SCHEME OF EXAMINATIONS
&
CHOICE BASED CREDIT SYSTEM SYLLABUS

For

Bachelor of Business Administration

(Effective from Academic session 2017-2018)

SCHEME-B

Department of Management Studies
Deenbandhu Chhotu Ram University of Science & Technology, Murthal (Sonepat), Haryana-131039
SCHEME AND INSTRUCTIONS FOR BBA EXAMINATION

1. This is an intensive programme of study for three academic sessions.
2. The programme is divided into six semesters and there shall be an examination at the end of each semester.
3. Each paper shall be of 4 credits or until and unless indicated in the scheme of examinations. Theory classes will be held 4 hours per subject per week. In case of practical papers, theory classes will be held 3 hours per week and two hours per week practical will be held.
4. Every theory course shall carry a total of 100 marks. There shall be 75 marks for semester end examination and 25 marks for internal examination until and unless indicated otherwise.

CRITERIA FOR INTERNAL ASSESSMENT

The internal assessment of the students (out of 25 marks) shall be as per the criteria given below:

<table>
<thead>
<tr>
<th>S.no.</th>
<th>Components of Minors</th>
<th>Weightage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A)</td>
<td>THEORY COURSES:</td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>Minor Test – I</td>
<td>30 %</td>
</tr>
<tr>
<td>2.</td>
<td>Minor Test – II</td>
<td>30 %</td>
</tr>
<tr>
<td>3.</td>
<td>Individual Presentation/Viva-Voce/Group Discussion/Quiz</td>
<td>40 %</td>
</tr>
<tr>
<td></td>
<td>/ Case Study Discussion/Class</td>
<td></td>
</tr>
<tr>
<td>B)</td>
<td>LAB COURSES:</td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>Objective test/MCQ</td>
<td>20 %</td>
</tr>
<tr>
<td>2.</td>
<td>Lab. Work / Project</td>
<td>60 %</td>
</tr>
<tr>
<td>3.</td>
<td>Viva Voce/Test</td>
<td>20 %</td>
</tr>
</tbody>
</table>

Note:

a) Case study discussion and participation is desirable in the subjects wherever possible. Concerned Teacher will discuss at least 03 (three) cases maximum 08 (eight) cases in each course.

b) To the extent possible, minor test should include the case analysis.

EXTERNAL EVALUATION

There shall be a semester-end external examination of 75 marks for all theory courses until and unless indicated in the scheme of examination. In 1st year of the programme, the examiner will set nine questions in all. All questions will carry equal marks. First question will be compulsory and will consist of objective type / short answers / sub-parts from the entire syllabus. Remaining eight questions will be distributed among four units. Each unit will consist of two questions. Students have to attempt one question from each unit.

For remaining duration of the programme i.e. 2nd year and 3rd years, the external examiner will set eight questions selecting two questions from each unit. The candidate has to attempt five questions in all selecting at-least one question from each unit.

PRACTICAL EXAMINATIONS

Practical Examinations shall be conducted jointly by the external and Internal Examiners. Internal examiner will be appointed by Chairman of the concern department of the institute and external
examiner will be appointed by the Controller of Examinations on the recommendation of Chairman, Board of Undergraduate Studies.

SUMMER INTERNSHIP REPORT EVALUATION
All the students will submit their Summer Internship Report in a format as prescribed in the “Detailed Guidelines for Summer Internship” within a period of one month in the concerned department of their institute; this period shall be counted from the last date of completion of their Summer Internship. Students will have to give a presentation on the work done during the internship and his/her performance out of 25 marks will be evaluated on the basis of this presentation by a committee constituted by the Chairman of the Department. The evaluation of the remaining 75 marks shall be made by external examiner appointed by the Controller of Examinations on the recommendation of Chairman, Board of Undergraduate Studies.

PROJECT REPORT
Every student will be required to submit a research proposal by the end of the Ninth Semester and it will be pursued by him/her under the supervision of an internal supervisor. The completed Project Report in the format as prescribed in the “Detailed Guidelines for Project Report” will be submitted by the students prior to the date of the commencement of the Final Examinations for the Tenth Semester and this date will be notified by the Controller of Examinations, DCRUST, Murthal.

PROJECT REPORT EVALUATION
The Project shall be evaluated by External (75 marks) and Internal (25 marks) Examiners. The internal assessment shall be done by the concern supervisor of the candidate. The external assessment shall be done on the basis of project report evaluation by an external expert appointed by the Controller of Examinations on the recommendation of Chairman, Board of Undergraduate Studies.

COMPREHENSIVE VIVA-VOCE
The Comprehensive viva-voce shall be taken by an external expert appointed by the Controller of Examinations on the recommendation of Chairman, Board of Undergraduate Studies.

ABBREVIATION USED
DSC  Discipline Specific Core Course
DSE  Discipline Specific Elective Course
AECC  Academic Enhancement Compulsory Course
SEEC  Skill Enhancement Elective Course
# CURRICULUM AND SCHEME OF EXAMINATIONS
## BACHELOR OF BUSINESS ADMINISTRATION W.E.F. THE SESSION 2017-18

## SCHEME-B

### FIRST YEAR

#### First Semester

<table>
<thead>
<tr>
<th>Type of Paper</th>
<th>Paper Code</th>
<th>Title of Paper</th>
<th>Periods</th>
<th>Credit</th>
<th>External Marks</th>
<th>Internal Assessment</th>
<th>Practical Marks</th>
<th>Total Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>DSC</td>
<td>BBA-101-B</td>
<td>Business Organisation</td>
<td>4 - -</td>
<td>4</td>
<td>75</td>
<td>25</td>
<td>-</td>
<td>100</td>
</tr>
<tr>
<td>DSC</td>
<td>BBA-103-B</td>
<td>Financial Accounting</td>
<td>4 - -</td>
<td>4</td>
<td>75</td>
<td>25</td>
<td>-</td>
<td>100</td>
</tr>
<tr>
<td>DSC</td>
<td>BBA-105-B</td>
<td>Micro Economics For Business Decisions</td>
<td>4 - -</td>
<td>4</td>
<td>75</td>
<td>25</td>
<td>-</td>
<td>100</td>
</tr>
<tr>
<td>DSE</td>
<td>BBA-107-B</td>
<td>Mathematics For Managers</td>
<td>4 - -</td>
<td>4</td>
<td>75</td>
<td>25</td>
<td>-</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>BBA-109-B</td>
<td>Fundamentals of Statistics</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SEEC</td>
<td>BBA-111-B</td>
<td>Business Communication*</td>
<td>4 - -</td>
<td>4</td>
<td>50</td>
<td>25</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>AECC</td>
<td>BBA-113-B</td>
<td>Computers Fundamentals– I*</td>
<td>3 - 2</td>
<td>4</td>
<td>50</td>
<td>25</td>
<td>25</td>
<td>100</td>
</tr>
</tbody>
</table>

* In addition to the internal Marks, practical shall be conducted by a panel consisting of one internal and one external examiner. Internal examiner will be appointed by the Chairman of the Department and external examiner will be appointed by the Controller of Examinations on the recommendation of the Board of Undergraduate Studies.

#### Second Semester

<table>
<thead>
<tr>
<th>Type of Paper</th>
<th>Paper Code</th>
<th>Title of Paper</th>
<th>Periods</th>
<th>Credit</th>
<th>External Marks</th>
<th>Internal Assessment</th>
<th>Practical Marks</th>
<th>Total Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>DSC</td>
<td>BBA-102-B</td>
<td>Principles of Management</td>
<td>4 - -</td>
<td>4</td>
<td>75</td>
<td>25</td>
<td>-</td>
<td>100</td>
</tr>
<tr>
<td>DSC</td>
<td>BBA-104-B</td>
<td>Financial Management</td>
<td>4 - -</td>
<td>4</td>
<td>75</td>
<td>25</td>
<td>-</td>
<td>100</td>
</tr>
<tr>
<td>DSC</td>
<td>BBA-106-B</td>
<td>Macro Economics for Analysis and Policy</td>
<td>4 - -</td>
<td>4</td>
<td>75</td>
<td>25</td>
<td>-</td>
<td>100</td>
</tr>
<tr>
<td>DSE</td>
<td>BBA-108-B</td>
<td>Disaster Management</td>
<td>4 - -</td>
<td>4</td>
<td>75</td>
<td>25</td>
<td>-</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>BBA-110-B</td>
<td>Management of Innovations</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SEEC</td>
<td>BBA-112-B</td>
<td>Seminar</td>
<td>4 - -</td>
<td>4</td>
<td>-</td>
<td>50</td>
<td>50</td>
<td>100</td>
</tr>
<tr>
<td>AECC</td>
<td>BBA-114-B</td>
<td>Computer Fundamentals – II*</td>
<td>3 - 2</td>
<td>4</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>100</td>
</tr>
</tbody>
</table>

* No theory examination of these papers will be held.
* In addition to the internal Marks, practical shall be conducted by a panel consisting of one internal and one external examiner. Internal examiner will be appointed by the Chairman of the Department and external examiner will be appointed by the Controller of Examinations on the recommendation of the Board of Undergraduate Studies.
### SECOND YEAR

#### Third Semester

<table>
<thead>
<tr>
<th>Type of Paper</th>
<th>Paper Code</th>
<th>Title of Paper</th>
<th>Periods</th>
<th>Credit</th>
<th>External Marks</th>
<th>Internal Assessment</th>
<th>Practical Marks</th>
<th>Total Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>DSC</td>
<td>BBA-201-B</td>
<td>Business Ethics</td>
<td>4 - 2</td>
<td>4</td>
<td>75</td>
<td>25</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>DSC</td>
<td>BBA-203-B</td>
<td>Marketing Management</td>
<td>4 - 2</td>
<td>4</td>
<td>75</td>
<td>25</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>DSC</td>
<td>BBA-205-B</td>
<td>Production Management</td>
<td>4 - 2</td>
<td>4</td>
<td>75</td>
<td>25</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>DSC</td>
<td>BBA-207-B</td>
<td>Data Base Management System*</td>
<td>3 - 2</td>
<td>4</td>
<td>50</td>
<td>25</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>DSE</td>
<td>BBA-209-B</td>
<td>Cost and Management Accounting</td>
<td>4 - 2</td>
<td>4</td>
<td>75</td>
<td>25</td>
<td>-</td>
<td>100</td>
</tr>
<tr>
<td>DSE</td>
<td>BBA-211-B</td>
<td>Corporate Accounting</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AECC</td>
<td>BBA-213-B</td>
<td>Environmental Studies</td>
<td>4 - 2</td>
<td>4</td>
<td>75</td>
<td>25</td>
<td>-</td>
<td>100</td>
</tr>
</tbody>
</table>

* In addition to the internal Marks, practical shall be conducted by a panel consisting of one internal and one external examiner. Internal examiner will be appointed by the Chairman of the Department and external examiner will be appointed by the Controller of Examinations on the recommendation of the Board of Undergraduate Studies.

#### Fourth Semester

<table>
<thead>
<tr>
<th>Type of Paper</th>
<th>Paper Code</th>
<th>Title of Paper</th>
<th>Periods</th>
<th>Credit</th>
<th>External Marks</th>
<th>Internal Assessment</th>
<th>Practical Marks</th>
<th>Total Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>DSC</td>
<td>BBA-202-B</td>
<td>Organizational Behavior</td>
<td>4 - 2</td>
<td>4</td>
<td>75</td>
<td>25</td>
<td>-</td>
<td>100</td>
</tr>
<tr>
<td>DSC</td>
<td>BBA-204-B</td>
<td>Human Resource Management</td>
<td>4 - 2</td>
<td>4</td>
<td>75</td>
<td>25</td>
<td>-</td>
<td>100</td>
</tr>
<tr>
<td>DSC</td>
<td>BBA-206-B</td>
<td>Business Laws</td>
<td>4 - 2</td>
<td>4</td>
<td>75</td>
<td>25</td>
<td>-</td>
<td>100</td>
</tr>
<tr>
<td>DSC</td>
<td>BBA-208-B</td>
<td>Indian Economy</td>
<td>4 - 2</td>
<td>4</td>
<td>75</td>
<td>25</td>
<td>-</td>
<td>100</td>
</tr>
<tr>
<td>DSC</td>
<td>BBA-210-B</td>
<td>Introduction to Information Technology*</td>
<td>3 - 2</td>
<td>4</td>
<td>50</td>
<td>25</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>SEEC</td>
<td>BBA-212-B</td>
<td>Business Research Methods</td>
<td>4 - 2</td>
<td>4</td>
<td>75</td>
<td>25</td>
<td>-</td>
<td>100</td>
</tr>
</tbody>
</table>

* In addition to the internal Marks, practical shall be conducted by a panel consisting of one internal and one external examiner. Internal examiner will be appointed by the Chairman of the Department and external examiner will be appointed by the Controller of Examinations on the recommendation of the Board of Undergraduate Studies.

#### Summer Internship

All students will undergo 6-8 weeks summer internships during the summer break after Semester-4 examinations and will submit a report for the same in lieu of a course during Semester-5. The detailed guidelines for the summer internships and subsequent summer internship report will be supplied by the Department as a separate document.
### Third Year

#### Fifth Semester

<table>
<thead>
<tr>
<th>Type of Paper</th>
<th>Paper Code</th>
<th>Title of Paper</th>
<th>Periods</th>
<th>Credit</th>
<th>External Marks</th>
<th>Internal Assessment</th>
<th>Practical Marks</th>
<th>Total Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>DSC</td>
<td>BBA-301-B</td>
<td>Company Law</td>
<td>4</td>
<td>4</td>
<td>75</td>
<td>25</td>
<td>-</td>
<td>100</td>
</tr>
<tr>
<td>DSC</td>
<td>BBA-303-B</td>
<td>Business Environment</td>
<td>4</td>
<td>4</td>
<td>75</td>
<td>25</td>
<td>-</td>
<td>100</td>
</tr>
<tr>
<td>DSC</td>
<td>BBA-305-B</td>
<td>Capital Markets</td>
<td>4</td>
<td>4</td>
<td>75</td>
<td>25</td>
<td>-</td>
<td>100</td>
</tr>
<tr>
<td>DSC</td>
<td>BBA-307-B</td>
<td>Computer Networking &amp; Internet*</td>
<td>3</td>
<td>2</td>
<td>50</td>
<td>25</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>DSE</td>
<td>BBA-309-B</td>
<td>Retail Management</td>
<td>4</td>
<td>4</td>
<td>75</td>
<td>25</td>
<td>-</td>
<td>100</td>
</tr>
<tr>
<td>DSE</td>
<td>BBA-311-B</td>
<td>Sales and Distribution Management</td>
<td></td>
<td>4</td>
<td>75</td>
<td>25</td>
<td>-</td>
<td>100</td>
</tr>
<tr>
<td>SEEC</td>
<td>BBA-313-B</td>
<td>Summer Internship Report*</td>
<td>-</td>
<td>4</td>
<td>75</td>
<td>25</td>
<td>-</td>
<td>100</td>
</tr>
</tbody>
</table>

* In addition to the internal Marks, practical shall be conducted by a panel consisting of one internal and one external examiner. Internal examiner will be appointed by the Chairman of the Department and external examiner will be appointed by the Controller of Examinations on the recommendation of the Board of Undergraduate Studies.

# Summer Internship Report will be evaluated on the basis on presentation & viva-voce taken by a committee constituted by the Chairman of the Department while for external evaluation, it be evaluated by an external examiner(s) appointed by Controller of Examinations on the recommendation of Board of Undergraduate Studies.

#### Sixth Semester

<table>
<thead>
<tr>
<th>Type of Paper</th>
<th>Paper Code</th>
<th>Title of Paper</th>
<th>Periods</th>
<th>Credit</th>
<th>External Marks</th>
<th>Internal Assessment</th>
<th>Practical Marks</th>
<th>Total Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>DSC</td>
<td>BBA-302-B</td>
<td>Industrial Relation</td>
<td>4</td>
<td>4</td>
<td>75</td>
<td>25</td>
<td>-</td>
<td>100</td>
</tr>
<tr>
<td>DSC</td>
<td>BBA-304-B</td>
<td>Fundamentals of Insurance</td>
<td>4</td>
<td>4</td>
<td>75</td>
<td>25</td>
<td>-</td>
<td>100</td>
</tr>
<tr>
<td>DSC</td>
<td>BBA-306-B</td>
<td>System Analysis &amp; Design</td>
<td>4</td>
<td>4</td>
<td>75</td>
<td>25</td>
<td>-</td>
<td>100</td>
</tr>
<tr>
<td>DSE</td>
<td>BBA-308-B</td>
<td>E-Commerce*</td>
<td>3</td>
<td>2</td>
<td>50</td>
<td>25</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>DSC</td>
<td>BBA-310-B</td>
<td>International Business</td>
<td>4</td>
<td>4</td>
<td>75</td>
<td>25</td>
<td>-</td>
<td>100</td>
</tr>
<tr>
<td>DSE</td>
<td>BBA-312-B</td>
<td>International Logistics Management</td>
<td></td>
<td>4</td>
<td>75</td>
<td>25</td>
<td>-</td>
<td>100</td>
</tr>
<tr>
<td>SEEC</td>
<td>BBA-314-B</td>
<td>Personality and Soft Skills Development</td>
<td>4</td>
<td>4</td>
<td>100</td>
<td>50</td>
<td>50</td>
<td>100</td>
</tr>
<tr>
<td>AECC</td>
<td>BBA-316-B</td>
<td>Comprehensive Viva-Voce*</td>
<td>-</td>
<td>4</td>
<td>100</td>
<td>-</td>
<td>-</td>
<td>100</td>
</tr>
</tbody>
</table>

* In addition to the internal Marks, practical shall be conducted by a panel consisting of one internal and one external examiner. Internal examiner will be appointed by the Chairman of the Department and external examiner will be appointed by the Controller of Examinations on the recommendation of the Board of Undergraduate Studies.

# Comprehensive Viva-voce shall be conducted by a panel consisting of one internal and one external examiner. Internal examiner will be appointed by the Chairman of the Department and external examiner will be appointed by the Controller of Examinations on the recommendation of the Board of Undergraduate Studies.
BUSINESS ORGANISATION
BBA-101-B

External Marks: 75
Internal Marks: 25
Total Marks: 100
Time: 3 Hours

Unit-I: Business – Nature, purpose and scope; Business as a system; Objectives of business; Structure of business – Classification of business activities; Social responsibility of business & business ethics; Business and economy, Business and environment interface, Distinction between trade, commerce and business.

Unit-II: Forms and formation of business enterprises (meaning, characteristics, formation, merits and demerits of each type): Sole proprietorship, Partnership, Joint Hindu Family, Joint Stock Company, Co-operative societies, Different types of companies. Entrepreneurship: Concept and nature; process of setting up a business enterprise; choice of a suitable form of business organisation, feasibility and preparation business plan.


Unit-IV: Management of Risk and Insurance; Role of Government in business: As promoter, as financer and as regulator; Emerging formats of business organisation: Franchising, Sub-contracting, Strategic Alliance, Outsourcing, Joint Ventures; Mergers, Acquisitions and Take-overs.

Suggested Readings:
2. Talloo, Thelman J., Business Organizational and Management, McGraw Hill Education.

In the end term examination, the examiner will set nine questions in all. All questions will carry equal marks. First question will be compulsory and will consist of objective type / short answers / sub-parts from the entire syllabus. Remaining eight questions will be distributed among four units. Each unit will consist of two questions. Students have to attempt one question from each unit.
Unit-I: Financial Accounting: Concept, importance, objectives, process and limitations of Accounting. Brief introduction about Generally Accepted Accounting Principles (GAAP). Journal: Concept of Journalizing, Rule of debit and credit applicable to different type of business transactions and types of accounts.

Unit-II: Ledger: Meaning, rules regarding posting and comparison between Journal and ledger. Trail Balance: Meaning and importance of trial balance, Posting and Preparation of trial balance.

Unit-III: Depreciation: Meaning causes, accounting procedure, methods of computing depreciation – straight line method and diminishing balance method,

Unit-IV: Final Accounts without adjustments: Trading account, profit & loss account and balance sheet. Accounting for non-profit organizations; Receipt & payment account, income & expenditure account. Difference between receipt & payment account and income & expenditure account.

Suggested Readings:
1. Dhamija, S. Financial Accounting for Manager, Pearson Education.
5. P.C Tulsian, Financial Accounting, Pearson Education.

In the end term examination, the examiner will set nine questions in all. All questions will carry equal marks. First question will be compulsory and will consist of objective type / short answers / sub-parts from the entire syllabus. Remaining eight questions will be distributed among four units. Each unit will consist of two questions. Students have to attempt one question from each unit.
MICRO ECONOMICS FOR BUSINESS DECISIONS  
BBA-105-B

External Marks: 75  
Internal Marks: 25  
Total Marks: 100  
Time: 3 Hours

Unit-I: Nature, Scope and Significance of Micro economic; Micro & Macro Economics; Evolution of 
Economic Theories: An Overview; Concept of Equilibrium- Static and Dynamic, Central Problems of an 
Economy, Objectives of a Firm.

Unit-II: Theory of Demand: Meaning, Law of Demand, Types of Demand, Determinants of Demand; 
Elasticity of Demand, Measurement of Elasticity of Demand and its Implications in Decision Making 
Process; Introduction to Demand Forecasting; Analysis of Consumer Behaviour: Cardinal and Ordinal 
Utility Approach

Unit-III: Production and Cost Analysis: Meaning of Production; Production Function, Least Cost 
Combination of Inputs; Returns to Factor and Returns to Scale; Economies of Scale: Internal and External; 

Unit-IV: Market structure: Perfect Competition, Features, Determination of price under perfect 
competition; Monopoly: Feature, Pricing under monopoly, Price discrimination; Oligopoly: Features, 
Kinked demand Curve, Cartels, Price leadership; Monopolistic Competition: Features, Pricing Under 
monopolistic competition, Product differentiation; Price and Non-Price Competition.

Suggested Readings:
2. Agarwal, Vanita, Managerial Economics, Pearson Education.
4. Pindyck, R., Rubinfeld, D, Microeconomics, Pearson Education.
5. Samuelson, Paul, Microeconomics, McGraw Hill Education.
   Education.

In the end term examination, the examiner will set nine questions in all. All questions will carry equal 
marks. First question will be compulsory and will consist of objective type / short answers / sub-parts from 
the entire syllabus. Remaining eight questions will be distributed among four units. Each unit will consist 
of two questions. Students have to attempt one question from each unit.
Unit-I: Introduction to business mathematics, scope and importance, concept of profit and loss; simple and compound interest. Present value of annuities.

Unit -II: Introduction to set theory; Meaning, types and operations on sets. Venn diagram. Applications and set theorem.

Unit-III: Matrices and Determinants: Definition of a Matrix ; Types of Matrices, Algebra of Matrices; Calculation of values of Determinants up to third order; adjoint of a Matrix, elementary row and column operations; Finding inverse matrix through adjoint and elementary row or column operations; Solution of a system of Linear equations having unique Solution and involving not more than three variables (simple problems on applications for managerial decisions).

Unit-IV: Concept of functions, limits and continuity, differentiation, integration, maxima and minima (elementary concepts), simple applications for managerial decisions.

Suggested Readings:
1. Trivedi, K., Business Mathematics, Pearson Education.
6. R. D. Sharma (Text Book Of XII)

In the end term examination, the examiner will set nine questions in all. All questions will carry equal marks. First question will be compulsory and will consist of objective type / short answers / sub-parts from the entire syllabus. Remaining eight questions will be distributed among four units. Each unit will consist of two questions. Students have to attempt one question from each unit.
Unit–I: Statistics: Meaning, evolution, scope, limitations and applications; data classification; tabulation and presentation: meaning, objectives and types of classification, formation of frequency distribution, role of tabulation, types and construction of tables, significance, types and construction of diagrams and graphs

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

Unit -III: Correlation and regression: simple correlation between two variables (grouped and ungrouped data), Karl Pearson's coefficient of correlation, rank correlation concept of regression, regression lines, difference between correlation and regression.

Unit–IV: Index numbers and time series: Index number and their uses in business; construction of simple and weighed indices: Laspeyre’s, Paasche’s, Fisher’s and CPI. Time series analysis meaning and significance, components of time series, trend measurement by moving average method and least square method (fitting straight line only).

Suggested Readings:

In the end term examination, the examiner will set nine questions in all. All questions will carry equal marks. First question will be compulsory and will consist of objective type / short answers / sub-parts from the entire syllabus. Remaining eight questions will be distributed among four units. Each unit will consist of two questions. Students have to attempt one question from each unit.
BUSINESS COMMUNICATION
BBA-111-B

External Marks: 50
Internal Marks: 25
Practical Marks: 25
Total Marks: 100
Time: 3 Hours

Unit-I: Business Communication: Nature and process, factors of communication, forms of communication, importance of communication in business, communication networks, barriers to communication, overcoming barriers to communication.

Unit-II: Communication Skills: Listening skills - process of listening, barriers to listening, overcoming listening barriers, reading skills, oral communication, non-verbal communication.

Unit-III: Written Communication: Principles of effective business writing, business letter components and layout; process of letter writing, types of letters, memos, notices and circulars.

Unit-IV: Business Reports: Features, process of writing report, importance, types of reports, structures of business reports, brochures, agenda of meeting, minutes of meeting, preparing Curriculum Vitae.

Suggested Readings:

In the end term examination, the examiner will set nine questions in all. All questions will carry equal marks. First question will be compulsory and will consist of objective type / short answers / sub-parts from the entire syllabus. Remaining eight questions will be distributed among four units. Each unit will consist of two questions. Students have to attempt one question from each unit.
COMPUTERS FUNDAMENTALS– I
BBA-113-B

<table>
<thead>
<tr>
<th>L</th>
<th>T</th>
<th>P</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>0</td>
<td>2</td>
<td>4</td>
</tr>
</tbody>
</table>

External Marks: 50
Internal Marks: 25
Practical Marks: 25
Total Marks: 100
Time: 3 Hours

**Unit -I:** Introduction to Computer: Definition, Characteristics, Generation of Computers, Capabilities and Limitations; Basic Components of a Computer System-Control Unit, ALU, Input/output functions and characteristics; Memory: Introduction, Classifications; Storage units


**Unit-III:** Software and its classification: Introduction to Operating System and its functions; Software and its different types; Programming Languages Types and characteristics; Compiler, Interpreter and Assembler; Introduction to algorithms, Flow charts and decision trees: Representation, levels, rules, advantage and limitations.

**Unit-IV:** Introduction to multimedia: concept, components, uses and advantages, Tools of multimedia, Impact of computers on society, education, business, entertainment, etc., Health issues in use of computers.

**Suggested Readings:**
2. ITL ESL, Introduction to Information Technology, Pearson Education

In the end term examination, the examiner will set nine questions in all. All questions will carry equal marks. First question will be compulsory and will consist of objective type / short answers / sub-parts from the entire syllabus. Remaining eight questions will be distributed among four units. Each unit will consist of two questions. Students have to attempt one question from each unit.
PRINCIPLES OF MANAGEMENT
BBA-102-B

External Marks: 75
Internal Marks: 25
Total Marks: 100
Time: 3 Hours

Unit-I: Introduction – nature and process of management, principles and functions of management, basic managerial roles and skills, approaches to management – classical, human relations and behavioral, systems and contingency approaches; contemporary issues and challenges

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

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

Unit-IV: Motivation; concept and nature; need hierarchy and ‘motivation-hygiene’ theories of motivation Management control – nature, purpose and process of controlling, kinds of control system, prerequisites of effective control system, controlling techniques.

Suggested Readings:
1. Pravin Durai, Principles of Management, Pearson Education.
2. Robbins, S.P., Coulter, M., Cenzo, D., Fundamental of Management, Pearson Education.

In the end term examination, the examiner will set nine questions in all. All questions will carry equal marks. First question will be compulsory and will consist of objective type / short answers / sub-parts from the entire syllabus. Remaining eight questions will be distributed among four units. Each unit will consist of two questions. Students have to attempt one question from each unit.
# Financial Management

**BBA-104-B**

<table>
<thead>
<tr>
<th>L</th>
<th>T</th>
<th>P</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>0</td>
<td>0</td>
<td>4</td>
</tr>
</tbody>
</table>

External Marks: 75  
Internal Marks: 25  
Total Marks: 100  
Time: 3 Hours

**Unit-I:** Financial management: Introduction, significance, scope, functions, objectives of financial management in healthcare, Profit maximization vs. wealth maximization. Sources of finance: Short term, medium term and long term sources of finance.

**Unit-II:** Capital budgeting- Meaning, need and objectives, Methods of capital budgeting: Pay-Back Period, Average Rate of Return (ARR), Net Present Value Method (NPV), Internal Rate of Return (IRR) and Profitability Index (PI) method.

**Unit-III:** Capital Structure: Meaning, Irrelevance of capital structure; Brief introduction about theories of capital structure: Net Income (NI), Net Operating Income (NOI) Approach, Traditional approach and Modigliani-Miller (MM) approach without taxes.

**Unit-IV:** Working Capital: Meaning, nature and planning of working capital. Permanent and variable working capital, Determinates of working capital, Issues of working capital management. Management of cash: Meaning, Motives of holding cash and problems of cash management.

**Suggested Readings:**
2. Damodaran, A., Corporate Finance- Theory & Practice, Wiley Publication  
5. Brealey and Myers, Principles of Corporate Finance, McGraw Hill Education.  

In the end term examination, the examiner will set nine questions in all. All questions will carry equal marks. First question will be compulsory and will consist of objective type / short answers / sub-parts from the entire syllabus. Remaining eight questions will be distributed among four units. Each unit will consist of two questions. Students have to attempt one question from each unit.
MACRO ECONOMICS FOR ANALYSIS AND POLICY
BBA-106-B


Suggested Readings:
3. Blanchard, Olivier, Macroeconomics, Pearson Education.
5. Mishkin, Frederic S., Macroeconomics- Policy and Practice, Pearson Education.
6. D’souza, Errol, Macroeconomics, Pearson Education.

In the end term examination, the examiner will set nine questions in all. All questions will carry equal marks. First question will be compulsory and will consist of objective type / short answers / sub-parts from the entire syllabus. Remaining eight questions will be distributed among four units. Each unit will consist of two questions. Students have to attempt one question from each unit.
Unit I: Introduction: Definition of disaster; general effects of disaster; causal factors, disasters and development (cause and effect) meaning of disaster management; types of disasters/hazards: natural, anthropogenic, sociological technological, transport, climate change; social and psychological dimensions of disasters, coping with stress, anxiety and fears; technology and disaster management and latest technological equipments; Disaster Response: Reasons for concern, objectives.

Unit II: Disaster Management: Disaster management agencies and their functions; disaster Risk management: definition, need, obstacles, disaster relief and factors, international approach to integrated disaster risk management; risk mitigation strategies, participatory assessment of disaster risk, disaster reduction; communicable diseases occurring after natural disasters, their prevention. Mass casualty management, technology and disaster management and latest technological equipments to combat disasters.

Unit III: Relief, Rehabilitation, Recovery: Relief, rehabilitation, displacement and development, priorities and opportunities in rehabilitation and reconstruction, relevance of mitigation and its techniques, mitigation measures, people’s participation, disaster recovery: business continuity planning, role of NGOs in managing disasters.

Unit IV: Applications and Future of Disaster management: Bio-terrorism: meaning, threat assessment, GIS and epidemiology, advantages of GIS and its applications in health; India's natural disaster's proneness, management of disasters in India: institutional and policy framework; disaster planning, significance of disaster risk reduction, Government policies on the same, strategies presently being adopted; A brief overview of the disaster management act.

Suggested Readings:
1. M. Saravana Kumar, Disaster Management, Himalaya Publishing House
2. Satish Modh, Introduction to Disaster Management, Macmillan
3. Satish Modh, Citizen's guide to Disaster Management, Macmillan
4. Tushar Bhattacharya, Disaster Science and Management, McGraw Hill Education.

In the end term examination, the examiner will set nine questions in all. All questions will carry equal marks. First question will be compulsory and will consist of objective type / short answers / sub-parts from the entire syllabus. Remaining eight questions will be distributed among four units. Each unit will consist of two questions. Students have to attempt one question from each unit.
MANAGEMENT OF INNOVATIONS
BBA-110-B

L T P Credit
4 0 0 4

External Marks: 75
Internal Marks: 25
Total Marks: 100
Time: 3 Hours

Unit-I: Innovations: Concept of innovation, historic retrospective, typology of innovations, innovation process, Macroeconomic view of innovation approaches to innovations, Assumptions and barriers to innovations, Innovation sources, i.e. science and R&D, technology transfer, push and pull approaches. Processes used to explore innovations along the technology, market and strategy dimensions as the innovation moves from idea to market

Unit-II: Application of Innovation: Organizational aspects of innovation, Soft methods and techniques of innovation management, Creative approaches, Systemic and analytical methods and techniques of innovation management, Economic aspects of innovations encompassing sources of innovation financing

Unit-III: Marketing Innovation Products: Strategic considerations on innovations, innovation platforms that incorporate new product development, process innovations, service innovation, service design innovation, multiple product options, portfolios and standards

Unit-IV: Evaluation of Innovation: Effectiveness evaluation, integration of risks, factors influencing economic effectiveness, Post implementation analysis of innovation projects, Intellectual property of innovations, legal aspects of innovations

Suggested Readings:
8. Fraser, Healther, Design Works; Toronto: University of Toronto Press, 2012

In the end term examination, the examiner will set nine questions in all. All questions will carry equal marks. First question will be compulsory and will consist of objective type / short answers / sub-parts from the entire syllabus. Remaining eight questions will be distributed among four units. Each unit will consist of two questions. Students have to attempt one question from each unit.
The objectives of seminars is to make learning a fun, entrusting students assignment to present, inculcating presentation and leadership skills among students, involving students to learn actively, offering the presenter student an opportunity of interaction with peer students and staff, assessing student while performing assignment etc. The students will be allotted the topic of presentation by the department and the every student will make and deliver presentations on at-least four topics before the class in the entire semester. Each presentation will of minimum 15 minutes following by questions from other students of the class and as well as by the committee constituted by the Chairman of the department to evaluate the students on the basis of the seminar.

Note:  
1. No theory paper of this subject will end.  
2. In addition to the internal Marks, practical shall be conducted by a panel consisting of one internal and one external examiner. Internal examiner will be appointed by the Chairman of the Department and external examiner will be appointed by the Controller of Examinations on the recommendation of the Board of Undergraduate Studies.
Unit-I: Working with Operating System (MS Windows): Booting a computer system, Checking System Information, Managing Files and Folders: Creating, Moving, Copying and Deleting files/folders, Checking File/Folder properties; Managing Windows: Moving, Sizing and Hiding; Adjusting Mouse properties, Adjusting Display properties, Setting system Date and Time, Customizing Windows START menu, Manipulating Task Bar, Recycle Bin; Using System Administration Tools: Disk Checkup, Disk Defragmenter, Control Panel; Connecting with Wired and Wireless LANs, Working with web browser, Checking IP Address

Unit-II: Working with MS Word: Understanding MS Word window and its components, Creating work documents, formatting and managing text, formatting and managing paragraphs, working with style sets, working with lists and tables, sorting of paragraphs, lists and tables, inserting charts and pictures, managing page layout and background, Using SmartArt, Using Mail Merge, Checking spelling and grammar, Managing comments, footnotes and endnotes, Tracking changes in documents, Managing Header and Footer, Adding security passwords to word documents, printing word documents, Working with Word Options.

Unit-III: Introduction to MS PowerPoint: Understanding MS PowerPoint window and its components, Different views of PowerPoint window, Working with Slides and slide layout, Inserting text, picture, graphics, charts in slides, inserting audio and video in slides, adding notes to slides, manipulating slide design and styles, setting slide layout, Managing slide transitions, Adding animation effects to slide components, Setting up of slide shows, printing slides, handouts and notes, Working with PowerPoint Options.


Suggested Readings:
1. Jonshon Steve, MS Office 2010 on Demand, Pearson Education.
2. Lambert, Joan and Cox, Joyce, MOS 2010 Study Guide For Microsoft Word Excel PowerPoint & Outlook, PHI Learning.
5. Walkenbach, John, Microsoft Excel 2010 Bible (With CD), Wiley Publishing.

Note: 1. No theory paper of this subject will end.
2. In addition to the internal Marks, practical shall be conducted by a panel consisting of one internal and one external examiner. Internal examiner will be appointed by the Chairman of the Department and external examiner will be appointed by the Controller of Examinations on the recommendation of the Board of Undergraduate Studies.