text, Problems and Cases, Mc Graw Hill Publication, 8th Edition • Jaiswal B. & Shimpee L. (2019), Concept in Valuation Financial Management, Sahitya Bhawan. 			



Programme: Bachelor of Business Administration
Subject: Management

Syllabus

Semester	III		
Course Code	F010301T		
Course Title	Business Laws		
Credit	06	Maximum Marks	100
Course Objective: Have sound knowledge of law related to understanding of Indian Contract Act, Sale of goods act and Negotiable instruments Act.			
Learning Outcomes: After successful completion of the syllabus, learners will be able to: <ul style="list-style-type: none"> • Explain the concepts in business laws in Indian context. • Apply the business laws to current business environment • Ethical and logical approaches to deal with business issues and conflicts. 			
Unit	Course Content		
I	Introduction to Indian Contract Act, 1872: Concept and Essentials of a Valid Contract; Agreement Vs. Contract; Classification of Contract; Offer and Acceptance. Capacity of Parties to Contract; Free Consent; Consideration; Legality of Object and Consideration.		
II	Void Agreements; Quasi Contracts; Contingent Contract; Performance of Contract; Discharge of Contract; Breach of Contract.		
III	Contracts of Indemnity and Guarantee. Contracts of Bailment and Pledge; Agency. Sale of Goods Act, 1930: Definitions; Sale and Agreement to Sell; Conditions and Warranties; Transfer of Title; Unpaid Seller; Sale by Auction.		
IV	Indian Partnership Act, 1932: Nature, Concept and Kinds of Partnership; Partnership Deed; Registration of Partnership Firm; Dissolution of Partnership and Dissolution of Firm. Consumer Protection Act, 1986: Definitions; Consumer Protection Council; Consumer Disputes Redressal Agencies.		
References: <ul style="list-style-type: none"> • Kuchhal M. C., Business Law, Vikas Publishing House, New Delhi, 2004. • Kapoor N. D., Elements of Mercantile Law, Sultan Chand and Sons, New Delhi, 2003. • Gulshan J.J. , Business Law Including Company Law, 13th Edition, New Age International Publisher. • Avtar Singh, Principles of Mercantile Law, 7th Edition, Eastern Book Company. 			



Programme: Bachelor of Business Administration
Subject: Management

Syllabus

Semester	III		
Course Code	F010302T		
Course Title	Cost Accounting		
Credit	06	Maximum Marks	100
Course Objective: The objective of this paper is to help the students to acquire knowledge of cost accounting and their application			
Learning Outcomes: After successful completion of the syllabus, learners will be able to: <ul style="list-style-type: none"> • Describe how cost accounting is used for decision making and performance evaluation. • Explain the basic concept of cost and how costs are presented in financial statements. • Develop an understanding about Unit, Process and Contract Costing. 			
Unit	Course Content		
I	Basic framework of costing: definition, nature, scope and significance, meaning of Cost and its classification, accumulation and ascertainment of cost centres, cost units.		
II	Methods of Costing, unit/single/output costing, job & contract costing, operation/service costing. Process costing, costing methods of Joint products and by-products.		
III	Cost Accounting, preparation of costing, profit & Loss A/c and its reconciliation with financial profit & loss A/c.		
IV	Cost reduction, cost control, budgetary control; standard costing		
References: <ul style="list-style-type: none"> • Arora M.N. (2012) A textbook of Cost and Management Accounting, Vikas Publication, 10th edition • Khan, M. Y., & Jain, P. K. (2006). Management Accounting, McGraw-Hill Education, 4th Edition. • M.L. Agarwal, Cost Accounting, Sahitya Bhawan • VSP Rao, Cost Accounting, Vrinda Publications 			



Programme: Bachelor of Business Administration
Subject: Management

Syllabus

Semester	III		
Course Code	F010303T		
Course Title	Human Resource Management		
Credit	06	Maximum Marks	100
Course Objective: Understand HRM and its objectives and identify its importance and functions in present scenario. Meaning and importance of Human Resource Development.			
Learning Outcomes: After successful completion of the syllabus, learners will be able to: <ul style="list-style-type: none"> • Importance and function of HR department. • Process of recruitment and selection. • Different training methods used for employees. 			
Unit	Course Content		
I	Introduction to Human Resource Management: Personnel vs. Human Resource Management, Significance, Functions and Objectives of HRM. Evolution and Development of HRM. Human Resource Planning: Process, Significance and Integration with Strategic Planning. Job Analysis: Concept and Components.		
II	Recruitment: Concept, Sources and Assessment of Recruitment Techniques. Selection: Concept and Procedure. Placement and Induction, Training and Development: Concept, Need, Objectives and Methods, Stages in Training Process. Job Design: Approaches and Techniques of Job Design.		
III	Job Evaluation: Concept, Objectives and Methods/ Techniques. Employee Remuneration: Concept of Wage and Salary, Reward Management. Fringe Benefits and Incentive Payments. Performance Appraisal: Concept, Objectives, Process and Techniques.		
IV	Industrial Relations: Concept, Objectives, Approaches and Actors of Industrial Relations. Discipline: Disciplinary Procedure, Objectives and Aspects of Discipline. Grievance Procedure: Characteristics, Need and Model Grievance Procedure. Trade Unionism: Concept, Functions, Objectives and Problems of Trade Unions. Collective Bargaining and Industrial Disputes		
References: <ul style="list-style-type: none"> • Aswathappa K., Human Resource and Personnel Management, TMH, 5th Edition. • Rao V.S.P., Human Resource Management: Text and Cases, Excel Books, 2nd Edition. • Ivansevich, Human Resource Management, Tata McGraw Hill, 10th Edition. • Mirza Saiyadain, Human Resources Management, TMH Publication 			



Programme: Bachelor of Business Administration
Subject: Management

Syllabus

Semester	IV		
Course Code	F010401		
Course Title	Statistical Methods		
Credit	06	Maximum Marks	100
Course Objective: To develop an understanding about the fundamentals of statistics and its application in Indian scenario.			
Learning Outcomes: After successful completion of the syllabus, learners will be able to: <ul style="list-style-type: none"> • Demonstrate the knowledge of statistical data and its significance. • Produce appropriate graphical and numerical descriptive statistics for different types of data. • Demonstrate the knowledge of statistical techniques like, correlation, regression etc. 			
Unit	Course Content		
I	Definition, meaning, scope, significance and limitations of statistics. Methods of collection and tabulation of data. Census and Sampling - Concept and methods of sampling, statistical laws, sampling and non-sampling errors, Measures of Central Tendency- Arithmetic mean, Geometric Mean and Harmonic Mean, Median and Mode.		
II	Measures of Dispersion- Range, quartile deviation, mean deviation and standard deviation, Skewness: Concept, tests and measurements, Correlation- Meaning, types, methods of measuring correlation coefficient		
III	Regression Analysis- Simple Regression equations, regression coefficient Time series analysis- Trend value and seasonal		
IV	Probability –Concept and measurement, Permutations and Combinations, addition and multiplication theorem, Conditional probability, Bay's theorem. Probability Distribution- Binomial, Poisson and Normal Distribution		
References: <ul style="list-style-type: none"> • S. P. Gupta & M. P. Gupta, Business Statistics, Sultan chand and Sons • S. P. Gupta & M. P. Gupta, Statistical Methods, Sultan chand and Sons • Tulsian P.C., Business Statistics, S. Chand Publication, New Delhi. 			



Programme: Bachelor of Business Administration
Subject: Management

Syllabus

Semester	IV		
Course Code	F010402		
Course Title	Management Accounting		
Credit	06	Maximum Marks	100
Course Objective:			
This course aims to develop the competency for making correct analysis of relevant information required for managerial decision making.			
Learning Outcomes: After successful completion of the syllabus, learners will be able to:			
<ul style="list-style-type: none"> • Explains the differences and relationship between cost accounting-financial accounting and managerial accounting • Explains fixed, variable, semi-fixed and semi-variable cost concepts • Prepare budgets and defines budgeting and different categories of budget concepts 			
Unit	Course Content		
I	Introduction: Concept, Nature, Scope of Management Accounting, its importance and limitations. Distinguishing features of Management accounting, cost accounting and financial accounting, Role and responsibilities of Management accountant.		
II	Analysis and interpretation of Financial Statements: Meaning , Objectives, procedure and types, its significance and limitations, Comparative statements, Common size statements and ratio Analysis, Techniques of analysis and interpretation of Financial statements.		
III	Marginal Costing: Meaning, concept and basic characteristics of marginal costing, its utility and limitations, marginal costing vs. absorption costing, Marginal approach to profit determination; cost – volume- profit analysis.		
IV	Standard Costing: Concept of standard costs, establishing various cost standards, calculation of Material Variance, Labour Variance, and Overhead Variance, and its applications and implications.		
Reference:			
<ul style="list-style-type: none"> • Horngren et al., Introduction to Management Accounting, Pearson, 12th edition, 2002 • Khan and Jain, Management Accounting, Tata McGraw-Hill, 2000, 3rd edition • Pandey I M, Management Accounting, Vikas, 3rd edition, 2004es: 			



Programme: Bachelor of Business Administration
Subject: Management

Syllabus

Semester	IV		
Course Code	F010403		
Course Title	Marketing Management		
Credit	06	Maximum Marks	100
Course Objective: The course seeks to provide an understanding of marketing management and its functional areas.			
Learning Outcomes: After completion of the syllabus, learners will be able to: <ul style="list-style-type: none"> • Develop an understanding about the nature, concept and function of Marketing. • Outline the importance of understanding consumer behaviour in segmentation of customer market. • Discuss and explain about the significance of pricing and distribution policies for enhancing products demand. 			
Unit	Course Content		
I	Introductory Concept of marketing, difference between marketing and selling, modern marketing concept, marketing mix, market segmentation, marketing planning, strategy and approaches.		
II	Consumer Behaviour: Concept of consumer behaviour, buying motives, study of consumer behaviour and motivational research – its types, nature, scope and role. Method of conducting marketing research, sales promotion and advertising, factors influencing consumer behavior.		
III	Product Management: Nature and scope of product policy decisions, product-mix, product-line and product-life cycle, product planning and development, product diversification, product improvement. Branding and Trade Marks, packaging. Product Pricing-Concept, nature and scope of product pricing decisions; price policy considerations, objectives and strategies of pricing.		
IV	Distribution Management & Marketing communication, Decisions relating to channels of distribution management of physical distribution, sales promotion, sales planning and forecasting, management of sales force, analysis of sales performance and marketing of services, functions of distribution channel, factors influencing distribution channel, integrated marketing communication.		
References: <ul style="list-style-type: none"> • Kotler, P., & Keller, K., Koshi, A. & Jha, (2012) M. Marketing Management: South Asian Perspective ,Pearson(14th edition.). • Rama Oswamy, V.S., & Namakumari, S. (2018), Marketing Management: Global Perspective Indian Context Sage Pub.(6th edition.). • Grewal, D., Levy, (2016) M. Marketing McGrawHill(5th edition.). • Saxena, Rajan.(2009) Marketing Management McGraw Hill (6th edition). • Dutta, Debraj & Dutta, Mahua,(2011) Marketing Management., Vrinda (Publication,(2 nd Edition) 			

Programme: Bachelor of Business Administration
Subject: Management

Syllabus

Semester	V		
Course Code	F010501T		
Course Title	Entrepreneurship and Small Business		
Credit	05	Maximum Marks	100
Course Objective: The course aims to equip students with the basics of entrepreneurship and small businesses.			
Learning Outcomes: After successful completion of the syllabus, learners will be able to: <ul style="list-style-type: none"> • Know entrepreneurial process of creating new businesses, • Role of Creativity and innovation in Entrepreneurial start-ups, • Context of social innovation and social entrepreneurship and issues and practices of financing entrepreneurial businesses. 			
Unit	Course Content		
I	Introduction: Entrepreneurs – Evolution of concept, Types of entrepreneurs, traits of entrepreneur, managers, Entrepreneurs, Theories of Entrepreneurship, problems faced by entrepreneurs, Women Entrepreneurs, Rural Entrepreneurs, Role & Importance in Indian Economy.		
II	Small Scale Enterprise: Establishing small scale enterprise: opportunities scanning, market, and assessment for small scale enterprise, selection of site and choice of technology		
III	Project Planning and Institutional Arrangements: Analysis for financial feasibility, Project report preparation. Institutions for entrepreneurial development, state incentives, role of financial institutions.		
IV	Management of Small Business: Small Business: Definitions, MSMED Act 2006, Strategic Planning and its steps for small business, Incentives and subsidies available to small business, forms of ownership, Registration as SSI, Operating the small-scale enterprises. Issues in financial management, operations management, marketing management, organizational relations, and performance assessment.		
References: <ul style="list-style-type: none"> • Burns, P. (2001). Entrepreneurship and small business. New Jersey: Palgrave. • Drucker, P. F. (2006). Innovation and entrepreneurship: Practice and principles. USA: Elsevier. • Gersick, K. E., Davis, J. A., Hampton, M. M., and Lansberg, I. (2000), Generation to generation: Life cycles of the family business. Boston: Harvard Business School Press. Kumar • S.C. Poornima, M.K. Abraham, K. Jayashree (2011); Entrepreneurship Development; New Age International Publishers, 1st Edition. 			



Programme: Bachelor of Business Administration
Subject: Management

Syllabus

Semester	V		
Course Code	F010502T		
Course Title	Income Tax & Laws		
Credit	05	Maximum Marks	100
Course Objective:			
The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of tax management.			
Learning Outcomes: After successful completion of the syllabus, learners will be able to:			
<ul style="list-style-type: none"> • Gain an insight to the direct and indirect tax laws in India. • Understand about the concept of residential status and the types of residents like individual, HUF, firms and companies. • Calculate the income under different heads- Salary, House property, Business & Profession, Capital Gains, Other sources. 			
Unit	Course Content		
I	Indian Income Tax Act, 1961: Basic Concepts - Income, Agriculture Income, Casual Income, Assessment Year, Previous Year, Gross Total Income, Total Income, Person, Tax Evasion, Tax Avoidance.		
II	Basis of Charge: Scope of Total Income, Residence and Tax Liability, Income which does not form part of Total Income.		
III	Heads of Income: Income from Salaries, Income from House Property. Profit and Gains of Business or Profession, Capital Gains, Income from other sources.		
IV	Aggregation of Income, Set-off and carry forward of losses, deductions from gross total Income, Computation of total Income and Tax liability.		
References:			
<ul style="list-style-type: none"> • Mehrotra, H.C. and Goyal, S.P (2021), Fundamentals of Income Tax A.Y. 2021-22, Sahitya Bhawan Publications, 62nd Edition • Mehrotra, H.C. and Goyal, S.P (2020), Income Tax Law & Accounts A.Y 2020-21, Sahitya Bhawan Publications, 61st Edition • Ahuja, Girish and Gupta Ravi (2021), Simplified Approach To Income Tax, Flair Publications Pvt. Ltd.2021 Edition. • Chandra, Mahesh and Shukla, D.C. (2004), Income Tax Law and Practice, Pragati Publications, 2004 Edition • Jain, R. K. (2020), Income Tax Law & Practice with GST , SBPD Publications, 25th Revised Edition. 			



Programme: Bachelor of Business Administration
Subject: Management

Syllabus

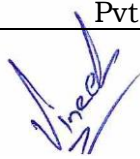
Semester	V		
Course Code	F010503T		
Course Title	Strategic Management		
Credit	05	Maximum Marks	100
Course Objective:			
The course aims to familiarize the students with various principles and strategies pursued by the modern-day business.			
Learning Outcomes: After successful completion of the syllabus, learners will be able to:			
<ul style="list-style-type: none"> • Demonstrate an understanding of the significance of in-depth analysis of both the organization and the external business environment (SWOT). • Explain different corporate strategies like BCG etc. • Critically review the core areas of corporate and business level strategy. 			
Unit	Course Content		
I	Introduction & Concept of Strategy, Corporate Policy as a field of study, Nature. Importance, purpose and objective of business policy, Chief Executive job, roles and responsibilities of board of Directors, an overview of strategic management, its nature and process, Formulation of strategy, Environment, environment scanning, environment appraisal, Identifying corporate competence & resource.		
II	Corporate Strategy, Personal and Ethical Values, Business ethics, Industry structure, Reconciling divergent values, Modification of values, moral components of corporate strategy, community considerations and corporate social responsibility (CSR) .		
III	Corporate portfolio analysis, competitor & SWOT analysis, strategic audit & choice, strategic plan, routes to sustainable competitive advantage (SCA).		
IV	Strategy Implementation, Structural implementation, organizational design and change, behavioural implementation, leadership, corporate culture. corporate politics and use of power, functional implementation - financial, marketing. Operation personnel (HR) policies and their integration, and control. strategic evaluation		
References:			
<ul style="list-style-type: none"> • Kazmi, Business policy & Strategic Management, Tata McGraw-Hill pub. • S.C. Bhattacharya, Strategic Management Concepts & cases, S.Chand. • Thompson, A A, Strickland, A. J and Gamble, J E, Jain A K, 19 ed, Crafting and Executing Strategy, McGraw Hill/Irwin • Pearce I, J A. Robinson, R B. Jr., Mital, Strategic Management: Planning for Domestic and Global, A McGraw-Hill Education, 2018 • David, F., Strategic Management, 15/ed 2015, 			



Programme: Bachelor of Business Administration
Subject: Management

Syllabus

Semester	V		
Course Code	F010504T		
Course Title	Research Methodology		
Credit	05	Maximum Marks	100
Course Objective:	The course aims at providing knowledge and skills to understand the methods and techniques of research.		
Learning Outcomes:	After successful completion of the syllabus, learners will be able to:		
	<ul style="list-style-type: none"> • Demonstrate the ability to choose appropriate research methods and techniques compatible with the nature of the research. • Develop skills in different statistical techniques of data analysis and presentation. • Demonstrate improved scientific writing skills 		
Unit	Course Content		
I	Introduction: Meaning of Research, Objectives of Research, Types of Research, Research Process, Research Problem formulation; Research Design: Features of a good research design; Different Research Designs; Measurement in Research; Data types; Sources of Error		
II	Measurement and Scaling: Primary Level of Measurement- Nominal, Ordinal, Interval, Ratio, Comparative and Non-competitive Scaling Techniques, Questionnaire Design, Sampling- Sampling Process, Sampling Techniques- Probability and Non-Probability Sampling, Sample Size Decision.		
III	Data Collection: Primary & Secondary Data; Survey Method of Data Collection, Classification of Observation Method; Fieldwork and Data Preparation. Hypothesis: Null Hypothesis & Alternative Hypothesis; Type-I & Type-II Errors; Hypothesis Testing: Z-Test, T-Test, ANOVA, Concepts of Multivariate Techniques.		
IV	Meaning, Types and Layout of Research Report; Steps in Report Writing, Tabular & Graphical Presentation of Data, Citations, Bibliography and Annexure in Report, Avoid Plagiarism; Use of Statistical Software to Analysis the Data.		
References:	<ul style="list-style-type: none"> • Satyabhushan D., Malhotra NK., (2015) Marketing Research: An Applied Orientation, 7th Edition, Pearson publisher. • Bajpai N., (2011) Business Research Methods: Pearson publisher. • Cooper & Schindler (2015) Business Research Methods, 12th Edition, Mcgraw-Hill. • Green, Tull & Albaum (2010) Research for Marketing Decisions, 5th Edition, PHI Pvt. Ltd, New Delhi. 		



Programme: Bachelor of Business Administration
Subject: Management

Syllabus

Semester	VI		
Course Code	F010601T		
Course Title	Auditing		
Credit	05	Maximum Marks	100
Course Objective: The students would gain the knowledge of auditing which will help in formulating informed business decisions.			
Learning Outcomes: After successful completion of the syllabus, learners will be able to: <ul style="list-style-type: none"> • Understand the conceptual foundations of auditing and its importance in business decision making. • Understand the audit procedures and its use for checks and balances in business decisions making. • Understanding the application of various analytical tools including interpreting the financial statement and communicating the output through this procedure with their advantages and limitations 			
Unit	Course Content		
I	Audit and Audit Process: Meaning, Nature, Objectives and Various Classes of Auditing, Standard of Auditing, Pronouncements on accepted Auditing practices, Internal Control and the need for its evaluation by the Auditor.		
II	Audit Procedures: Verification programme-selective verification, Audit in depth, test checking, Auditor's Approach to statistical sampling, Routine checking, vouchers, verification and valuation of assets and liabilities, Auditor's Report on Profit and Loss Account and Balance Sheet.		
III	Audit of Limited Companies: Qualifications and Appointment of Company Auditors, their powers, duties and liabilities as per Company Act 1956, Enquiries under Section 227 (IA), Audit of share capital, share transfer and managerial remuneration, Additional matters in the Auditor's Report (Manufacturing and other companies), Auditor's Report Order 1988.		
IV	Cost Audit: Importance of cost audit, Provisions regarding cost audit, Cost Audit report, Tax and Social Audit. Internal Audit: Objective and scope of Internal Audit, Responsibilities and Authority of Internal Auditors, Relationship between internal auditor and statutory auditor.		
References: <ul style="list-style-type: none"> • Gupta Kamal: Contemporary Auditing, TATA Mc Graw, New Delhi. • Tandon, B.N.: Principles of Auditing, S. Chand & Company, New Delhi • Pargare Dinkar: Principles and practices of Auditing, Sultan Chand, New Delhi. • Sharma, T.R.: Auditing Principles and Problems, Sahitya Bhawan, Agra. 			



Programme: Bachelor of Business Administration
Subject: Management

Syllabus

Semester	VI		
Course Code	F010602T		
Course Title	Goods & Service Tax		
Credit	05	Maximum Marks	100
Course Objective:			
The course aims to provide understanding about salient features of GST law and implications of its various provisions for different classes of suppliers.			
Learning Outcomes: After successful completion of the syllabus, learners will be able to:			
<ul style="list-style-type: none"> • Explain concept, need, and utility of indirect taxes • Identify exemptions for different types of goods and services and examine the various provisions of input tax credit; • Analyze provisions regarding penalties and interest and to prepare and file GST return online; Understand the significant provisions of the customs law. 			
Unit	Course Content		
I	Concept and types of Indirect Tax; Right to impose indirect tax by Centre (Union)/State and Union Territory Governments before and after 101st Amendment of the Constitution of India; Introduction of GST in India; Definition - Supply, Aggregate Turnover, Person, Business, Appropriate Government, Mixed Supply, Composite Supply, GSTN, GSTIN, E-Commerce Input Tax Credit etc. GST Models: Single GST & Dual GST; Types of GST: - CGST, SGST/UTGST, IGST; Levy and Collection of GST.		
II	Registration under GST: Persons liable to get registered, Compulsory Registration. Registration Procedure, Reverse Charge Mechanism, Composition Scheme and assessment under composition scheme; Zero rated supply; Exemption from GST, GST tax rate.		
III	Input Tax Credit (ITC), Eligibility and conditions for taking Input Tax Credit, Apportionment of ITC and Blocked Credit; Various Documents under GST- Tax Invoice, Bill for Supply, Debit Note, Credit Note, Payment Voucher, Receipt Voucher, E-way bill, HSN Code and SAC Code.		
IV	Assessment and Administration of GST - Types of GST Returns, Types of Assessment & Assessment Procedures, Role and Functions of GST Council, Tax Authorities and their powers; Tax deduction at Source & Tax Collection at Source, Refund of Tax.		
References:			
<ul style="list-style-type: none"> • Singhania, V. K., &Singhania, M. (2020). Student's Guide to Income Tax Including GST. New Delhi: Taxmann Publication. • Singhania, V. K., &Singhania, K. (2020). Direct Taxes: Law & Practice. New Delhi: Taxmann Publication. • Ahuja, G., & Gupta, R. (2020). Direct Taxes Ready Reckoner. New Delhi: Wolters Kluwer India Private Limited. • The ICAI Study Material for Final Course Group, II, Paper,8: Indirect Tax Laws 			

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Programme: Bachelor of Business Administration
Subject: Management

Syllabus

Semester	VI		
Course Code	F010603T		
Course Title	Project Management		
Credit	05	Maximum Marks	100
Course Objective: The course aims to familiarize the students with the basic tenets of project management.			
Learning Outcomes: After successful completion of the syllabus, learners will be able to: <ul style="list-style-type: none"> • Understand project characteristics and various stages of a project. • Understand the conceptual clarity about project organization and feasibility analyses. • Articulate knowledge of Planning, Scheduling and Monitoring of Projects. 			
Unit	Course Content		
I	Definitions and Characteristics of Project, Scope of Project Management, Types of Projects, Project Life Cycle, Project Management Process: Introduction, Tools & Techniques of Project Management, Entrepreneurial Skills, Market & demand analysis, Collection of Primary & Secondary information, Demand forecasting, Market planning.		
II	Technical Analysis, Manufacturing process / technology, Material inputs & utilities, Product Mix, Plant Capacity, Location and site, Machinery & Equipment, Structures & Civil work, Environmental aspects, Project Charts & Layouts, Project Time Lines.		
III	Project appraisal: Cost benefit analysis (Cash flow projections), Financial evaluation: Capital budgeting techniques-discounted and non-discounted, Project rating index, critical examination of evaluation techniques, Economic, commercial, social cost benefit analysis in public and private sectors, investment criteria and choice of technique, Treatment of risk and uncertainty—types and risk measuring techniques, risk sensitivity analysis, probability approach single as well multiple projects.		
IV	Project Implementation: Forms of project organization, Project control & control charts, Human aspects of project management, Prerequisites for a successful project implementation, Introduction to project network & determination of critical path, Preparation of comprehensive project report, Project Termination-Types and process.		
References: <ul style="list-style-type: none"> • Choudhary, Project Management, Tata McGraw Hill Pub. • Gopalan, M.R. (2014), Project Management Core Textbook, Wiley, 2nd Indian Edition. • Shukla, M. B. (2007), Entrepreneurship and Small Business Management, Kitab Mahal, 1st Edition 			

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Programme: Bachelor of Business Administration
Subject: Management

Syllabus

Semester	VI		
Course Code	F010604T		
Course Title	Business Ethics and Corporate Governance		
Credit	05	Maximum Marks	100
Course Objective:			
The objective of this course is to provide knowledge of contemporary practices in business ethics and corporate governance in the present-day scenario			
Learning Outcomes: After successful completion of the syllabus, learners will be able to:			
<ul style="list-style-type: none"> • Students will be able to incorporate importance of ethics in business • It will help them take ethical decisions in the organization. • They will have a better understanding of CSR, Corporate Governance and Sustainability issues faced by the organizations. 			
Unit	Course Content		
I	Concept of Business Ethics, Elements of Business Ethics, History and development of Business Ethics, Can Ethics be taught? Bad Apple Theory, Why Ethics matters in Business? Ethics and Law, Ethical Behavior, Relationship between Business and Ethics.		
II	Individual Ethics Management: Ethical Dilemma; Ethical Decision-Making Models- Utility, Rights, Justice and Caring (URJC) Model, Janus Headed Model, Steps for Taking Good Ethical Decision; White Collar Crimes and Reason for its Growth.		
III	Definition of CSR, Importance and Limitations of CSR, Identifying and Defining Social Problems, Preventing and Solving Social Problems, Historical Evolution of CSR, Development of CSR in Modern India,		
IV	Trusteeship Theory of Mahatma Gandhi, Types of CSR: Carroll's Pyramid, Triple Bottom Line and Environmental Sustainability, Cause Related Marketing, CSR Standardization, Developing an Effective CSR Strategy.		
References:			
<ul style="list-style-type: none"> • Linda K. Trevino, Katherine A. Nelson (2017); Managing Business Ethics: Straight Talk about How to Do It Right, Wiley Publishing House, 6th Edition • O. C. Ferrell, John Fraedrich, Ferrell (2017); Business Ethics: Ethical Decision Making & Cases; Cengage Publishing House • Mallin. Chris A. (2011); Handbook on International Corporate Governance: Country Analyses; Edward Elgar. pp 421 • Callahan, D. (2004), The Cheating Culture: Why More Americans are Doing Wrong to Get Ahead (Harcourt, Inc., Orlando, FL). • Kanungo, R. N., and M. Mendonca (1996); Ethical dimensions of leadership, Sage Publications Thousand Oaks, CA. 			



Programme: Bachelor of Business Administration
Subject: Management

Syllabus

Semester	VII		
Course Code	F010701T		
Course Title	Business Environment		
Credit	05	Maximum Marks	100
Course Objective: To appraise the students regarding the basic concepts relating to business environment and business governance.			
Learning Outcomes: After successful completion of the syllabus, learners will be able to:			
<ul style="list-style-type: none"> • Familiarize the nature and concept of Business Environment. • Discuss about the components of Economic, Industrial and International Environment. • Outline how corporates operates in a business environment 			
Unit	Course Content		
I	Meaning, Definition and Significance of Business Environment; Environmental Matrix; Factor affecting Business Environment: Micro and Macro environment; Environment scanning techniques: SWOT, ETOP with practical examples, Porter's Five Force Model.		
II	Economic Systems: Capitalism, Socialism, Mixed Economy- Public Sector and Private Sector. Features of Indian Economy: Primary, Secondary and Tertiary Sectors. Relationship between Government and Business; Public, Private and Co-operative sectors: meaning, role and importance.		
III	National Income and its aggregates, Industrial Policy-Overview and Role; New industrial policy of India, Socio-economic implications of Liberalization, Privatization and Globalization. Trade Cycle. Inflation Analysis		
IV	Role of Government in Regulation and Development of Business; Monetary and Fiscal Policy; Overview of International Business Environment, Trends in World Trade, EXIM Policy; WTO- Objectives and role in international trade.		
References:			
<ul style="list-style-type: none"> • Cherunilam, Francis (2019), Business Environment Text & Cases, Himalaya Publishing House, 27th Revised Edition • Agarwal, A. N. and Agarwal M. K. (2019), Indian Economy Developmental Problems & Policies, New Age International (P) Ltd, 43rd Edition • Saleem, Shaikh (2020), Business Environment, Pearson Education, 4th Edition • Jaiswal B. & R. Banerjee, (2019), Introduction to International Business, Himalaya Publishing House, 1st Edition • Aswathapa, K. (2014), Essentials of Business Environment: Text, Cases and Exercise, Himalaya Publishing House Pvt. Ltd, 12th Revised Edition 			



Programme: Bachelor of Business Administration
Subject: Management

Syllabus

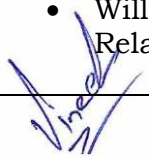
Semester	VII		
Course Code	F010702T		
Course Title	Indian Financial System		
Credit	05	Maximum Marks	100
Course Objective: The objective is to facilitate the student to learn the principles and practice of Indian Financial System.			
Learning Outcomes: After successful completion of the syllabus, learners will be able to: <ul style="list-style-type: none"> • Outline the functions of Indian Financial System- Organized and Unorganized. • Aware about Financial Intermediaries and their roles in Indian Financial Market. • Explain about Capital and Money market of India. 			
Unit	Course Content		
I	Financial Systems & Money Market: Definition, Significance and its relationship with economic development. An overview of the Indian Financial Systems. The constituents of a Financial System Markets, Financial Market as a part of Financial System. Its various components-Call Money, treasury bill, commercial bill, commercial paper, financial guarantee, discount market etc. present position of Indian Money Market.		
II	Capital Market: Concept, characteristics and functions. The primary (New Issue market) and the secondary market. Instruments of Capital Market, Capital market institutions – The stock exchange, its organization, functions and control, capital market in India, SEBI, OTCEI and N.S.E & B.S.E.		
III	Banking Institutions: The RBI, Commercial bank's function and present position; problems of capital adequacy, risk management in banks – BASEL norms & other commercial banking reforms		
IV	Non-Banking Financial Intermediaries: Investment institutions like – LIC, GIC, Mutual Funds and other non-banking financial intermediaries --their objectives, functions, organization and present position, international financial institutions.		
References: <ul style="list-style-type: none"> • Dr. S. Gurusamy, Financial Markets and Institutions, Tata McGraw Hill • Bharti Pathak, The Indian Financial System, Pearson. • M.Y.Khan, Indian Financial System, Mc.Graw Hill • Jaiswal B. & Vidyarthi A. (2013), Banking Operations, Sahitya Bhawan. • Shekhar, K.C. and Shekhar, L. (2015). Banking: Theory and Practice, Vikas Publishing, 21st Edition 			



Programme: Bachelor of Business Administration
Subject: Management

Syllabus

Semester	VII		
Course Code	F010703T		
Course Title	Customer Relationship Management		
Credit	05	Maximum Marks	100
Course Objective: The objective of this course is to equip the students with a sound foundation of CRM concepts and best practices in Industry.			
Learning Outcomes: After successful completion of the syllabus, learners will be able to: <ul style="list-style-type: none"> • Understand customer relationship management, also known as CRM, helps businesses successfully implement strategies, • Practices and technologies aimed at winning and retaining customers • Plan and implement CRM best practices, 			
Unit	Course Content		
I	Fundamentals of Customer Relationship Management: Meaning and definition of CRM, benefits of CRM, reasons for adopting CRM, Conceptual Foundations of Customer Relationship Management. Types, stages and issues in CRM		
II	Dimensions of Customer Relationship Management Customer Satisfaction: meaning and definition, Customer Satisfaction Models, Measuring Customer Satisfaction, ISO guidelines. Customer Loyalty: Concept, Principles, significance and dimensions of Customer Loyalty.		
III	Information Technology in Customer Relationship Management Technological Developments in CRM. Information Technology Implementation in CRM. Features, advantages and functional components of e- CRM. Important CRM Software. CRM through Information Technology Tools.		
IV	Emerging Dimensions and Dynamics in Customer Relationship Management Customer Recall, Retention and Experience Management. Service Failure and Service Recovery Management. Application of Customer Relationship Management in Different Sectors. Role of Social Media.		
References: <ul style="list-style-type: none"> • Jagdish N Sheth, Parvatiyar Atul, G Shainesh; (2013), Customer Relationship Management: Emerging Concepts, Tools and Applications Paper-back; McGraw Hill Education • Mukerjee;(2007), Customer Relationship Management: A Strategic Approach to Marketing Paperback; Prentice Hall India • Rai A K; (2012), Customer Relationship Management: Concepts and Cases by Prentice Hall India • N Mullick; (2016), Customer Relationship Management Paperback: Oxford University Press • William G. Zikmund, Raymond Mcleod, Faye W. Gilbert: (2003), Customer Relationship Management; Wiley Publication 			



Programme: Bachelor of Business Administration
Subject: Management

Syllabus

Semester	VII		
Course Code	F010704T		
Course Title	Insurance and Risk Management		
Credit	05	Maximum Marks	100
Course Objective: This course aims at giving in-depth knowledge of insurance business in terms of structure, products, pricing and risk management.			
Learning Outcomes: After successful completion of the syllabus, learners will be able to: <ul style="list-style-type: none"> • Evaluate the growth and Development of Insurance Business. • Study the inter-relationship between Insurance & Risk Management. • Obtain an overview of Regulatory Framework of Insurance Sector 			
Unit	Course Content		
I	Risk management – Objectives of risk management – Risk management process – Identifying and evaluating potential losses – Selecting appropriate technique for treating loss exposure – Risk financing – Implementing and administering risk management program – Personal risk management – Loss forecasting		
II	Risk Assessment- Analysis, Evaluation, Risk Control and Treatment - Risk Reduction - Transfer and Sharing of Risk - Elimination and Retention of Risk. Insurance Act, 1938 – Summary provisions of Insurance Act, 1938 Insurance Regulatory and Development Authority (IRDA)		
III	Life Insurance Business - Fundamental principles of life insurance – Basic features of life insurance contracts - Life insurance products – Traditional and unit linked policies – Individual and group policies - With and without profit policies – Types of life insurance policies – Term insurance – Whole life insurance and its variants – Endowment insurance and its variants		
IV	General Insurance Business - Fundamental principles of general insurance – Fire insurance – Marine insurance – Motor insurance – Personal accident insurance – Liability insurance –Miscellaneous insurance – Claims settlement		
References: <ul style="list-style-type: none"> • George Rejda, Principles of Risk Management and Insurance, Pearson Education • S. Balachandran, General Insurance, Insurance Institute of India • S. Balachandran, Karve, Palav, Life Insurance, Insurance Institute of India. • Bharti Pathak, Indian Financial System, Pearson Education. 			



Programme: Bachelor of Business Administration
Subject: Management

Syllabus

Semester	VIII		
Course Code	F010801T		
Course Title	Indian Value System		
Credit	05	Maximum Marks	100
Course Objective: This course aims at giving in-depth knowledge of Indian value System in terms of approaches, thoughts, Governance and ethos in management.			
Learning Outcomes: After successful completion of the syllabus, learners will be able to: <ul style="list-style-type: none"> • Interpret the important values that need to be cultivated • Analyse the cultures depicted in Ramayana, Mahabharata, Jainism and Buddhism • Review the structure of Indian knowledge system 			
Unit	Course Content		
I	Relevance of Values in Management; Gandhian Approach in Management and Trusteeship; Social Values and Political Environment		
II	Social Values and Business, Impact on Society on Different Issues and Business Participation in Cultural Affairs, Democracy Judiciary Machinery		
III	Business Ethics: Introduction, Business Ethics and Management, Business Ethics and Moral Obligations; Corporate Social Responsibility; Environmental Concerns and Corporations.		
IV	Ethical Issues related with Advertisement and Marketing; Secular versus Spritual Values in Management, Work Ethics, Stress at Workplace		
References: <ul style="list-style-type: none"> • D. K. Chaturvedi, Professional Ethics Values and Consciousness, Ane Books Pvt. Ltd., 2023. • R.R. Gaur, R Sangal, G. P. Bagaria, Human Values and Professional Ethics, Excel Books, New Delhi, 2010. • A.N. Tripathi, Human Values, New Age Intl. Publishers, New Delhi, 2004. • Sri Prashant Pole, Treasure Trove of Indian knowledge, Prabhat Prakashan, 2021. • Sri Suresh Soni, Sources of our cultural heritage, Prabhat Prakashan, 2018. 			



Programme: Bachelor of Business Administration
Subject: Management

Syllabus

Semester	VIII		
Course Code	F010802T		
Course Title	Production and Operations Management		
Credit	05	Maximum Marks	100
Course Objective: This course intends to develop familiarity with the concepts of production systems, their constraints and linkages with the overall strategic perspectives.			
Learning Outcomes: After successful completion of the syllabus, learners will be able to: <ul style="list-style-type: none"> • Understand the difference between product management and operations management. • Examine the types of transformation processes occurring within operations. • Aware about complexities of supply chain management. 			
Unit	Course Content		
I	Production and Operations Management, Systems Approach, Differentiating between Goods and Services, Production Management Vs Operations Management, Input-Output Profit (Business) Model, Stages of Development, Career Opportunities for Operations Management Organizational Positions.		
II	What is Process, classifying the Process, Types of Process Flows, best (Process) Practice, Work Process Configuration Types, Intermittent Flow Shop, Flexible Process Systems, Shifting work Configuration Types, Process Analysis and Process Redesign.		
III	Aggregate Production Planning, Master Production Scheduling (MPS), Materials Requirement Planning (MRP), Capacity Requirements Planning (CRP), Distribution Resource Planning (DRP), Weaknesses of MRP, Manufacturing Resource Planning (MRP II), Emerging Power of ERP; Loading, Sequencing, Routing, Scheduling, Dispatching and Expediting, Line balancing. Cycle-Time Management (CTM), Time-Based Management (TBM), Just-in-Time Delivery (JIT), JIT II, Push Vs Pull – Process Discipline.		
IV	Types of Inventory Situations, Costs of Inventory, Order Point Policies (OPP), Economic Order Quantity (EOQ) Models – Batch Delivery, Economic Lot Size (ELS) Models, Perpetual Inventory Systems, Periodic Inventory Systems, Quantity Discount Model, Inventory Classification Systems.		
References: <ul style="list-style-type: none"> • Bedi, Kanishka (2015), Production and Operation management, OUP. • Jaiswal B. & Manoj S. (2020) Business Operations, New Royal Book. • Heizer and Render, (2010) Operations Management, 10th edition, Prentice Hall, • Ashwathappa K & Bhat K. Shridhara (2019) - Production & operation Management, 2nd Edition, Himalaya Publication. 			



Programme: Bachelor of Business Administration
Subject: Management

Syllabus

Semester	VIII		
Course Code	F010803T		
Course Title	Logistic & Supply Chain Management		
Credit	05	Maximum Marks	100
Course Objective:			
The course aims to provide understanding about salient features of logistic & supply chain and its application for different classes of suppliers.			
Learning Outcomes: After successful completion of the syllabus, learners will be able to:			
<ul style="list-style-type: none"> • This course provides students with a solid introduction to the logistic management process. • Role of transport system in supply chain management. • Management of inventory and safety stocks. 			
Unit	Course Content		
I	Introduction, Definition of Supply Chain Management, Evolution of the Concept of Supply Chain Management, Logistics Vs Supply Chain Management; Supply Chain Management: Significance and Challenges; Key Drivers of Supply Chain Management.		
II	Introduction, Three Components of SCM, Demand Management, Demand Forecasting; Introduction, Supply Management, Evolution of ERP, Concept of ERP in SCM.		
III	Introduction, Understanding the Benchmarking Concept, Benchmarking Process, Benchmarking Procedure		
IV	Introduction, New Developments in Supply Chain Management, Outsourcing Supply Chain Operations, The Role of E- Commerce in Supply Chain Management, Green Supply Chain Management, Distribution Resource Planning.		
References:			
<ul style="list-style-type: none"> • Chopra & Meindl Supply Chain Management – Strategy, Planning and Operation, Pearson/PHI • Coyle, Bardi, Longley The management of Business Logistics – A supply Chain Perspective, Thomson • Janat Shah, Supply Chain Management , Pearson Publication 			



Programme: Bachelor of Business Administration
Subject: Management

Syllabus

Semester	VIII		
Course Code	F010804T		
Course Title	Emerging Areas of Management		
Credit	05	Maximum Marks	100
Course Objective: The course aims to provide students with new dimensions and emerging areas of Management.			
Learning Outcomes: After successful completion of the syllabus, learners will be able to: <ul style="list-style-type: none"> • Develop an understanding about the emerging trends in Management. • Understand the concept of Business Intelligence and its need in present scenario. • Demonstrate knowledge of Green Logistics, Knowledge Management and Web Analytics. 			
Unit	Course Content		
I	Business Intelligence: Definition, concept and need for Business Intelligence, Case studies, BI Basics: Data, information and knowledge		
II	Business Analytics at the strategic level: Strategy and BA, Link between strategy and Business Analytics, BA supporting strategy at functional level, dialogue between strategy and BA functions, information as strategic resource.		
III	Environmental Sustainability & Green Logistics: Concept of Green Logistics, Green Logistics – Rhetoric & reality, Key drivers for greening of Logistics & Supply Chains, Benefits of Green Supply Chains		
IV	Introduction to Knowledge Management (KM): Meaning of Knowledge Management, Forces Driving Organizational issues in KM, KM Systems & their role, Relevance of KM in today's dynamic & complex environment, Future of Knowledge Management		
References: <ul style="list-style-type: none"> • Rajiv Sabherwal, Business Intelligence: Practices, Technologies, and Management, Pearson • Elias M. Awad, Hassan M. Ghaziri, Knowledge Management, Prentice Hall • Lilien, G. L., Rangaswamy, A., & De Bruyn (2007); Principles of Marketing Engineering; Trafford Publishing, 3rd edition. • Pochiraju, Bhimasankaram, Seshadri & Sridhar (2019); Essentials of Business Analytics; Springer International Publishing, 1st Edition. 			

