

# Course Curriculum

for

# Bachelor of Business Administration (BBA)

(Faculty of Commerce)

**BBA Semester I, II (2023-24)**



**MAHARAJA GANGA SINGH UNIVERSITY**

**BIKANER - RAJASTHAN**

## **Admission to BBA**

Admission to BBA shall be based on merit (or some appropriate criteria decided by the University). The merit will be based on marks obtained in class 12 (10+2 Pattern) or some other criteria as laid down by the University from time to time. Each candidate must have at least 45% marks at the level of qualifying examination (in the case of SC, ST and OBC-Non Creamy this limit shall be pass marks).

## **Program Outcomes (POs)**

On successfully completing the program the student will be able to:

1. Demonstrate the knowledge of Management science to solve complex corporate problems using limited resources.
2. Review literature, define and analyze management research problems.
3. Identify business opportunities, design and implement innovations in workspace.
4. Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.
5. Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

## **Program Specific Outcomes (PSOs):**

1. To impart knowledge of the fundamentals of Management theory and its application in problem solving.
2. Select and apply appropriate tools for decision making required for solving complex managerial problems.
3. To develop capabilities in students to independently conduct theoretical as well as applied research.
4. To develop sound knowledge of the entrepreneurial process and inculcate creativity and innovation among students.
5. To produce industry ready graduates having highest regard for Personal and Institutional Integrity, Social Responsibility, Teamwork and Continuous Learning.

## Program Structure:

Bachelor of Business Administration (BBA) Program is a three-year course divided into six- semesters. For the award of degree, a student will be required to complete the credits as per the University norms.

### Semester Wise Course Details

Semester I										
Paper Code	Paper name	Code	L	T	P	Total Credits	Maximum Marks			Total
							Internal	External	Practical	
BBA4.5AECCT11	General English/Hindi/MIL	AECC	2	0	0	2	0	100	0	100
BBA4.5DCCT12	Principles of Management	DCC	2	1	0	3	15	60	0	75
BBA4.5DCCT13	Organizational Behavior	DCC	2	1	0	3	15	60	0	75
BBA4.5DCCT14	Business Accounting	DCC	2	1	0	3	15	60	0	75
BBA4.5DCCT15	Business Statistics	DCC	2	1	0	3	15	60	0	75
BBA4.5DCCT16	Business Legislations	DCC	2	1	0	3	15	60	0	75
BBA4.5DCCT17	Business Environment	DCC	2	1	0	3	15	60	0	75
<b>Total</b>						<b>20</b>	<b>90</b>	<b>360</b>	<b>0</b>	<b>450</b>

Semester I										
Paper Code	Paper name	Code	L	T	P	Total Credits	Maximum Marks			Total
							Internal	External	Practical	
BBA4.5AECCT21	Environment Studies	AECC	2	0	0	2	0	100	0	100
BBA4.5DCCT22	Business Economics I	DCC	2	1	0	3	15	60	0	75
BBA4.5DCCT23	Financial Management	DCC	2	1	0	3	15	60	0	75
BBA4.5DCCT24	Principles of Marketing - I	DCC	2	1	0	3	15	60	0	75
BBA4.5DCCT25	Business Communication	DCC	2	1	0	3	15	60	0	75
BBA4.5DCCT26	Production and Operations Management	DCC	2	1	0	3	15	60	0	75
BBA4.5DCCT27	Research Methodology	DCC	2	1	0	3	15	60	0	75
<b>Total</b>						<b>20</b>	<b>90</b>	<b>360</b>	<b>0</b>	<b>450</b>

## Testing and Evaluation

There will be Internal Assessment for 15 marks and Final Semester-End Examination (External) will be for 60 marks in each course/paper.

### Evaluation

**Internal Assessment:** 15 Marks

- a. Midterm Examination: 2 Exams of 10 Marks each to be conducted by the Institution. Best marks obtained in any of the two, be counted for each course.
- b. Students' Participation in curricular, extra-curricular activities, class participation, attendance etc. shall account for 05 Marks.

**External Assessment:** 60 Marks

### Semester End Examination Paper Pattern

There shall be three Sections:

- Section A: Shall contain 10 questions of 1 marks each. All questions will be compulsory. Minimum Two questions must be set from each Module/ Unit. Answer should not exceed 50 words.
- Section B: Shall contain 5 questions (two questions from each Module/Unit with internal choice). Each Question shall be of 4 marks. The candidate is required to answer all 5 questions. The answers should not exceed 200 words.
- Section C: Shall contain 5 Case Studies and / or Questions, one from each Module/Unit. Each Case Study or Question shall be of 10 marks. The candidate is required to answer any three from different Module/Units. The answers should not exceed 500 words.

Unless specifically mentioned for a particular course, the above Scheme of Internal and External Evaluation shall remain constant.

Courses BBA4.5AECCT11 and BBA4.5AECCT21 are mandatory for all. The Course wise content for these courses shall remain common for all students of Undergraduate Programmes. There will be an External Examination of 100 Marks for these courses. Credits earned for passing these courses will not be counted for calculation of SGPA / CGPA.

The duration of External examination shall be 3 hours.

On the basis of total marks (Internal and External) obtained, the student shall be awarded SGPA and CGPA under the formula specified for CBCS.

## Course Delivery

Use of Smart Boards / LCD projectors is expected during Lecture delivery. Regular Seminars, Assignment, Projects / Mini Projects and Tutorials to be conducted / assigned. Simulations to be organized and Guest Lectures from Corporates and Industrial Visits must be arranged to fill the Gaps in Course Contents. Self- learning such as use of NPTEL, SWAYAM etc. and use of Open-Source Software should be encouraged.

## Course Wise Content for BBA Programme

### Semester I: Ability Enhancement Compulsory Course

<b>BBA4.5AECCT11: General English / Hindi / MIL</b>
Common Curriculum for all Under Graduate Students

## Semester I: Discipline Centric Courses

<b>BBA4.5DCCT12: Principles of Management</b>
<p><b>Objectives:</b> To understand the basic principles of Management; used to manage an enterprise. To have an insight into the evolution of management theory and familiarity with different schools of management thoughts. To appreciate the six major functions of Management i.e. Planning, Organizing, Staffing, Leading, Directing and Controlling. To explain the concept and nature of Management. To understand the significance of management, along with the various levels of Management and the skills required at each level.</p>
<p><b>Course Outcomes:</b> The successful completion of this course shall enable the learner: To apply the basic knowledge of subject area. To analyze the concept of management and its functions. To apply management skills required at each level. To apply various leadership role in the community. To demonstrate the Intellectual curiosity to see the world around.</p>
<p style="text-align: center;"><b>Contents</b></p> <p>Module – I Introduction to Management Definition, Nature, Managerial Roles, Managerial skills and Levels, Basic Functions of Management, Evolution of Management Thoughts and Trends and Challenges of Management in Global Scenario.</p> <p>Module – II Planning Definition, Nature, Importance, Types of Planning, Steps in Planning, Planning Premises Forecasting and decision making.</p> <p>Module – III Organizing Concept, Definition, Formal and Informal Organization, Organizational Structure:- Types and significance (Functional Organization, Product/ Market Organization and Matrix Structure), Span of Management, Delegation of authority.</p> <p>Module – IV Staffing Staffing: Concept; Overview of - Manpower Planning, Job Design, Recruitment and Selection, Training &amp; Development, Performance Appraisal.</p> <p>Module – V Controlling and Directing Meaning and Need of Control, Controlling Process, Types of Control Techniques. Directing: Concept, Direction and Supervision.</p>
<p><b>Readings:</b></p> <ul style="list-style-type: none"><li>• Ramaswamy, I. (2011). Principles of Business Management, (8th Ed.), Himalaya Publishing House, New Delhi.</li><li>• Koontz, H, &amp; Weihrich, H (2016). Essentials of Management: An International Perspective (8th ed.), Tata McGraw Hills, New Delhi.</li><li>• Ghuman, K &amp; Aswathapa, K, (2017). Management concepts and Cases (10th ed.), Tata McGraw Hills, New Delhi.</li><li>• Telsan, M.T. (2016). Industrial and Business Management, (4th ed.), S. Chand, New Delhi.</li></ul>

### **BBA4.5DCCT13: Organizational Behaviour**

Objectives: To develop theoretical and practical understanding of different components of individual and group behavior in organizational setting. To understand and enhance the attitude, behaviour, perception and leadership style. To understand the concepts of individual differentiators like Personality, Attitude and perception. To understand the concepts of conflict and conflict management. To describe leadership quality and its importance.

#### Course Outcomes:

The successful completion of this course shall enable the learner:

To understand the theoretical development of organizational behaviour and its importance in managing people at the work place. To understand the foundation of group dynamics and the nature of conflict and its management. To distinguish between manager, boss and a leader and learn the theories of leadership. To understand different types of organizational structures, organizational climate and to know the importance of organizational culture apart from learning how to deal with change and stress.

#### **Contents**

##### Module – I Focus and Purpose

Definition, need and importance – Nature and scope – Frame work. Organizational behavior models, Organizational Theory, Organizational behavior modification. Misbehavior –Types. Hawthorne studies and human relations. Motivation: Concept and basic theories.

##### Module – II Individual Behavior

Personality – Types – Factors influencing personality – Theories. Learning – Types of learners – The learning process – Learning theories. Attitudes – Characteristics – Formation – Measurement- Values. Perceptions – Importance – Factors influencing perception.

##### Module – III Group Behavior

Organization structure – Formation – Groups in organizations – Influence – Group dynamics – Interpersonal Communication. Team building - Interpersonal relations – Group decision making techniques. Meaning of conflict and its types, Conflict Redressal process.

##### Module – IV Leadership and Power

Leadership – Meaning, importance, traits, styles and Theories. Leaders Vs Managers. Sources of power – Power centers – Power and Politics. Motivation at work – importance, need, types and its effects on work behavior. Motivation Theories: Maslow's, Herzberg, etc.

##### Module – V Dynamics of Organizational Behavior

Organizational culture and climate – Factors affecting organizational climate – Importance. Organizational change – Importance – Stability Vs Change – Proactive Vs Reaction change – the change process – Resistance to change – Managing change. Stress – Work Stressors – Prevention and Management of stress – Balancing work and Life.

#### Readings:

- Greenberg, Baron (2010). Behaviour in Organisations: Understanding and Managing the Human Side of work. Pearson
- Luthans, Fred. Organizational Behaviour, McGraw-Hill, Indian Edition. 12th Ed.
- Pareek, U. & Khanna, S. Understanding Organizational Behaviour. Oxford University.
- Robbins, Stephen P., TA Judge & Neharika Vohra (2013). Organisational Behaviour, Pearson.

## **BBA4.5DCCT14: Business Accounting**

### Objectives:

To understand the concept and role of accounting in financial reporting in modern economy. To develop the understanding of basic accounting concepts and techniques of an accounting system. Principles and procedures underlying the accounting process. To provide an understanding, importance of accounting; preparation of final accounts for profit making organization. To understand the preparation of accounting for non-profit organization. To provide the knowledge of bills of exchange transaction and bank reconciliation statement.

### Course Outcomes:

The successful completion of this course shall enable the learner:

Demonstrate the role of accounting in business in economic world. Explain the principles of accounting and book keeping. Apply accounting rules in determining financial results and preparation of financial statement. Develop and practice the maintenance of accounting books for non-profit making organization. Determine the processes of billing in business and banking transaction

### **Contents**

#### Module – I Accounting

Basics of Accounting, Accounting Mechanics (Double Entry System, Classification, Golden Rules, Concepts and Conventions.) Journal: Meaning, Advantages, Ledger meaning, Posting and Balancing, Trial Balance Objectives, defects, locating errors and preparations of Trial Balance, Subdivision of journal- daybook.

Module – II Trading Account, Profit and Loss Account, Balance sheet, Closing entries, Assets and their Classification, Liabilities and their Classification, Uses and Limitations of Balance sheet.

#### Module – III

Capital and Revenue Expenditure and Receipts:

Rules for Determining Capital Expenditure and Revenue Expenditure, Deferred Revenue Expenditure, Capital and Revenue Receipts, Capital and Revenue Profit and Loss.

#### Module – IV

Accounting for Non-Profit Organization: Accounting Procedures, Receipts and Payments Accounts, Distinction between Receipts and Payments Accounts, Income and Expenditure Account problems.

#### Module – V

Parties to a Bills of Exchange, Types, Promissory Notes, Distinction between Promissory Notes and Bills of Exchange, Dishonor of Bills, preparation of Bank Reconciliation.

### Readings:

- Hanif and Mukherjee (2003), Modern Accountancy Volume 1, Tata McGraw Hill Publishing Company Limited, New Delhi, 2nd Edition.
- Grewal, T.S (2003) Introduction to Accountancy: S. Chand & Company Ltd.
- Tulsian P.C, Financial Accounting, Pearson, Sixteenth impression, 2015
- Robert. N. Anthony, David F Hawkins, Kenneth A Merchant (2004), Accounting Text and Cases, Tata McGraw Hill Publishing Company Ltd., New Delhi, 11th Edition
- Frank Wood & Alan Sanger (2008), Business Accounting, Pearson Education Ltd., 11th Edition



## BBA4.5DCCT15: Business Statistics

### Objectives:

To understand the importance of data and how to collect, organize and summarize data. To explain the merits and limitations of different statistical techniques. To impart the knowledge of interpreting the result of data analysis. To enable the students in terms of understanding the statistical aspects related to business thereby enhancing their skills in this regard.

### Course Outcomes:

The successful completion of this course shall enable the learner:

Appraise the need for data analysis. Formulate the statistical problem and solve it. Interpret the results of statistical analysis for improved managerial decision making. Design and describe problems of inferential statistics. Apply analytical skills in both private and public business organizations in the country.

### **Contents**

#### Module – I

Definition, Functions, scope, Importance, Limitations and distrust of Statistics. Data Collection and Analysis. Types of data, Methods of data collection, classification of data. Diagrammatic and Graphic Presentation of Data, Graphs of Frequency Distribution. Numerical exercises.

#### Module – II

Need, Meaning and Definition of measuring central tendency of data; Arithmetic Mean, Geometric Mean, Harmonic Mean, Median, and Mode: their properties, merits and demerits. Comparative study of different Averages. Numerical Exercises.

#### Module – III

Need for measuring dispersion of data; Range, Mean, Absolute Deviation, Quartile Deviation, Standard deviation, Coefficient of Variation: Properties, merits and demerits. Numerical exercises.

#### Module – IV

Correlation Analysis (for ungrouped data): Need, types and methods of studying Correlation: Scatter Diagram, Karl Pearson's coefficient of correlation, Spearman's Rank Correlation. Numerical exercises.

#### Module – V

Regression Analysis (for ungrouped data): Method of least squares. Need for studying regression analysis, Two regression equations, Regression co-efficient and its properties. Numerical exercises.

**Note:** The treatment of the subject matter is to be application oriented in the field of management. The proof of theorems and derivations of formulae is not required.

### Readings:

- Aczel, A. D., Sounder pandian, J. Saavanan, P. & Joshi, R. (2012). Complete Business Statistics. McGraw Hill Education (India) Pvt. Ltd.: New Delhi.
- Anderson, D. R., Sweeney, D. J., Williams, T. A., Camm, J. D. and Cochran, J. J. (2014) Statistics for Business & Economics, CENGAGE Learning Custom Publishing.
- Black, K. (2012). Applied Business Statistics, 7ed. Wiley
- Levin, R. I. & Rubin, D. S. (1997). Statistics for Management, Prentice-Hall of India.

## **BBA4.5DCCT16: Business Legislations**

### Objectives:

To understand the role and importance of Indian Contract Act, 1872 and its implications. To understand laws of sales of goods and legal rights associated with purchasing of goods. To clarify the laws of partnership and its various kinds. To be familiarized with the Laws of negotiable instrument and its legal issues. To explain the concept of a company and distinguish among various types of companies.

### Course Outcomes:

The successful completion of this course shall enable the learner:

To appraise the needs of better understanding about the need of Indian Contract Act, 1872 and its legal implications. To apply and practice the law of sales of goods in commercial business. To formulate a clear idea and expert view about law of partnership and legal aspects associated with it. To apply the ideas related to laws of negotiable instrument and its related fields in commercial businesses. To evaluate and analyze types formation and dissolution of companies and to relate various aspects of insurance, conciliation and arbitration etc.

### **Contents**

#### Module – I The Indian Contract Act, 1872

Definition of contract and essential elements of contract, kinds of contract, performance of contract, discharge of contract, breach of contract, remedies for breach of contract.

#### Module – II

Law of sales of goods – definition of contract of sales, essentials of contract of sale, sale and agreement to sell and its distinction, kinds of goods, conditions and warranties and its distinction, Effect of perishing of Goods, modes of delivery, definition of unpaid seller, Rights of an unpaid seller.

#### Module – III

Law of partnership – Definition of partnership, essential elements of partnership, rights and duties of a partner, procedure for registration of a firm, effect of notice to acting partner, modes of dissolution of a firm, definition between partnership and co- ownership, distinction between partnership and company.

#### Module – IV Law of Negotiable Instruments

Definition and characteristics of negotiable instrument, definition of Promissory Note, Bill of exchange and cheque and their differences, Holder in due course, Modes of Negotiation, Maturity of Negotiable Instrument, Dishonor of a negotiable instrument.

#### Module – V

Definition of company, kinds of companies, formation of a company, winding and dissolution of companies, definition of insurance company, IRDA Act 1999, Idea and Constitution of IRDA Fund, Conciliation and Arbitration Proceeding, Arbitral Tribunal

### Readings:

- Bare Acts
- Elements of Mercantile Law. N.D. Kapoor, Sultan Chand & Sons
- Business Law. N.D. Kapoor, Sultan Chand & Sons
- Legal Aspects of Business. Akhileshwar Pathak, Tata McGraw Hill
- Kuchchal M.C, Mercantile Law, Vikas Publishing House (P) Ltd.
- Pathak Akhileshwar, Legal Aspects of Business, Tata McGraw Hill Pub. Company Ltd.
- Sheth Tejpal, Business Law, Pearson Education

### **BBA4.5DCCT17: Business Environment**

Objectives: This course aims to familiarize participants with business environment and evaluate its various components in business decision making. It will provide an analysis and examination of significant contemporary issues and challenges existing throughout business environment arena. Emphasis will be placed upon social and environmental responsibilities to a wide variety of stakeholders, including employees, customers and the public.

Course Outcomes:

The successful completion of this course shall enable the learner:

To comprehend the nature of business environment and its components. To demonstrate and develop conceptual framework of business environment and outline how an entity operates in a business environment. To understand and analyze various political, technological, socio-cultural and economic environmental factors affecting business.

#### **Contents**

Module – I Overview of Business Environment

Business Environment – Meaning – Characteristics – Scope - Macro and Micro Dimensions of Business Environment - Environmental Analysis.

Module – II

Nature of Economic Environment. Economic factors-growth strategy, basic economic system, economic planning.

Structure of Economy – Economic Policies & Planning the Economic Condition – NITI Ayog – National Development Council – Five Year Plans.

Module – III Economic Policies

Economic Reforms and New Economic Policy – New Industrial Policy – Competition Law – Fiscal Policy – Objectives and Limitations – Monetary Policy and RBI

Module – IV Social, Political and Legal Environment

Concept of Social Responsibility of Business towards Stakeholders. Demonetization, GST and their Impact - Political Stability - Legal Changes.

Module – V Global Environment

Globalization – Meaning – Role of WTO – WTO Functions - IBRD– Trade Blocks, BRICS, SAARC, ASEAN in Globalization.

Readings:

- Sinha, V.C, and Sinha Ritika, Business Environment, Sahitya Bhawan Publishers & Distributors, Agra
- Cherunilam, Francis Business Environment, Himalaya Publishing House, New Delhi
- Aswathappa, K. Essentials of Business Environment Himalaya Publishing House, New Delhi
- S.K. Mishra, V.K. Puri, Economic Environment of Business, HPH
- Rosy Joshi and Sangam, Kapoor Business Environment, Kalyanai Publications.
- A C Fernando, Business Environment, Pearson.

## **Semester II: Ability Enhancement Compulsory Course**

**BBA4.5AECCT21: Environment Studies**

Common Curriculum for all Under Graduate Students

## Semester II: Discipline Centric Courses

<b>BBA4.5DCCT22: Business Economics I</b>
<p><u>Objectives:</u> The objective of this course is to provide the students with a basic understanding of the principles of microeconomics. At its core, the study of economics deals with the choices and decisions that have to be made in order to manage scarce resources available to the world. This course pertains to decisions made at the individual level, i.e., by individual consumers or individual firms after evaluating resources, costs, and tradeoffs. Students will also understand the different kinds of markets and how they function.</p>
<p><u>Course Outcomes:</u> The successful completion of this course shall enable the learner: To understand how and why the above mentioned decisions are made and how they affect one another in the economy. To have a strong grasp on the major issues of microeconomics including consumer and producer behaviour, the nature of supply and demand and the Cost and Revenue. To understand basic microeconomic terminology and applying it to current microeconomic events.</p>
<p style="text-align: center;"><b>Contents</b></p> <p>Module – I Introduction Importance and Scope of Economics. Micro and Macro Analysis. Approaches to Economic Analysis. Partial Equilibrium vs. General Equilibrium, Comparative Static and Dynamic analysis, Positive and Normative Approaches.</p> <p>Module – II Theory of Consumer Behavior Utility Analysis: Cardinal Utility Theory, Law of Diminishing Marginal Utility, Law of Equi Marginal Utility, Consumer Equilibrium. Ordinal Utility Theory: Indifference Curve Analysis, Consumer's Equilibrium. Price, Income and Substitution Effects. Types of Goods: Normal, Inferior and Giffen Goods. Derivation of Individual Demand Curve and Market Demand Curve with the help of Indifference Curve.</p> <p>Module – III Supply and Demand Analysis: Law of Demand, Movements and Shifts in Demand Curve. Elasticity of Demand, Price, Income and Cross Elasticity. Degree of Elasticity. Methods of Measuring Elasticity are of Demand: Point, Arc and Outlay Methods. Law of Supply, Movement and Shifts in Supply Curves. Elasticity of Supply, Determinants of Supply. Derivation of Supply curve.</p> <p>Module – IV Perfect Competition and Monopoly Classification of Market. Perfect Competition, Short Run and Long Run Analysis. Equilibrium of the Firm and Industry. Monopoly Features, Equilibrium. Discriminatory Pricing. Differences between Perfect Competition and Monopoly.</p> <p>Module – V Monopolistic Competition and Oligopoly Markets Monopolistic Competition. Product Differentiation, Selling Costs. Oligopoly: Homogeneous and Heterogeneous Oligopoly, Price Rigidity in Oligopoly. Kinky Demand Curve.</p>
<p><u>Readings:</u></p> <ul style="list-style-type: none"><li>• Mote V L. &amp; Gupta G. S. Managerial Economics. Tata Mc Graw Hill, New Delhi.</li><li>• Varshney R. L. &amp; Maheshwari K. L.: Managerial Economics, S Chand &amp; Sons, New Delhi.</li><li>• Dominick Salvatore. Micro Economics Theory and Application. 4th Ed. New Delhi: Oxford University Press.</li><li>• Koutsyiannis, A. Modern Microeconomics. Macmillan Press Ltd.</li></ul>

## **BBA4.5DCCT23: Financial Management**

### Objectives:

To provide the basic concepts and understanding of financial management. To understand financial statement analysis through the different analysis tool. To state and explain the concepts and types of working capital. To give the concept of time value of money and application in decision making process. To explain the meaning of capital structure and capitalization theory and management of earnings.

### Course Outcomes:

The successful completion of this course shall enable the learner:

Appraise the area of financial management and its scope. Analyze how funds are determined and explain the different techniques of financial statement analysis. Calculate and solve the required fund of working capital. Illustrate the time value of money concept and can apply in decision making process. Handle the problems related to finance and solve the problem of management.

### **Contents**

#### Module – I

Nature of Financial Management: Scope of Finance & Financial Management, Finance Functions, Financial Manager's Role, Objective of Financial Management, Organization Chart of Finance Department.

#### Module – II

Analysis of Financial Statements: Significance of their Preparation, Fund Flow Statement and Cash Flow Statement, Ratio Analysis (purpose of preparation, types of ratios and their implications for business, simple numerical exercises)

#### Module – III

Working Capital Management: Concept of Working Capital, Characteristics of Current Assets, Factors Influencing Working Capital Requirements, Level of Current Assets (Permanent & Variable Working Capital), Financing of Current Assets, Operating Cycle/ Cash Conversion Cycle.

#### Module – IV

Concept of Value & Return and Capital Budgeting Decisions: Future Value & Present Value of Single Amount, Annuity. Meaning and Importance of Investment Decisions, Types of Investment Decisions, Techniques for Evaluating Investment Proposals (Discounted Cash Flow Methods- NPV, PI, IRR; Non-Discounted Cash Flow Methods- Payback Period, ARR)

#### Module – V

Financing Decisions: Meaning & Importance of Capital Structure, Factors affecting Capital Structure Capitalization (Meaning, Theories of Capitalization, Over & under Capitalization), Dividend Policy Decision: Reason for Paying Dividends, Considerations of Dividend Policy, Stability of Dividends and Forms of Dividends.

### Readings:

- Chandra, P Financial Management-Theory and Practices, Tata McGraw Hill :New Delhi
- Pandey, I.M. Financial Management, Vikas : New Delhi
- Khan, M.Y. Financial Management, Tata McGraw Hill : New Delhi
- Reddy, G. Sudarsana Financial Management- Principles and Practice, Himalaya Publishing House
- Van Horne, Financial Management & Policy, Pearson Education, Asia.

## **BBA4.5DCCT24: Principles of Marketing - I**

### Objectives:

To develop understanding of the conceptual framework of marketing and its environment. To gain an insight into the concept of market segmentation, targeting and positioning. To develop understanding towards product mix and branding. To examine the relevance of Pricing and distribution in product mix. To develop an understanding of the various promotion mix used.

### Course Outcomes:

The successful completion of this course shall enable the learner:

To apply the basic concepts of marketing and Marketing environment. Analyze and identify market segments and explore targeting and positioning. Distinguish the product mix of various companies and identify the relevance of branding. Enumerate the significance of pricing and distribution decisions of a firm. Analyze the importance of promotion and identify various vehicles used in promotion of products.

### **Contents**

#### Module – I Introduction

Meaning and Concept of Market and Marketing, Core Marketing Concepts, Marketing and Selling (concepts and differences), Introduction to Marketing Mix, Elements of Company's Macro and Micro Environment, Responding to Company's marketing environment.

#### Module – II STP

Market Segmentation, Targeting and Positioning: Concept, Needs, bases/ variables for segmenting consumer market, Attributes of Effective Segmentation, Challenges in segmentation, Concept of Target Market, Selection of Target Market, Market positioning.

#### Module – III Product Management

Definition of Product, Classification and Levels of Product, Concept of Product Line, Product Line Decision, Product Mix , Definition of Brand and Brand Equity, Selection of Brand Name

#### Module – IV Pricing Decisions and Channel Management

Concept of Price, Factors Influencing Pricing, Methods of Pricing, Concept and Importance of Distribution Channels, Functions of Marketing Channels, Types of Marketing Intermediaries, Channel Design Decision, Wholesaling and retailing.

#### Module – V Marketing Communication

Definition, Concept of Integrated Marketing Communication, and Relevance of Integrated marketing Concept. Introduction to Elements of Promotion Mix, Advertising, Sales promotion, Personal selling, Events and Experiences, online marketing, social marketing, mobile marketing, direct marketing.

### Readings:

- Kotler, P. and Armstrong G. Principles of Marketing; Pearson Prentice Hall: New Delhi, 12th edition.
- Ramaswamy, V.S. and Namakumari, S. (2010), Marketing Management; Macmillan: Publishers India Ltd, 4th edition.
- Keegan W.J (2009) Global Marketing Management; Pearson Prentice Hall: New Delhi, 7th edition.
- Neelamegaham .S. (2006) Marketing in India; Vikas publishing house Pvt. Ltd. 3rd edition
- Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-McGraw Hill, New Delhi.

## **BBA4.5DCCT25: Business Communication**

### Objectives:

To develop inter personal skills and create an effective goal-oriented team player within an individual. To enhance communication and problem-solving skills. To develop professionals with practical attributes along with moral values. To re-engineer attitude and understand its influence on behaviour.

### Course Outcomes:

The successful completion of this course shall enable the learner:

Explain the significance of Communication skills for a manager. Communicate effectively as a member of a work group. Design and make effective presentations. To frame appropriate answers to typical interview questions. Design resume, Job applications and prepare documents required for effectively communicating with Financial institutions.

### **Contents**

#### Module – I Self Analysis and Group Presentation

Who am I, Importance of Self Confidence, Self Esteem. Significance of GD, Methodology and Guidelines. Different skill set required for GD, Debates.

#### Module – II Presentation and Specific Purpose Public Speaking

Understanding meeting and conference, purpose and traits of a seminar or presentation, personality traits enhancement for public speaking (inner and outer traits)

Interviews: Fundamentals of Facing Interviews, tips before going down for an interview, while waiting for your turn to come, different rounds of interview and Frequently Asked Questions.

#### Module – III

Business Correspondence: Meaning, Objectives, Importance, Essential qualities of a good business letter, Parts of business letter, Types of business letters (enquiry and reply, sales, quotation, order, complaint, recovery letter), 7C's of effective business correspondence.

#### Module – IV

Office and Email Correspondence: Notices, agendas and minutes, Memorandums, Circulars, Office orders, Learn to draft email (importance, structure, procedure, style, jargons and acronyms, security and precautions)

#### Module – V

Job Related Correspondence: Preparing bio - data, Covering letter, Profile writing etc.

Correspondence: Answering customer's enquiries.

Messages: Writing Goodwill Messages, Persuasive Messages and Negative Messages.

### Readings:

- Bovee, C. and Thill, J.V., "Business Communication Today", 11th edition, 2011, Prentice Hall.
- Francis Soundararaj, "Speaking and Writing for Effective Business Communication", 2008, Macmillan.
- RK Madhukar, "Business Communication", 2010, Vikas Publishing House Pvt. Ltd.
- Mallika Nawal, "Business Communication", 2012, Cengage Learning India.
- Rai, Urmila and S.M. Rai (2000). Business Communication. New Delhi: Himalaya Publishing House.
- Meenakshi Raman & Prakash Singh, "Business Communication", 2012, OUP



## **BBA4.5DCCT26: Production and Operations Management**

### Objectives:

To understand the importance and approach to Production Management. To comprehend appropriate decision making concepts about facility location and facility layout. To understand concepts of inventory control etc. To explore the knowledge and understand various concepts of production planning.

### Course Outcomes:

The successful completion of this course shall enable the learner:

Appraise the basics of production management. Design suitable strategy of inventory control by applying concepts of EOQ and Quantity Discount etc. Forecast production and make facility layout decisions.

### **Contents**

#### Module – I

Introduction to Production Management: Introduction; History of Production and Operations Management; Definitions of Production Management; Production Process; Production: The Heart of an Organization; Objectives of Production Management; Scope of Production Management. location and layout.

#### Module – II

Forecasting: Qualitative and Quantitative Techniques of Forecasting. Aggregate Planning. Master Production Schedule (MPS); MRP-I and MRP-II. Line balancing.

#### Module – III

Classification, role of inventory in supply chain, inventory costs, Economic order quantity (EOQ), Economic batch quantity (EBQ) and Quantity discount model. ABC analysis.

#### Module – IV

Project Analysis: PERT/CPM: Program Evaluation Research Task (PERT) and Critical Path Method (CPM): Principles of Network Construction, Time Aspect of Projects, Crashing of a Project to minimum duration (and not optimal duration) with its cost.

#### Module – V

Work Study: Work Study as a Science, Work Study and Productivity, Importance of Work Study; Method Study; Work Measurement: Objectives of Work Measurement, Techniques of Work Measurement, Time Study, Work Sampling.

### Readings:

- Alan Mulemann, John Oakland, Keith Locker, 'Production and Operations Management' Macmillan India Ltd.
- S.A. Shunwalla & Patel, Production and Operations Management, Himalaya Publishing.
- R. Panneerselvan, Production and Operations Management, Prentice Hall of India.
- Gopalakrishna, P. and Sunderasan, M., Materials Management: An Integrated Approach, PHI: New Delhi.
- Adam, Ebert, Production and Operational Management, PHI (EEE Edition)
- Khandelwal, Gupta, Production and Operations Management, Ajmera Book , Jaipur

## **BBA4.5DCCT27: Research Methodology**

### Objectives:

To get a thorough grounding in introductory research concepts. To understand the concepts of Research Design in real world studies. To gain skills in conducting data gathering activities for research studies through various tools. To get a clear concept of sampling methods in tune with the primary data requirements of any given study. To gain proficiency in writing up research reports for respective purposes as an outcome of a study conducted.

### Course Outcomes:

The successful completion of this course shall enable the learner:

To Identify the need and importance of Research in context of different situations and Environments. To designs Pilot Studies and subsequently replicate it for studies on a larger scale. To prepare questionnaires, interview schedules and implement them for primary data collection in context of any given study. To decide and implement the most appropriate probability/ non-probability sampling techniques for a given study. To communicate research findings clearly and in a user friendly manner through customized tables and other related tools of data.

### **Contents**

#### Module – I

Meaning, Characteristics and Importance, Types of Research, The Research process (Overview and Steps), The Research problem (Definition, need, importance, steps, formulation etc.)

#### Module – II

Meaning, Characteristics and Components of a Good Research Design. Determining research design: Explorative research – major techniques and their evaluation; Descriptive researches – case study, survey method and observation method; Causal research – major experimental designs; Quantitative vs qualitative research.

#### Module – III

Primary Data (Method – questionnaire development), Secondary Data (Sources and Precautions in the Use of Secondary Data) Survey Design: Census and survey methods. Designing sample survey – Defining universe; Determining sampling frame, sampling unit, sampling method and sample size determination.

#### Module – IV

Survey errors – sampling vs. non-sampling errors; Types of non-sampling errors and ways to deal with them. Meaning, Steps and Types (simple, random, stratified random, systematic and cluster samplings), Survey and Observation Methods.

#### Module – V

Parametric and Non Parametric Test: z-test, t-test, ANOVA, Chi Squared test.

Report writing – forms of report – fundamentals of a good report, Footnotes, Bibliography and Referencing.

### Readings:

- Cooper, D. R. & Schindler, P. S. (2003). Business Research Methods. Boston. McGraw-Hill/Irwin
- J.K. Sachdeva, Business Research Methodology, Himalaya Publishing House, New Delhi
- C. R. Kothari, Research Methodology, Methods & Techniques, New Age International.
- Gupta, Santosh, Research Methodology, Deep and Deep Publications: New Delhi)