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**SCHEME OF EXAMINATIONS  
&  
CHOICE BASED CREDIT SYSTEM SYLLABUS**

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**For**

**Bachelor of Business Administration**

**(Effective from Academic session 2017-2018)**



**SCHEME-B**

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**Department of Management Studies  
Deenbandhu Chhotu Ram University of Science &  
Technology, Murthal (Sonapat), Haryana-131039**

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**Chairman**  
Department of Management Studies  
Deenbandhu Chhotu Ram  
University of Science & Technology  
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## 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:

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

### 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 1<sup>st</sup> 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. 2<sup>nd</sup> year and 3<sup>rd</sup> 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

  
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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

  
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**CURRICULUM AND SCHEME OF EXAMINATIONS  
BACHELOR OF BUSINESS ADMINISTRATION W.E.F. THE SESSION 2017-18**

**SCHEME-B**

**FIRST YEAR**

**First Semester**

Type of Paper	Paper Code	Title of Paper	Periods			Credit	External Marks	Internal Assessment	Practical Marks	Total Marks
			L	T	P					
DSC	BBA-101-B	Business Organisation	4	-	-	4	75	25	-	100
DSC	BBA-103-B	Financial Accounting	4	-	-	4	75	25	-	100
DSC	BBA-105-B	Micro Economics For Business Decisions	4	-	-	4	75	25	-	100
DSE	BBA-107-B	Mathematics For Managers	4	-	-	4	75	25	-	100
	OR									
	BBA-109-B	Fundamentals of Statistics								
SEEC	BBA-111-B	Business Communication*	4	-	-	4	50	25	25	100
AECC	BBA-113-B	Computers Fundamentals-I*	3	-	2	4	50	25	25	100


\* 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**

Type of Paper	Paper Code	Title of Paper	Periods			Credit	External Marks	Internal Assessment	Practical Marks	Total Marks
			L	T	P					
DSC	BBA-102-B	Principles of Management	4	-	-	4	75	25	-	100
DSC	BBA-104-B	Financial Management	4	-	-	4	75	25	-	100
DSC	BBA-106-B	Macro Economics for Analysis and Policy	4	-	-	4	75	25	-	100
DSE	BBA-108-B	Disaster Management	4	-	-	4	75	25	-	100
	OR									
	BBA-110-B	Management of Innovations								
SEEC	BBA-112-B#	Seminar	4	-	-	4	-	50	50	100
AECC	BBA-114-B#	Computer Fundamentals – II*	3	-	2	4	-	50	50	100

# 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.

  
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## **SECOND YEAR**

### **Third Semester**

Type of Paper	Paper Code	Title of Paper	Periods			Credit	External Marks	Internal Assessment	Practical marks	Total Marks
			L	T	P					
DSC	BBA-201-B	Business Ethics	4	-	-	4	75	25	-	100
DSC	BBA-203-B	Marketing Management	4	-	-	4	75	25	-	100
DSC	BBA-205-B	Production Management	4	-	-	4	75	25	-	100
DSC	BBA-207-B	Data Base Management System*	3	-	2	4	50	25	25	100
DSE	BBA-209-B	Cost and Management Accounting	4	-	-	4	75	25	-	100
	OR									
	BBA-211-B	Corporate Accounting								
AECC	BBA-213-B	Environmental Studies	4	-	-	4	75	25	-	100

\* 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**

Type of Paper	Paper Code	Title of Paper	Periods			Credit	External Marks	Internal Assessment	Practical Marks	Total Marks
			L	T	P					
DSC	BBA-202-B	Organizational Behavior	4	-	-	4	75	25	-	100
DSC	BBA-204-B	Human Resource Management	4	-	-	4	75	25	-	100
DSC	BBA-206-B	Business Laws	4	-	-	4	75	25	-	100
DSC	BBA-208-B	Indian Economy	4	-	2	4	75	25	-	100
DSC	BBA-210-B	Introduction to Information Technology*	3	-	2	4	50	25	25	100
SEEC	BBA-212-B	Business Research Methods	4	-	-	4	75	25	-	100

\* 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.

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### THIRD YEAR

#### **Fifth Semester**

Type of Paper	Paper Code	Title of Paper	Periods			Credit	External Marks	Internal Assessment	Practical Marks	Total Marks
			L	T	P					
DSC	BBA-301-B	Company Law	4	-	-	4	75	25	-	100
DSC	BBA-303-B	Business Environment	4	-	-	4	75	25	-	100
DSC	BBA-305-B	Capital Markets	4	-	-	4	75	25	-	100
DSC	BBA-307-B	Computer Networking & Internet*	3	-	2	4	50	25	25	100
DSE	BBA-309-B	Retail Management	4	-	-	4	75	25	-	100
	OR									
	BBA-311-B	Sales and Distribution Management								
SEEC	BBA-313-B	Summer Internship Report <sup>#</sup>	-	-	-	4	75	25	-	100

\* 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**

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

\* 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.



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**BUSINESS ORGANISATION**  
**BBA-101-B**

L	T	P	Credit
4	0	0	4

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-III:** Formation of a company: Promotion, Certificate of Incorporation, Memorandum of Association, Articles of Association, and Prospectus. Sources of business finance: Short term, medium term and long term sources of finance.

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

**Suggested Readings:**

1. Tulsian, P.C., Business Organization and Management, Pearson Education.
2. Talloo, Thelman J., Business Organizational and Management, McGraw Hill Education.
3. Kanagasabapathi, P., Indian Models of Economy, Business and Management, PHI Learning Pvt. Ltd.

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.



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**FINANCIAL ACCOUNTING**  
**BBA-103-B**

L T P Credit  
4 0 0 4

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

**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.
2. Maheshwari, S.N. and Maheshwari, S.L.; Accounting for Managers, Vikas Publishing House.
3. Gupta R.L. and Radhaswamy M.; Financial Accounting, Sultan Chand and Sons.
4. Ramachandran, N. & Kakani, R.K.; Financial Accounting for Management, McGraw Hill Education.
5. P.C Tulsian, Financial Accounting, Pearson Education.
6. Shukla M.C., Grewal T.S. and Gupta S.C.; Advanced Accounts, S. Chand and Company.
7. Narayanaswamy, R.; Financial Accounting - A Managerial Perspective, PHI Learning.
8. Gupta, Ambrish; Financial Accounting for Management: An Analytical Perspective, Pearson Education.
9. Monga J.R., Ahuja Girish and Sehgal Ashok: Financial Accounting, Mayur Paper Back.

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.



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**MICRO ECONOMICS FOR BUSINESS DECISIONS**  
**BBA-105-B**

L	T	P	Credit
4	0	0	4

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; Cost Concepts: Theory of Cost in Short and Long Run.

**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:**

1. Ahuja, H.L, Advanced Economic Theories-Microeconomic analysis, S.Chand.
2. Agarwal, Vanita, Managerial Economics, Pearson Education.
3. Salvatore, Dominick, Theory and Problems of Microeconomics Theory, McGraw Hill Education.
4. Pindyck, R., Rubinfeld, D, Microeconomics, Pearson Education.
5. Samuelson, Paul, Microeconomics, McGraw Hill Education.
6. Keat, Paul G., Managerial Economics: Economic Tools for Today's Decision Makers, Pearson Education.
7. Hirschey, Mark, Managerial Economics: An Integral Approach, Cengage Learning.

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.



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**MATHEMATICS FOR MANAGERS**  
**BBA-107-B**

L	T	P	Credit
4	0	0	4

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

**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.
2. D. C. Sancheti and V. K. Kapoor, Business Mathematics , Sultan Chand and Sons.
3. Marriapan, P. , Business Mathematics, Pearson Education.
4. Qazi Zameeruddin, V. K. Khanna and S.K. Bhambri, Business Mathematics, Vikas Publications.
5. Janardan Dinodia, Dr. R. A. Gupta, O. P. Gupta and Amar Singh Rao, Elements Of Business Mathematics and Statistics, Jeevan Sons Publications
6. R. D. Sharma (Text Book Of XII)
7. R.P.Gupta and Pratibha Gupta, Business Mathematics, Galgotia Publishing New Delhi

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.



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**FUNDAMENTALS OF STATISTICS**  
**BBA-109-B**

L	T	P	Credit
4	0	0	4

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

**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:**

1. Gupta, S.P. & Gupta, M.P., Business Statistics, Sultan Chand & Sons, New Delhi
2. Bajpai, Naval, Business Statistics, Pearson Education.
3. David M. Levine, Timothy C. Krehbiel, Mark L. Berenson, P.K. Viswanathan, Business Statistics: A First Course, Pearson Education.
4. Anderson, David Ray, Sweeney Dennis J. and Williams, Thomas Arthur, Statistics for Business and Economics, Cengage Learning.
5. Sharma, J.K., Business Statistics, Vikas Publication House Pvt. Ltd.

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**

L	T	P	Credit
4	0	0	4

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:**

1. Koneru, Arun, Professional Communication, McGraw Hill Education.
2. Mehra, Payal, Business Communication for Managers, Pearson Education.
3. Sethi, A. and Adhikari, B., Business Communication, McGraw Hill Education.
4. Chaturvedi and Chaturvedi, The Art and Science of Business Communication, Pearson Education.
5. Verma, Shalini, Business Communication: Essential Strategies for Twenty-first Century Managers, Vikas Publishing House.
6. Sinha, K.K., Business Communication, Taxmann Publication.
7. Rai, Urmila and S.M. Rai, Business Communication, Himalaya Publishing House.

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.



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**COMPUTERS FUNDAMENTALS– I**  
**BBA-113-B**

L	T	P	Credit
3	0	2	4

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-II:** Number Systems: Binary, Decimal, Hexadecimal, Number system conversion; ASCII, EBCDIC and Unicode encoding schemes; Input, Output units:-Computer Keyboard, Pointing Devices: Mouse, Trackball, Touch Panel, and Joystick, Light Pen, Scanners, Various types of Monitors, Touch-sensitive screens, Optical Recognition System, Pen based systems, Digitizers, MICR, OCR, OMR, Bar-code Reader, digital camera; Impact Printers- Daisy Wheel, Dot Matrix, Line Printer, Chain Printer, Comb Printers, Non-Impact Printers- Desk Jet Printer, Laser Printer, Thermal Transfer Printer, Barcode Printers, Electro static printers and plotters.

**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:**

1. Dhunna, Mukesh and Dixit, J. B., Information Technology in Business Management, University Science Press, New Delhi.
2. ITL ESL, Introduction to Information Technology, Pearson Education
3. Norton, Peter, Introduction to Computers, Pearson Education.
4. Leon & Leon, Introduction to Computers, Vikas Publishing House.
5. Rajaraman, V., Fundamentals of Computers, PHI Learning.

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.



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**PRINCIPLES OF MANAGEMENT**  
**BBA-102-B**

L	T	P	Credit
4	0	0	4

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.
3. Griffin, Ricky W, Management, Biztantra.
4. Bhatt: Management, Oxford University Press.
5. Rao, VSP, Management, Excel Books.
6. Stoner, Freeman and Gilbert, Jr. Management, Pearson Education.
7. Weihrich, Heinz and Harold Koontz, Management: A Global Perspective, McGraw Hill Education.
8. Daft, Management, Cengage Learning.

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.



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**FINANCIAL MANAGEMENT**  
**BBA-104-B**

L	T	P	Credit
4	0	0	4

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:**

1. Sharan, V., Fundamental of Financial Management, Pearson Education.
2. Damodaran, A., Corporate Finance- Theory & Practice, Wiley Publication
3. Srivastava, Financial Management, Oxford University Press.
4. Pandey, I.M, Financial Management, Vikas Publication House Pvt. Ltd.
5. Brealey and Myers, Principles of Corporate Finance, McGraw Hill Education.
6. Prasanna Chandra, Financial Management - Theory & Practice, McGraw Hill Education.
7. Van Horne and Wachowicz, Fundamentals of Financial Management, Pearson Education.
8. Khan, M. Y and Jain, P.K., Financial Management: Text Problems and Cases, McGraw Hill Education.
9. Kishore, R., Financial Management. Taxman's Publishing House.
10. Chandra, Prasanna, Financial 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.



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## MACRO ECONOMICS FOR ANALYSIS AND POLICY

BBA-106-B

L	T	P	Credit
4	0	0	4

External Marks: 75

Internal Marks: 25

Total Marks: 100

Time: 3 Hours

**Unit-I:** Nature and Scope of Macroeconomics; Circular Flow of Income; National Income – Alternative Concepts a Measures; Macroeconomics Equilibrium: Aggregate Demand and Aggregate Supply; Analysis of Business Cycles: Kaldor and Goodwin’s Models of Business Cycles, Causes of Boom and Recessions.

**Unit-II:** Classical and Keynesian Theory of Income and Employment; Determination of National Income; Consumption Function; IS-LM Curve Model: Derivation of IS Curve and Shift, Derivation of LM Curve and Shift, Equilibrium of Goods and Money Market; Multiplier Analysis.

**Unit-III:** Fiscal Policy: Nature, Objective and Mobilization of Resources; Public Expenditure: Concept of Public Expenditure, Types of Public Expenditure, Effects of Public Expenditure on Production and Distribution; Taxation: Classification, Characteristics of Good Taxation System; Government Borrowings: Introduction, Budget Deficits, Debt Financing of Budget Deficit.

**Unit-IV:** Monetary Policy: Objectives, Types, Role in Promoting Economic Growth, and Instruments of Monetary Policy, Functions of Central Bank; Money Supply: Theory and Concepts of Money Supply, Money Multiplier and its Derivation; Credit Creation.

### Suggested Readings:

1. Agarwal, V., Macroeconomics: Theory and Policy, Pearson Education.
2. Ahuja, H.L, Macroeconomics: Theory and Policy, S.Chand.
3. Blanchard, Olivier, Macroeconomics, Pearson Education.
4. Rudiger Dornbusch, Stanley Fischer, Richard Startz, Macroeconomics, Pearson Education.
5. Mishkin, Frederic S., Macroeconomics- Policy and Practice, Pearson Education.
6. D’souza, Errol, Macroeconomics, Pearson Education.
7. Paul Samuelson, William Nordhaus, Sudip Chaudhari, Economics, McGraw Hill Education.
8. Gupta, G.S., Macroeconomics - Theory and Applications, 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.



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**DISASTER MANAGEMENT**  
**BBA-108-B**

L	T	P	Credit
4	0	0	4

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

**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:

1. CK Prahalad and MK Krishnan, The new age of innovation, McGraw Hill Education.
2. Paul Trott, Innovation Management and New product Development, Pearson Education.
3. Khandwalla, Corporate Creativity, McGraw Hill Education.
4. Narayanan, V.K, Managing Technology and Innovation for Competitive Advantage, Pearson Education.
5. Mauborgne, René, Blue Ocean Strategy, Boston, Harvard Business School Press, 2005.
6. Snyder, Duarte, Unleashing Innovation, How Whirlpool Transformed an Industry, Jossey-Bass, 2008
7. Mass, Harvard Business School Press, 2006
8. Fraser, Heather, Design Works; Toronto: University of Toronto Press, 2012
9. Govindarajan, Vijay & Trimble, Chris, 10 Rules for Strategic Innovators; Boston: Harvard Business School Press, 2005
10. Govindarajan, Vijay & Trimble, Chris, Reverse Innovation; Boston: Harvard Business School 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.



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**SEMINAR**  
**BBA-112-B**

L	T	P	Credit
4	0	0	4

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

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.



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**COMPUTER FUNDAMENTALS – II**  
**BBA-114-B**

L	T	P	Credit
3	0	2	4

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

**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.

**Unit-IV: Introduction to MS Excel:** Understanding MS Excel window and its components, working with Sheets, Cell referencing, Working with cells and cell range, Using Cut, Copy, Paste and Paste Special, Working with Excel formulae, Using Autofill options, Formatting cell contents, Cell Styles and Conditional formatting, Sorting and filtering of data, working with charts and graphs, Managing page layouts and printing of excel sheets, managing worksheet header and footer, adding security passwords to excel sheets, Switching Between Sheets in a Workbook, Inserting and Deleting Worksheets, Renaming and Moving Worksheets, Hiding Columns, Rows and Sheets, Splitting and Freezing a Window, Working with Excel 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.
3. Murray, Katherine, Microsoft Word 2010 inside Out, PHI Learning.
4. Wempen, Faithe, Microsoft PowerPoint 2010 Bible, Wiley Publishing.
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.