



माँ विन्ध्यवासिनी विश्वविद्यालय, मीरजापुर

Maa Vindhyavasini University, Mirzapur

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Department of Higher Education V.P. Government, Lucknow National Education Policy-2020 Common Minimum Syllabus for all U.P. State Universities and Colleges

COURSE- BBA

Year	Sem.	Subject	Part	Paper Code	Paper Name	Credit
1	I	Course/ paper-1	A	FO10101T	Business Economics	3
			B		Basic Accounting	3
	I	Course/ paper-2	A	FO10102T	Business Statistics	3
			B		Principles of Management	3
	I	Course/ paper-3	A	FO10103T	Business Ethics and Governance	3
			B		Computer Applications	3
1	II	Course/ paper-4	A	FO10201T	Organisational Behavior	3
			B		Business Finance	3
	II	Course/ paper-5	A	FO10202T	Human Resource Development	3
			B		Marketing Theory and Practices	3
	II	Course/ paper-6	A	FO10203T	Business Mathematics	3
			B		Advertising Management	3
2	III	Course/ paper-7	A	FO10301T	Management & Cost Accounting	3
			B		Business Law	3
	III	Course/ paper-8	A	FO10302T	Production Management	3
			B		Business Policy	3
	III	Course/ paper-9	A	FO10303T	Business Communication	3
			B		Business Environment	3
2	IV	Course/ paper-10	A	FO10401T	Supply Chain Management	3
			B		Research Methodology	3
	IV	Course/ paper-11	A	FO10402T	Specialised Accounting	3
			B		Consumer Behaviour	3
	IV	Course/ paper-12	A	FO10403T	Investment Analysis & Portfolio Management	3
			B		Company Law	3
3	V	Course/ paper-13	A	FO10501T	Income Tax	3
			B		Marketing Communication	3
	V	Course/ paper-14	A	FO10502T	Entrepreneurship and small business management	3
			B		Sales management	3
	V	Course/ paper-15	A	FO10503T	Industrial Relations & Labour Laws	3
			B		Company Accounts	3
	VI	Course/ paper-16	A	FO10601T	Project Management	3
			B		Goods & Service Tax	3
	VI	Course/ paper-18	A	FO10602T	Strategic Management	3
			B		Training and Development	3

Name	Designation	Affiliation
Steering Committee		
Mrs. Monika S. Garg, (I.A.S.), Chairperson Steering Committee	Additional Chief Secretary	Dept. of Higher Education U.P., Lucknow
Prof. Poonam Tandan	Professor, Dept. of Physics	Lucknow University, U.P.
Prof. Hare Krishna	Professor, Dept. of Statistics	CCS University Meerut, U.P.
Dr. Dinesh C. Sharma	Associate Professor	K.M. Govt. Girls P.G. College Badalpur, G.B. Nagar, U.P.
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Prof. Poonam Puri	Professor	Bundelkhand University, Jhansi
Prof. Sudhanshu Pandiya	Professor	C.S.J.M. University, Kanpur
Prof. Nishant Kumar	Asst. Professor	Lucknow University, Lucknow

Syllabus Propelled by:

S. No.	Name	Designation	Department	College/University
1	DR MURAD ALI	Assistant Professor	MANAGEMENT STUDIES	VBS PURVANCHAL UNIVERSITY, JAUNPUR
2	DR SHAMBHUNATH SINGH	Assistant Professor	BANKING, ECONOMICS AND FINANCE	BUNDELKHAND UNIVERSITY, JHANSI
3	DR GYAN PRAKASH YADAV	Assistant Professor	MANAGEMENT STUDIES	UP RAJARSHI TANDON OPEN UNIVERSITY

BBA: First Year Course Structure

First Semester

1	I	Course/ paper-1	A	FO10101T	Business Economics	3
			B		Basic Accounting	3
	I	Course/ paper-2	A	FO10102T	Business Statistics	3
			B		Principles of Management	3
	I	Course/ paper-3	A	FO10103T	Business Ethics and Governance	3
			B		Computer Applications	3

Programme/Class: Degree		Year: First	Semester: First
Course/ paper-1 (A)			
Course Code: FOI0I0IT		Course Title: Business Economics	
Course outcomes: The aim of the course is to build knowledge and understanding business economics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about business economics. The outcome of the course will be as follows – To provide knowledge about business economics. To provide knowledge about Demand Analysis. To Determine Production and cost analysis. To Make aware with pricing and profit management.			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0			
Unit	Topics	No. of Lectures Total=30	
I	Introduction to Business Economics: Nature and Scope of Business Economics, its relationship with other subjects. Fundamental Economic Tools-Opportunity cost concept, Incremental concept, Principle of time perspective. discounting principle and Equi-marginal principle.	6	
II	Demand Analysis: Concept of Demand & its determinants. Price. Income & Substitution effects, Elasticity of demand: meaning, types, measurement and significance in managerial decisions, Revenue concepts, Concept of demand forecasting and methods of demand forecasting.	8	
III	Production and Cost Analysis: Meaning, Production function. Law of variable proportion and laws of return to scale. Various cost concepts and classification, Cost output relationship in short run & long run, Cost curves, Economics and diseconomies of scale.	7	
IV	Pricing: Nature of market, Types of markets and their characteristics. Pricing under different market structures-Perfect, Monopoly, Oligopoly and Monopolistic competition, Price discrimination under monopoly competition. Profit Management & Inflation: Profit, Functions of profit, Profit maximization. Break even analysis. Elementary idea of Inflation	9	
Suggested Readings: 1. Varsney & Maheshwari, Managerial Economics 2. Mote Paul & Gupta, Managerial Economics: Concepts & cases 3. D.N.Dwivedi, Managerial Economics 4. D.C.Huge, Managerial Economics 5. 5. Peterson & Lewis, Managerial Economics			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments. Presentation. Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses:			

Programme/Class: Degree		Year: First	Semester: First
Course/ paper-1 (B)			
Course Code: FOI0I0ITI		Course Title: Basic Accounting	
Course outcomes: The aim of the course is to build knowledge and understanding principles of accounting among the students. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Accounting. The outcome of the course will be as follows – To Introduce about Accounting Principles and other aspects of accounting. To provide knowledge about rectification of errors. To make able about valuation of stocks. To make aware with share and Debenture.			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0			
Unit	Topics		No. of Lectures Total=30
I	Introduction: Meaning and process of accounting, Basic terminology of accounting, Difference between accounting & book keeping. Importance & limitations of accounting. Various users of accounting information, Accounting Principles: Conventions & Concepts.		6
II	Accounting equation. Dual aspect of accounting, Types of accounts, Rules of debit & credit, Preparation of Journal and Cash book including banking transactions, Ledger and Trial balance, Subsidiary books of accounts. Rectification of errors, Preparation of bank reconciliation statement, Bills of exchange and promissory notes.		10
III	Valuation of stocks. Accounting treatment of depreciation, Reserves and provisions, Preparation of final accounts along with adjustment entries.		8
IV	Issue of shares and debentures. Issue of bonus shares and right issue. Redemption of preference shares and debentures.		6
Suggested Readings: 1. Agarwal B.D., Advanced Accounting 2. Chawla & Jain, Financial Accounting 3. Chakrawarti K.S., Advanced Accounts. 4. Gupta R.L. & Radhaswamy, Fundamentals of Accounting 5. Jain & Narang, Advanced Accounts			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses:			
Further Suggestions:			

Programme/Class: Degree		Year: First	Semester: First
Course/ paper-2 (A)			
Course Code: FOI0102T		Course Title: Business Statistics	
Course outcomes: The aim of the course is to build knowledge and understanding of Business Statistics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Statistics. The outcome of the course will be as follows- To provide knowledge about basic concepts of Statistics. To provide knowledge measurement of central tendency. To give an overview of correlation and regression analysis. To make able to know the sampling and probability.			
Credits: 3		Compulsor)	
Max.Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0			
Unit	Topics		No: of Lectures Total=30
I	Introduction: Concept, features, significance & limitations of statistics. Types of data. Classification & Tabulation. Frequency distribution & graphical representation.		6
II	Measures of Central Tendency (Mean, Median, Mode), Measures of Variation (Range, Quartile Deviation, Mean Deviation and Standard Deviation). Significance & properties of a good measure of variation, Measures of Skewness & Kurtosis.		8
III	Correlation and Regression: Meaning and types of correlation, Simple correlation. Scatter diagram method. Karl Pearson's Coefficient of correlation, Significance of correlation. Regression concept. Regression lines. Regression equations and Regression coefficient.		8
IV	Probability: Concept. Events. Addition Law. Conditional Probability. Multiplication Law & Baye's theorem [Simple numerical]. Probability Distribution: Binomial, Poisson and Normal. Sampling: Method of sampling, Sampling and non-sampling errors, Test of hypothesis. Type-I and Type-II Errors, Large sample tests.		8
Suggested Readings: 1. Gupta, S.P. & Gupta, M.P., Business Statistics 2. Levin, R.L., Statistics for Management 3. Feud, J.E., Modern Elementary Statistics 4. Elhance, D., Fundamentals of Statistics 5. Gupta, C.B., Introduction of Statistical Methods			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses:			
Further Suggestions:			

Programme/Class: Degree	Year: First	Semester: First
Course/ paper-2 (B)		
Course Code: FO10102T	Course Title: Principles of Management	
Course outcomes :		
The aim of the course is to build knowledge and understanding about principles of management among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about management. The outcome of the course will be as follows -To provide knowledge about management and its principles.		
To provide knowledge about Managerial functions.		
To make aware with management thinkers and their contributions.		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total = 30
I	Introduction: Concepts, objectives, nature, scope and significance of management. Contribution of Taylor, Weber and Fayol in management. Management Vs. administration..	6
II	Planning: Concept, objectives, nature, Importance and Limitations of planning, planning process. Concept of Decision Making and its Importance, forms, techniques and process.	8
III	Organizing: Concept, objectives, nature of organizing, Types of Organization, Delegation of authority, Authority and responsibility, Centralization and Decentralization, Span of Control.	6
IV	Directing: Concept, principles & aspects of directing, Concept and types of Coordination, Concept of leadership. Supervision, Motivation and Communication . Controlling: Concept, Principles, Process and Techniques of Controlling. Relationship between planning and controlling	10
Suggested Readings:		
1. Pagare Dinkar, Principles of Management		
2. Prasad L.M., Principles and Practice of Management		
3. Satya Narayan and Raw VSP, Principles and Practice of Management		
4. Srivastava and Chunawalla, Management Principles and Practice		
Suggested Continuous Evaluation Methods:		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses:		
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Further Suggestions:		
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Programme/Class: Degree	Year: First	Semester: First
Course/ paper-3 (A)		
Course Code; FOI0103T	Course Title: Business Ethics and Governance	
Course outcomes: The aim of the course is to build knowledge and understanding Business Ethics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Ethics. The outcome of the course will be as follows – To develop understanding of business ethics and values. To provide relationship between ethics and corporate excellence. To give an overview about Gandhian philosophy and social responsibility.		
Credits: 3	Compulsor)	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	Introduction: Concept and nature of ethics; ethics, values and behaviour; development of ethics, relevance of ethics and values in business, Arguments against business ethics.	6
II	Work life III Indian Philosophy: Indian ethos for work life, Indian values for the work place, Work-life balance, Ethos of Vedanta in management, Hierarchism as an organizational value.	8
III	Relationship between Ethics & Corporate Excellence, Corporate Mission Statement, Code of Ethics, Organizational Culture, TQM. Gandhian Philosophy of Wealth Management, Philosophy of Trusteeship, Gandhiji's Seven Greatest Social Sins, Concept of knowledge management and wisdom management.	8
IV	Corporate Social Responsibility-Social Responsibility of business with respect to different stakeholders. Arguments for and against Social responsibility of business. Social Audit.	8
Suggested Readings: 1. Kaur Tripat, Values & Ethics in Management. Galgotia Publishers. 2. Chakraborty S.K., Human values for Managers 3. McCarthy, F.J., Basic Marketing 4. Chakraborty S.K., Ethics in Management: A Yedantic Perspective, Oxford University Press.		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments. Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: Degree	Year: First	Semester: First
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Course/ page 3 (B)

Course Code: FO10103T

Course Title: Computer Applications

Course outcomes:

The aim of the course is to build knowledge, understanding Computer Applications among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about

Computer Applications. The outcome of the course will be as follows –

To provide knowledge about computer and its application.

To provide knowledge about components and working on computer.

To give an overview about software system and Data base management.

Credits: 3

Compulsory

Max. Marks: 25+75

Min. Passing Marks:

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0

Unit	Topics	No. of Lectures Total=30
I	Computer: An Introduction. Computers in Business. Elements of Computersystem, Indian computing Environment, Management of data processing systems in Business organizations. Programmes development cycle, flow charting, Input Output analysis	8
II	Components of a computer system, Generation of computer and computer languages. personal computers in Business. PC-software Packages, An Introduction to Disk. Operating system and windows, GUI. Other system softwares.	7
III	Text Processing. software, Introduction to spreadsheet software, creation of spreadsheet application. Range, formulas, function data base functions on spreadsheet, modes of data processing, Report generation,	spreadsheet, Graphics 7
IV	Presentation graphics, Creating a presentation. Computer software system. software development process, files design & Report design. Data files types, Master & Transaction file. Data Hierarchy& data file structure. Use of files in Programming. Relevance of Data base management system. data base manager, data communication, networking. LAN & WAN, Real time Sharing, On line & off line processing.	8

Suggested Readings:

1. P. K. Sinha & P. Sinha, Computer Fundamentals, BPB Publication
2. V. Rajaraman. Computer Fundamentals. PHI
3. Tannenbaum. Computer Applications and networks
4. O'Brien. Management Information Systems.

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments. Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.

SUGGESTED EQUIVALENT COURSE CREDITS

Further Suggestion is:

Year-1/Semester-11

Year	Sem.	Subject	Part	Paper Code	Paper Name	Credit
I	II	Course/ paper-4	A	FOI0201T	Organisational Behavior	3
			B		Business Finance	3
	II	Course/ paper-5	A	FOI0202T	Human Resource Development	3
			B		Marketing Theory and Practices	3
	II	Course/ paper-6	A	FOI0203T	Business Mathematics	3
			B		Advertising Management	3

Programme/Class: Degree		Year: First	Semester: Second
Course/ paper-4 (A)			
Course Code: FOI0201T		Course Title: Organisational Behavior	
Course outcomes:			
The aim of the course is to build knowledge and understanding of Organisational Behavior among the student. The course seeks to give detailed knowledge about the subject matter b) instilling them basic ideas about Organisational Behavior. The outcome of the course will be as follows – To provide knowledge about Organisational Behavior.			
To provide knowledge about individual and group behaviour. To give an overview about change in organization and QWL.			
Credits: 3		Compulsory	
Max. Marks: 25-1-75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0			
Unit	Topics		No. of Lectures/Tutorials
I	Introduction: Nature and scope of OB, Challenges and opportunities for OB, Organization Goals, Models of OB, Impact of Global and Cultural diversity on OB.		7
II	Individual Behavior: concept. Personality. Perception and its role in individual decision making. Learning. Motivation. Hierarchy of needs theory. Maslow's X and Y. Motivation-hygiene theory. Vroom's expectancy theory.		8
III	Behavior Dynamics: Interpersonal behavior (11:11 interaction, transaction, 11:11. The Johari Window). Leadership: 11:11 Theories and principles of leadership styles in Indian Organizations. Group Dynamics: Definition and classification of groups (11:11) types of groups (11:11) Group decision making, Teams Vs Groups. Conflict: 11:11 important issues in managing conflicts. 11:11 Group problems in organizational group dynamics, Management of conflict.		8
IV	Management of Change: Change and Organizational development. Resistance to change. Approaches to managing organizational change. Organizational communication. Organizational culture. Power and Politics in Organization. Quality of Work Life. Recent advances in OB.		7
Suggested Readings:			
1. Bennis, W.G., Organisation Development: A Practical Approach			
2. Brech-Schwartz, Organizational Theory: Frameworks, Processes, and Management			
3. Dayal, Keith, Organisational Development			
4. Sharma, R.A., Organisational Theory and Behavior			
5. Prasad, L.M., Organisational Behavior			
Suggested Continuous Evaluation Methods:			

Unit-1: Introduction to Organisational Behavior

Suggested Readings: 1. Bennis, W.G., Organisation Development: A Practical Approach

2. Brech-Schwartz, Organizational Theory: Frameworks, Processes, and Management

3. Dayal, Keith, Organisational Development

4. Sharma, R.A., Organisational Theory and Behavior

5. Prasad, L.M., Organisational Behavior

Programme/Class: Degree		Year: Second	Semester: Second
Course/ paper-4 (B)			
Course Code: FOI020IT		Course Title: Business Finance	
Course outcomes:			
The aim of the course is to build knowledge and understanding of Business Finance among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Finance. The outcome of the course will be as follows –			
To provide knowledge about business finance and investment decisions.			
To provide knowledge about financing and dividend decision.			
To give an overview about working capital.			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0			
Unit	Topics		No. of Lectures Total=30
I	Introduction to Business Finance: Concept of Business Finance and Financial management, Finance functions, objectives of financial management- Profitability vs. Shareholder wealth maximization. Time Value of Money - Compounding & Discounting. Investment Decisions: Capital Budgeting-Payback, NPV, IRR and ARR methods and their practical applications.		10
II	Financing Decision: Capitalization Concept, Basis of Capitalization, consequences and remedies of over and under capitalization, Cost of Capital. WACC. Determinants of Capital structure. Capital structure theories.		7
III	Dividend Decision: Concept & relevance of dividend decision, Dividend Models-Walter's, Gordon's and MM Hypothesis, Dividend policy-determinants of dividend policy..		7
IV	Management of Working Capital: Concepts of working capital. Approaches to the financing of current Assets, Management of different components of working capital.		6
Suggested Readings:			
1. Maheshwari S.N., Financial Management			
2. Khan and Jain, Financial Management			
3. Singh H.K., Business Finance			
Suggested Continuous Evaluation Methods:			
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses:			
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Further Suggestions:			
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Programme/Class: Degree	Year; ar: <u>Final</u>	Semester: <u>Second</u>
Course/ p pe – <u>?</u>		
Course Code: FO10202T	Course Title: <u>Human</u>	<u>urce Development</u>
<u>R</u> Course outcomes: The aim of the course is to build knowledge and understanding of Human Resource Development among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Human Resource Development. The outcome of the course will be as follows – To provide knowledge about HRD concepts and other aspects. To provide knowledge about potential appraisal. To give an overview about Job Enrichment and Quality circles. To make aware with human resource accounting.		
Credits: 3	Compulsory	
Max. Marks: 25+75	Passing Marks:	
Total No. of <u>Lectures-Tutorials-Practicals</u> : <u>100</u> Hours P<::: <u>20</u> T: <u>20</u> C: <u>60</u>		
Unit	Topics	No. of Lectures Total=30
	HRD: Concept, importance, benefits and its distinction from HRM, locus of manpower. Management Development: Concept, need, management development methods.	7
	Potential Appraisal: Concept, need, objectives, methods, tools & techniques. Training: Meaning, role, assessing needs for training, organizing training	7
III	Training. Job Enrichment: Concept, Principles, steps for job enrichment, hurdles in job enrichment, making job enrichment effective, job and v. org, redesign. Quality Circles: Concept, structure, training in quality circle, problem solving techniques, role of management, trade union and	10
IV	workers, quality circles in India. HRA: Introduction, scope, limitations, method". Management of career >. Stress Management: Definition, potential, sources or stressors, management of stress, management in stress.	6
Suggested Readings: 1. Dipak Kumar Bhattacharya. Human Resource Management 2. Arun Monappa, Managing Human Resource 3. P. Subba Rao, Essential of HRM and Industrial Relations 4. C.B. Memoria, Personnel Management Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning. Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: <u>BBA</u>		Year: <u>First</u>	Semester: <u>Second</u>
Course/ paper-5 (B)			
Course Code: <u>FOI0202T</u>		Course Title: <u>Marketing Theory and Practices</u>	
Course outcomes: The aim of the course is to build knowledge and understanding of Marketing management among the student. The course seeks to develop detailed knowledge about the subject matter by instilling them basic ideas about Marketing theory and Practices. The outcome of the course will be as follows – To provide knowledge about Marketing Theory and Practices. To provide knowledge about market segmentation and marketing mix. To give an overview about marketing research.			
Credits: <u>3</u>		Compulsory	
Max. Marks: <u>251-75</u>		Min. Passing Marks:	
Total Lectures-10 <u>Practical</u> (in hours per week): <u>L-T-P: 2-0-0</u>			
Unit	Topics	No. of Lectures Total=30	
I	Introduction to Marketing: Definition, nature, scope & importance of Marketing management. Core concepts of marketing: selling concept production Concept, modern marketing concept, societal marketing.	7	
II	Marketing Environment: Concept, basis of Segmentation, its importance in marketing, Targeting: Concept, types, Importance, Positioning: Concept, types, Importance, Repositioning.	7	
III	Marketing Mix: Product - Product Mix, New Product development, types of product, Product lifecycle, Branding and packaging, Distribution – Concept, Importance, different types of distribution Channels. Marketing Mix: Price - Meaning, objective, factors influencing pricing, methods of pricing Promotion - Promotional mix, tools, objectives. Consumer Behaviour	9	
IV	Marketing Research: Importance, Process & Scope, Marketing Information System: Meaning, Importance and scope. Consumer Behaviour, Concept, Importance and factors influencing consumer Behaviour.	7	
Suggested Reading : 1. Philip Kotlar, Marketing Mgt. (P11) 2. Etzet, Walker, Stanley, Marketing 3. Rajan Saxena, Marketing Management			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions, and a sense of decision making and practical learning.			
This Suggested equivalent online courses:			
Further Suggestions:			

Programme/Class: Degree		Year: Year: First	Semester: Second
Course/ paper- G A)			
Course Code: FO I 0203T		Course Title: Business Mathematics	
Course outcomes:			
The aim of the course is to build knowledge and understanding of Business Mathematics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Mathematics. The outcome of the course will be as follows – To provide knowledge about Mathematics and its use in business.			
To make able about mathematical calculations.			
To learn about the use of set theory and calculus in business.			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0			
Unit	Topics	No. of Lectures Total=30	
	Matrix: Introduction. Square Matrix, Row Matrix. Column Matrix Diagonal Matrix. Identity Matrix, Addition, Subtraction & Multiplication of Matrix. Use of Matrix in Business. Mathematical Induction. Inverse of Matrix, Rank of Matrix, Solution to a system of equation by the adjoint matrix methods & Gaussian elimination method.	9	
II	Percentage, Ratio and Proportion. Average. Mathematical Series- Arithmetic. Geometric & Harmonic, Simple Interest & Compound Interest	8	
III	Set theory: Notation; Sets. Singleton set, Set of finite sets, Set of infinite sets. Full Set. Subset. Proper Subset, Universal Set. Union or Sets. Intersection of Sets. Use of set theory in business-. Permutation & Combination.	7	
IV	Concept of Differentiation and Integration. Maxima and Minima Differentiation. Application of Differentiation & Integration in Business (No Proof of theorems, etc.)	6	
Suggested Readings:			
1. Mehta & Madhani. Mathematics for Economics,			
2. Mongia, Mathematics for Economics			
3. Zamiruddin, Business Mathematics			
4. Raghavachari, Mathematics for Management			
Suggested Continuous Evaluation Methods:			
In addition to the theoretical inputs the course will be delivered through Assignments. Presentation.			
Group Discussions. This will instill in student a sense of decision making and critical thinking.			
Suggested equivalent online courses:			
Further Suggestions:			

Programme/Class: Degree		Year: Year: First	Semester: Second
Course/ paper-6 (B)			
CourseCode: 4010203		Course Title: Advertising Management	
Course outcomes: The aim of the course is to build knowledge and understanding of advertisement among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about advertising Management. The outcome of the course will be as follows – To provide knowledge about advertisement and its use in business. To make able about advertisement concept and its management. To learn about the use of advertisement in business.			
<div>Cr-ill: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000</div>			
iv: Mail: - -75			
No. of Lectures: 20 (in 10 weeks) L-T-P: 2-0-0			
Unit	Topics	No. of Lectures Total=30	
I	Advertising: Introduction. Scope. importance in business : Role of advertising in social and economic development of India: Ethics and principles in Indian Advertising	9	
II	Integrated Communication Mix (IMC)-meaning, importance; Communication meaning, importance, process, communication mix-components, role in marketing. Branding-meaning, importance in advertising.	8	
III	Promotional objectives – importance determination of promotional objectives, selling objective D (iMAR: Advertising Budget importance, Advertising copy-meaning, importance, components of advertising copy.	7	
IV	importance of creativity in advertising; Media planning?-importance, strategies, media mix. Advertising research – importance, testing advertising effectiveness Market testing for ads; International Advertising importance, internationalization: Advantages and disadvantages.	6	
<div>Suggested Readings: • Advertising and Promotion George E. Beich & Michael A. Belch. T.M.1-1. • Advertising Management. Concept and Cases Manendra Mohan, TMH • Advertising Management 10th ed Rajendra Pratap Singh</div> <div>Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions: This will instill in student a sense of decision making and practical learning.</div> <div>Suggested equivalent online courses:</div> <div>Further Suggestions:</div>			

Pro!!ramme/Class: BBA		Year Second	Semester: Third
Course/paper-7 (A)			
Course Code: FOI030IT		Course Title: Management & Cost Accounting	
Course outcomes: The objective of this paper is to give the basic knowledge about the Management and cost accounting			
Credits 3		Comoulsory	
Max. Marks: 25 -7 5		Min. Passini! Marks:	
Total No. of -c _ftures-Tuto _h _t ls.:l'ractical (in ho rs)' r--eck): L-T-P: 3-3-0			
Unit	Topics		No. of Lectures Total=30
I	Introduction: Meaning, Nature and Scope of Management Accounting, Functions Relationship of Vmanagement Accounting, Financial Accounting and Cost Accounting		8
II	Cost Accounting: Nature and Scope of Cost Accounting. Cost concepts and classifications. Methods and Techniques, Installation or a Costing System; Accounting for Material, Labour and Overheads		7
III	Product Costing: Single unit costing-preparation of cost sheet, Proecess-costing, Contract costing (Elementary n lrical problems)		8
IV	Marginal Costin l and Absorpti on Costing, Break-evul anal)'is.		7
Suggested Readings:			
1. Maheshwari S.N., Advanced Problem ancl Solutions in Cost Accounting			
2. Khan & Jain, Management t Accounting			
3. Gupta, S.P., Management A.f cou nting			
Suggested Continuous Evaluation Method			
Suggested equivalent onli lw-c. l-Urse;--			
Further Suggestions:			

Programme/Class: BBA		Year: Second	Semester: Third
Course/ paper-7 (B)			
Course Code: F010301T		Course Title: Business Law	
Course outcomes: The objective of this paper is to give the basic knowledge about the rules and regulation of execution of Business			
Credits: 3		C9: npl	
Max. Marks: 25/75		Min. Passing Marks:	
Total no. of Lectures-Practical (in hours per week): 1-T-P: 1-2-1			
Unit	Topics		o. of Lectures Total =30
	The Indian Contract Act 1872: Scope of the Act. Essential of A Valid Contract. Agreement. Performance of Contracts. Breach of Contract & Remedies. Quasi-Contracts		8
II	The Sale of Goods Act, 1930: Formation of Contract. Conditions & Warranties. Rights of an Unpaid Seller: Delivery of Goods to a Buyer		7
III	The Negotiable Instruments Act, 1881: Nature and Type of negotiable instruments. Negotiation and Assignment. Holder-in-Due Course. Dishonour and Discharge of Negotiable Instruments: Arbitration		8
IV	The Companies Act, 1956: All India and Type of Companies. Formation of Companies. Memorandum and Articles of Association. Prospectus. Share Capital. Management. Meetings and Winding-Up		7
Suggested Readings:			
1. Avatn Singh. Company Law			
2. Khargamwalla. JS. The Negotiable Instruments Act			
3. Ramaya A. A Guide to Companies Act			
4. Tuteja SK. Business Law for Managers			
Suggested Continuous Evaluation Methods:			
Suggested equivalent online courses:			
Further Suggestions:			

BBA: Second Year Course Structure

Third Semester

Year	Sein.	Subject	Part	Paper Code	Paper Name	Credit
2	III	Course/ paper-7	A	10301T	Management & Cost Accounting	3
			B		Business Law	3
	III	Course/ paper-8	A	FOI0302T	Production Management	3
			B		Business Public	3
	III	Course/ paper-9	A	FOI0303T	Business Communication	3
			B		Business Environment	3

Programme/Class: BBA		Year: Second	Semester: Third
Course/ paper-8 (A)			
Course Code: FOI0302T		Course Title: Production Management	
Course outcomes: The objective of this paper is to give the basic knowledge about the Production Management in industry			
Credits: 3		Compulsor)	
Max. Marks: 25 + 75		Min. Passing Marks:	
Total			
Unit	Topics	0. or Lecture...s 10m 30	
I	Introduction to Production Management: History of Production Management: Definitions of Production Management: Production Process: Production: The Role of an Organization: Objectives of Production Management: Scope of Production Management: Importance of Technology in Production	8	
II	Forecasting: Concept of Forecasting: Purpose or Saks Forecasting. Basic Elements of Forecasting. Importance of Forecasting. Objectives of Forecasting. Classification of Forecasting Qualitative and Quantitative Techniques of	7	
III	Product Selection: Definitions of Product Design and Development: Need for Product Design and Development. Origin of the Product Idea and Selection from Various Alternatives. Choosing among Alternative Products. Modifying the Existing Products. Sources of Product	8	
IV	Nature of Production Planning and Control (PPC): Types of Plan. Elements of Production Planning. Strategy in Production Planning. Aggregate Planning: Inventory Control: Production Planning and Control (PPC)	7	
Suggested Readings:			
1. Production Management by Telsa - 4th Edition Puri cat inn			
Suggested Continuous Evaluation Methods:			
Suggested equivalent online courses:			
Further Suggestions:			

Program, class BBA - [] (B; ;Th;d		
Course Code: F010302T Course title: ! ss		
Course outcomes: The objective of this paper is to give the basic knowledge about the business Policy in business and industry		
Credit :) - - - - - C'oln pulso)		
1 Max. Marks: 2.5 +75 Min. Passing Marks:		
Total No. of Lectures Tutorials-Practical (in lrs pe ee -)-L:P:3-2-1, -t		
Unit	Topics	'o. of Lectures Total -30
	Introduction: Nature & importance of Business Policy. Development & Classification of Business Policy: Mechanism of policy making	8
II	Responsibilities & Tasks of Top Management : Objectives of Business. Characteristics. Classification. Types of objectives and their overall Hierarchy. Setting of objectives. Key areas involved: Corporate Planning: Concept or long term planning. Strategic Planning. Nature. Process & Importance	7
III	Corporate Strategy) Concept. Components. Importance and Strategy formulation: Concept. Process & Influencing Factors. Strategy evaluation: Criteria. Environmental Analysis. Resource Analysis;	8
IV	Concept of Synergy: Types. Evaluation of Synergy. Capabilities. Synergy as Component of Strategy) & its relevance	7
Suggested Readings:		
1. Gluek & launch. Corporate Strategy		
2. Patton & Patton. Strategic Management		
3. Christian. Anderson. Rower Business Policy		
4. McCarthy. InChello. Curran Business Policy & Strategy		
5. Azhar Kazmi. Business Policy)		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		
Further Suggestions:		

Program Name: BBA - 1st Year: Second Semester: Third

Course/ paper-9 (A)

Course Code: FO1030

Course Title: Business Communication

Course outcomes: The objective of this paper is to give the basic knowledge about the Business Communication

Credits: 3

Compulsory

Max. Marks: 25+75

Min. Passing Marks: 10

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-3-0

Unit	Topics	No. of Lectures Total -30
I	Introduction: Meaning and objective of Business communication. Forms of Communication. Communication model and process. Principles of Effective Communication	8
II	Corporate Communication: Formal and Informal Communication. Grapevine. Barriers in Communication. Groups discussion. Mock Interviews. Individual and Oral Presentation	7
III	Essential of effective Business Letters, Writing Important Business letters including correspondence with Bank and Insurance companies: Oral & Non-verbal communication: Principles of Oral Presentation. Factors affecting Presentation. Effective Presentation skills. conducting surveys: Body Language. Para Language. Effective Listening. Interviewing skill, Writing Resume, Letter and Application:	8
IV	Modern forms of communication. International communication. Cultural sensitivity and cultural context. Writing and presenting in international situations	7

Suggested Readings:

1. Narat & Davar. A Textbook of Business Communication

2. Bhattacharya. Business Communication

3. David Berio. The Process of Communication

4. Gowd & Dixit. Advance Commercial Correspondence

5. Gurky J.M., A Reader in Human Communication

Suggested Continuous Evaluation Methods: -

Suggested equivalent online courses:

Further Suggestions:

Programme Class: BBA

1

Year: Second

Semester: Third

Course/ paper: (JB)

Course Code: F0001T

Course Title: Business Environment

Course outcomes: The objective of this paper is to provide basic knowledge about the business environment in industry

Credits: 3

Compulsory

Max. Marks: 25+75

Min. Passing Marks: 15

Total No. of Lectures: 12 (10s-Practical (Course week): L-T: 1-2-1-1-1-1-1-1-1-1-1-1

Unit	Topics	No. of Lectures Total: 30
I	Introduction: Concept, Significance and Components of Business environment. Factor affecting Business Environment. Micro and Macro environment.	8
II	Economic Systems: Capitalism, Socialism, Communism, Mixed Economy- Public Sector & Private Sector	7
III	Industrial Policy- Prior historical perspective of industrial policy of India. Socio-economic implications of Liberalization, Privatization and Globalization	8
IV	Role of Government in Regulation and Development of Business: Monetary and Fiscal Policy: EXIM Policy. FEMA: Overview of International Business Environment. Trends in World Trade: WTO-Objectives and role in international trade.	7

Suggested Readings:

1. Francis Cherunilam. Business Environment

2. K. Aswathappa. Business Environment

Suggested Continuous Evaluation Methods:

Suggested equivalent online resources:

Further Suggestions:

BBA: Second Year Course Structure

Fourth Semester

Year	Sem.	Subject	Part	Paper Code	Paper Name	Credit
2	IV	Course/ paper-10	A	FO10401T	Supply Chain Management	3
			B		Research Methodology	3
	IV	Course/ paper-11	A	FO10402T	Specialised Accounting	3
			B		Consumer Behaviour	3
	IV	Course/ paper-12	A	FO10403T	Investment Analysis & Portfolio Management	3
			B		Company Law	3

Programme IC s - , - - cr:secolld - - s ll - r i:olrtll -t		
Course/ paper- 10 (A)		
Course Code: FOI040IT	Course Title: Supply Chain Management	
Course outcomes: The objective of this paper is to give the basic knowledge about the Supply Chain management for goods and services		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): 1-T-P: 3-2-1		
Unit	Topics	No. of Lectures Total 30
I	Introduction of Supply Chain Management. Concept of Supply Chain Management. Typology of Supply Chains. Cycle View of Supply Chain. Problems in SCM and SCM Solutions	8
II	Introduction. Three Components of SCM. Demand Management. Forecasting: Introduction. Supply Management. Solution or FRP. Concept of ERP in SCM. Quick Response and Accurate Response System in SCM. Use of Other Planning Systems	7
III	Introduction. Understanding the Benchmarking Concept. Benchmarking Process, Benchmarking Procedure	8
IV	Introduction. New Developments in Supply Chain Management. Outsourcing Supply Chain Operations. Co-Make ship. The Role of E-Commerce in Supply Chain Management. Green Supply Chain Management. Distribution Resource Planning. World Class Supply Chain Management	7
Suggested Readings:		
1. Supply Chain Management by Michel Hilongo		
2. Supply Chain Management by Sunil		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: BBA		Year: Second	Semester: Fourth
Course/ paper- 10 (B)			
Course Code: FOIO.WIT		Course Title: Research Methodology	
Course outcomes: The objective of this paper is to give the basic knowledge about the Research Methodology.			
Credits: 3		Compulsory	
Max. Marks: 25-r-75		Min. Passing Marks:	
1 - Total No. of Lectures - 10 (Practical (in hours per week): L-T-P: 3-3-0)			
Unit	Topics	No. of Lectures	
I	Introduction: Meaning of Research. Objectives of Research. Types of Research. Research Process. Research Problem formulation: Research Design: Features of a good research design: Different Research Designs: Measurement in Research: Draw backs: Strengths: Limitations	8	
II	Sampling Design: Census & Sample Surveys: Steps in Sampling Design: Types of Sample designs-Probability & Non Probability sampling.	7	
III	Processing & Analysis of Data: Processing operations: problems in processing: types of analysis. Hypotheses chi-square test, t-test, F-test, ANOVA.	8	
IV	Presentation: Diagrams: graphs: charts. Report Writing: Layout of Research report: Types of Reports: Mechanism of writing a Research report: Precautions for writing report.	7	
Suggested Readings:			
1. C.R. Kothari. Research Methodology			
2. Banerjee S. and Roy Ramendu. Fundamentals of Research Methodology.			
Suggested Continuous Evaluation Methods:			
Suggested equivalent online courses:			
Further Suggestions:			

Programme/Class: BBA		Year: Second	Semester: Fourth
Course/ paper- 11 (1 -			
Course Code: FOI 0402		Course Title: Specialised Accountin u	
Course ouccomes: The objective of this paper is to giv the basic knowJdge about the specialised Accountin u			
Credits: 3		Compu Isory	
Max Marks: 25 / 75		Min. Passin g Marks:	
Tota Ns.: 25 C. : ec 11: < : "l ill -i1ls : ral : lic : a lin hours per \ec J... : IP: J-3-0			
Sl. No.	Topics	o. of Lectures Total 30	
I	Accounting or Non-lt a9i! l g Ostit l i i 0n : J l f V e End Consil .? .l ml ent	8	
II	Accounts of Banking companies and General Insurance companies	7	
III	Depan l l len l account and Branch account.Accounts related to Hire Purchase and Installment payment transactions. Royalty Accounts	8	
IV	Partnership Accounts: Final Account. ReconstitutiOn of Partnership firms: admission, retirement and death of a partner. Dissolution of Pannership Excludin!! insolvency or Partner)	7	
Suggested Readings:			
1. Agarwal, f3.D.. Advanced Accounting			
1 Chawla & Jain. Financial Accounting			
. Chakrnani. K.S.. Advanced Account t			
1. . hukla. M. IL Financial Anal sis and l h l sinss Forecasting			
5. Jain & Narana l l . Advanced Accounts			
Suggested Continuous J:valuation Methods:			
Suggested equivalent online cnurses:			
Further Suggestions:			

Programme/Class: BBA		Year: Second	Semester: Fourth
Course/ paper-11 (B)			
Course Code: FOIOc.102-		Title: Consumer Behaviour	
Course outcomes: All the objectives of this paper are to live up to the basic knowledge about the consumer behaviour			
Cred: 3		Compulsory	
Max. Marks: 25		Min. Passing Marks:-	
Total No. of Lectures - 10 (in hours per week): 1-1: 3-10			
Unit	Topics		No. of Lectures total=30
I	CB. Consumer research process. CB models: Economic model. Psycho-analytic model. Sociological model. Howard & Seth model. Maslow's hierarchy of needs model.		8
II	Individual determinants: Perceptual process. consumer learning process Introduction: Concept, importance and scope of CB. need for studying consumer attitude formation. attitude measurement. meaning and nature of personality. self concept.		7
III	Influences & Consumer Decision Making: Family, reference, group, personal, social and cultural influences on CB. Consumer Decision Making process. Consumer Communication. Consumer satisfaction.		8
IV	Industrial Buying Behaviour: Participants, characteristics of industrial markets, factors influencing industrial markets, stages of industrial buying process. Consumer Behaviour Research.		7
Suggested Readings:			
1. Suja. R. Consumer Behaviour in India - A Text and Cases			
2. Schiffman & Kanuk. Consumer Behaviour			
3. Loudon & Bittel. Consumer Behaviour			
4. Bennett & Karjane. Consumer Behaviour			
Suggested Continuous Evaluation Methods:			
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Suggested equivalent online courses:			
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Further Suggestions:			
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Programme/Class: BBA		
Year: Second L -- Semester: Fourth		
Course/ paper-12 (A)		
Course Code: FOI0403T - 1 Course Title: Investment Analysis & Portfolio Management		
Course outcomes: The objective of this paper is to give the basic knowledge about the investment analysis and portfolio management.		
Credits: 3		Computer)
Max. Marks: 25, 75		Min. Passin Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-2-1		
Unir	Topics	o. of Lectures
	Investments: Nature, scope, objective and Process of investment analysis. Concept of return and risk analysis, measurement of return and risk: Systematic and Unsystematic Risk.	Total Jo 8
II	Investment Alternatives: Investment instrument of Capital Market and Money Market. Valuation of Fixed and Variable securities Non Secured forms of Investment. Government Securities, Mutual Fund, Real Estate and Gold.	7
III	Fundamental Analysis: Economic analysis Industry analysis and company analysis Technical Analysis: Trends, indicators, indices and moving average applied in technical analysis Efficient Market hypothesis: weak, semi-strong and strong form, arbitrage techniques.	8
IV	Portfolio Management: Meaning, importance and objectives of portfolio and portfolio management. Risk and Return- Definition, types and importance. Portfolio Analysis: Risk Measurement: diversification, correlation and standard deviation of portfolio returns: Effects of Combination of securities.	7
Suggested Reading::		
1. Security analysis and Portfolio Management (b) Punit Laha and Hy Pandian		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		
Further Suggestions:		

ProJZ.ramme/Class: BSA		Year: Second	Semester: Fourth
Course/ paper- 12 (B)			
Course Code: FOI0403T		Course Title: Company Law	
Course outcomes: Thi: objective of this paper is to give the basic knowledge about the Company Law			
Credits: 3		Compulsory	
Ma;..M arks: 25-75		Min. Passing Marks: _____	
I"total -2- !J.cc!. _urc -!utmi d -h- <.:tic;0 _in h > ·\\Ct.:k): L-T-P: 3-2- 1			
LJ11it	rories		o. of Lectures l'total_30
I	Introduction: Detinition and Kinds or Company. Promotion and Incorporation of Companies; Memorandum of Association. Articles of Association. Prospectus.		8
II	Shares. Share Capital. Members. Transfer and Transmission of shares. Directors- Managing Director. Whok Time Director		7
III	Capital Management: Borrowing powers. mortgages and charges. debentures. Company Meetings-kinds. quorum. voting.resolutions.minutes		8
IV	Majority Powers and minorit) rights. Prevention or oppression and mismanagement. winding up or companies. its Kinds and Conduct		7
Suggested Readings:			
1. Grocr L.C.H.. Principles of Modern Compan 1.<m			
2. Ramaiya A.. Guide to thi.: Comranies Act			
3. Singh. A.vtar. Compan 1.<W			
14. Kuchhal. S.C.. Modi.:rn Indian Comran 1.<VI			
5- Kapoor. N.D.. Company I.a\'			
Suggested Continuous Evaluation Methods: _____			
Suggested equivalent online courses: _____			
Further Suggestions: _____			

BBA: Third Year Course Structure Fifth Semester

Year	Sem.	Subject	Part	Paper Code	Paper Name	Credit
3	V	Course/ paper-13	A	FO10501T	Income Tax	3
			B		Marketing Communication	3
	V	Course/ paper-14	A	FO10502T	Entrepreneurship and small business management	3
			B		Sales management	3
	V	Course/ paper-15	A	FO10503T	Industrial Relations & Labour Laws	3
			B		Company Accounts	3

Programme/Class: Degree

Year: Third

Semester: Fifth

1

Course/ paper-13 (A)

Course Code: FO10501T

Course Title: Income Tax

Course outcomes:

The aim of the course is to build knowledge, understanding about income tax among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Income Tax. The outcome of the course will be as follows:

To provide knowledge about Income Tax.

To provide knowledge about gross income and taxable income. To give

view about various deductions and exemptions.

Credits: 3

1

Compu Isoi»

Max Marks: 25 + 75

Mid. Pa;sl-Marks:

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0

Unit	Topics	No. of Lectures/ Practical
I	Indian Income Tax Act, 1961: Basic Concepts - Income. Agriculture Income. Casual Income. Assessment Year. Previous Year. Gross Total Income. Total Income. Person. Tax Evasion. Tax Avoidance.	8
II	Basis of Charge: Scope of Total Income. Residence and Tax Liability. Income which does not form part of Total Income.	6
III	Heads of Income: Income from Salaries. Income from House Property. Profit and Gains of Business or Profession. Capital Gains. Income from other sources. e.g. gratification or Income. Set off and Carry forward losses and deductions; Total gross total Income.	10
IV	Computation of total Income and liability.	6

Suggested Readings:

- Mehrotra, I.L.C., Income Tax: Law and Account
- Prasad, Bhagwati, Income Tax Law and Practice
- Chandra Mahesh and Shukla D.C., Income Tax Law and Practice
- Agarwal, B.K., Income Tax
- Jain, R.K., Income Tax

It is a condition of this syllabus that the student will be required to read the suggested readings and make practical exercises.

Discussions. This will instill in student a sense of doing practical exercises.

For equivalent online courses: [https://www.bbaonlinecourses.com/](#)

Further, the student is advised to read the suggested readings and make practical exercises.

Programme/Class: Degree

Year: Third

Semester: Fifth

Course Code: FO_1_Q_52J

Course: Paper-14 (A)

(course 1} c:/nl..!9Jrc u· hi pill 1 211 businss management

Course outcomes:

The aim of the course is to develop concept of entrepreneur and entrepreneurship among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about entrepreneurship and small businesses. The outcome of the course will be as follows –

To provide knowledge about entrepreneurial concept

To provide knowledge about entrepreneurship development. EDPs and support system To give an overview about project and project report preparation

To give an overview about the small business

Credits: 3

Compulsory

Max. Marks: 25+75

Min. Passing Marks:

Total No. of Lectures-Tutorials-Practical (in hours per week): 1. T-P: 2-0-0

No. of Lectures

Unit

Topics

Total=30 Entrepreneurship: Concept, Role &:

Importance in Indian Economy;

Theories of Entrepreneurship. Entrepreneur; Evolution of concept

Types of entrepreneurs. traits of entrepreneur. entrepreneurs managers. Entrepreneurial problems faced by entrepreneurs. Women

Entrepreneurs. Rural Entrepreneurship

Entrepreneurial Development and Institutional Support System:

Entrepreneurship development. Concept and Significance.

Entrepreneurial Development Programmes (EDP). problems of EDP.

Institutional support to entrepreneurs. Arrangement of finance and support from financial institutions

Business Idea: Environmental analysis. Search for business idea.

Identification of projects. Selection of project. Project formulation. Project report, project appraisal.

Small Business: Definitions. MSMED Act 2006. Strategic Planning

and its steps for small business. Incentives and subsidies available to

small business. forms of financing

Suggested Readings:

1. Entrepreneurship 10th Edition (Indian Edition) 016 b:- Robert Hisrich Michael Peters Dean Shepherd. McGraw Hill

2. Khalika. S.S.: Entrepreneurial Development: S. Chand and Co.

3. Kumar. Arya: Entrepreneurship: Pearson Education.

4. Desai. Vasan: Dynamics of Entrepreneurial Environment and Management: Himalaya Publishing

S. R. Lundel. R. and Lockelt. : Green Entrepreneurship and Ethics: Oxford Publications.

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments. Presentation. Group Discussions. This will instill in student a sense of decision making and practical learning.

For Further Study:

Programme / Class: Degree	Year: Third	Semester: Fifth
Course/ paper-14 (8)		
Course Code: FOI0502T	Source Title: Sales management	
Course outcomes: The aim of the course is to build knowledge, understanding and skills in sales management among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about sales management. The outcome of the course will be as follows To provide knowledge about sales personnel and salesmanship. To provide knowledge about personal selling and focus light on the different perspectives or managing sales force. To give an overview about importance of sales training in organization. To give an overview about concept of distribution channels.		
Credits: 3	1	Comeulsor
Max. Marks: 25-75		Min. Passing Marks: -
Total No. of Lectures-Tutorial Practical (in hours per week): 1-T-P: 2-0-0		
Sl. No.	Topics	No. of Lectures
I	Introduction to Sales Management: Concept. Evolution of sales function. Objectives of sales management positions. Functions of Sales manager and their relationship with other executives. Salesmanship: Theories of personal selling. Types of Sales executives.	8
II	Qualities of sales executives. Personal selling process. Showroom & exhibition. Sales Organization and Relationship: Purpose of sales Organization. Types of sales organization structures. Sales departmental relations. Distributive network relations.	8
III	Sales Force Management: Recruitment and Selection. Sales Training. Sales Control.	8
IV	Distribution Network Management: Importance of Marketing Channels. Factor affecting the choice of channel. Types of middleman and their characteristics. Concept of physical distribution system.	6
Suggested Readings: 1. Cundiff. Still. Govoni. Sales Management 2. Pradhan. Jakate. Mali. Salesmanship & Publicity 3. S.A. Chunawalla. Sales Management Suggested Continuous Evaluation Methods:		

Suggested equivalent online course:

1. [Sales Management](#)

2. [Sales Management](#)

3. [Sales Management](#)

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Programme / Class: Degree		Year:Third	Semester: Fifth
Course/ paper-15 (A)			
Course Code: FOI0503T		Course Title: Industrial Relations & Labour Laws	
Course outcomes:			
This course will help students identify and develop an overview of industrial relations. It also help in acquiring i..nowledge and understanding of Industrial Iahour and General laws.			
<ul style="list-style-type: none">• Knowledge of Industrial Relation framework• Competency to understand the importance of t::rnployee Relation within the perspective of Industrial Relation• Kno\\ledge about rele\\'3nt Laws OI IIR management• Competenc' to intrcted and imple111cn1 t !1 ' .91.<I\\S \\ it ■ 1izat iL			
Credits:3		Compulsory	
<ul style="list-style-type: none">• CorrpctcnC) to use Collecti e l argain Grievance redy .s.sca 1 1 .c.c.h.a.nish			
Ma: .; Marks: 25 7; ----- i 1 Possib Marks.			
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0			
Unit	Topics		No. of Lectures Tota l=30
II	Industrial Relations: Role - Importance - Trade Unions - Industrial disputes and their Resolutions.		6
	Participative Management: Structure - Scope - Collective l-3argaining - Works Committee - Joint Management Councils - Pre-Requisite for successful panicipation - le of Clo ver en lo: ive l-3ar uainiu.		8
III	Industrial unrest: Emplo: cc dissatisfaction - Clricvances - Disciplinar: /Action - Domestic Inquiry - Strikes - lockout - Pre\\ention Of Strikes - Lockouts. Discipline: Positi\\e. negative discipline. disciplinar: rocedure. /bscnteeism. Turnmer. Dismissal		8
IV	\\orkmcn's Compensation t\\ct and International Labor Organization - Role and Function. General provisions of l-3onus Act and Gratuity Act		8
Suggested Read ings:			
5. Sreenivasan M.P. Industrial Relations & Labor legislation			

Suggested Readings:

5. Sreenivasan M.R - Industrial Relations & Labor legislations.
6. Aswathappa K - Human Resource and Personnel Management.
7. Subba Rao P - Human Resource Management: Principles and Practices.

1. "Industrial Relations: A Text and Cases" by P. Subba Rao, 11th Edition, 2011, New Delhi: Eastern Economic Frontiers.

2. Suggested Continuous Evaluation: 11 Marks.

3. In addition to the prescribed text, students are advised to read the following books:

4. Discussions: This is a unit in the syllabus. It is a unit in the syllabus. It is a unit in the syllabus.

5. The following are the suggested readings for the unit:

6. The following are the suggested readings for the unit:

Programme/Class: Degree		Year: Third	Semester: Fifth
Course/ paper-15 (B)			
Course Code: FO10503T		Course Title: Company Accounts	
Course outcomes:			
The aim of the course is to build knowledge, understanding and skills in the area of company accounts among the student. The course seeks to give detailed knowledge about the subject matter by instilling in them basic ideas about accounting practices relevant to companies. The outcome of the course will be as follows:-			
<ul style="list-style-type: none">To understand joint stock companies and knowledge about shares and debenturesTo have understanding about final accounts and accounting practices related to amalgamation			
Credits: 3		Compulsory	
Max. Marks: 25/75		Min. Passing Marks: 10/30	
Total No. of Lecture - Tutorial Practical (in hours per week): L-T-P: 2-0-0			
Unit	Topic		No. of Lectures Total=30
I	Joint Stock Companies: Its types and share capital. Issue, Forfeiture and Re-issue of shares. Redemption of preference shares, Issue and Redemption of Debenture.		7
II	Final Accounts: Including Computation of managerial Remuneration and disposal of profit.		7
III	Accounting for Amalgamation of companies as per Accounting Standard 14. Accounting for Internal reconstruction. Liquidation of Companies.		8
IV	Consolidated Balance Sheet of Holding Companies with one Subsidiary only. Statement of Dividends and Dividend; Surplus. Reversal Receipt and Payment A/c.		8
Suggested Readings:			
1. Gupta R.L. Radhaswami: M. Company Accounts			
2. Maheshwari. S.N.. Corporate Accounting			
3. Monga J.R., Ahuja. Girish. and Sehgal Ashok. Financial Accounting			
4. Shukla, M.C.. Grewal T.s. and Gupta. S.C. Advanced Accounts			
Suggested Continuous Evaluation Methods:			
Discussions. This is a list of questions for the student to discuss. The student is to suggest equivalent questions. The student is to suggest equivalent questions.			
Suggested questions:			

Programme/Class: Degree		Year: Third	Semester: Sixth
Course Code: FOI060IT		Course Title: Project Management	
Course Outcomes:			
<ul style="list-style-type: none">Students will be able to understand the characteristics of Project and Project Management KnowledgeThe students will understand the managerial process along with tools & techniques used in Project management KnowledgeStudents will understand the scheduling and monitoring process in Project. They will be able to apply PERT and CPM method for project schedulingStudents will understand the perspectives in which optimal decisions are to be taken in case of risks with planned activities in project			
Credits: 3		Compulsory	
Max. Marks: 25-75		Min. Passing Marks:	
Total No. of Lectures- 0-0		Practical (in hours per week): L-T-P: 2-0-0	
Unit	Topics		No. of Lectures Total=3U
II	Definitions & Characteristics of Project. Types of Projects. Project Life Cycle. Project Management Process: Introduction. Tools & Techniques of Project Management. Project Team and Scope or Project Management. Project Identification. Generation of ideas. Approaches to Project Screening and Selection. Project Rating Index. Market & Demand Analysis Techniques: SWOT & Trend Projection Methods. Project Risk Management		6
	Project Costing: Fundamental components of Project Cost. Types of Costs: Direct, Indirect, Recurring, Non-Recurring, Fixed, Variable, Normal, Expedite costs. Project Financing and Budgeting: Sources of Finance. Social Cost Benefit Analysis (SCBA) of Project, Project Scheduling and Network Analysis: Steps in Project Scheduling and Network design. Introduction to CPM and PERT.		8
IV	Monitoring and Control: Planning- Monitoring and Control Cycle. Project Management Information System. Milestone Analysis and Tracking Gantt chart. Earned Value Analysis (EVA): Planned Value (PV), Earned Value (EV), Cost Variance (CV), Schedule Variance (SV), Cost performance Index (CPI), Schedule performance Index (SPI). Project Termination: Types of Terminations. Project Termination Process		8
Suggested Readings:			
<ol style="list-style-type: none">Project Management- A Managerial Approach: Jack R. Meredith, Raymond L. Mantel, Jr (John Wiley & Sons)Project Management : Mr. Sanjiv Mahesh (Wiley: Oreanmtech)Project Management Core Text Book : M R S - Ian J Wiliams, John WileyProject- Preparation, Appraisal, Budgeting and Implementation: Chandra Prasanna - (TMH)Quantitative Techniques in Management : N D Vohra (TMH)Entrepreneurship and Small Business Management : M I Shukla			
Suggested Continuous Evaluation Methods			
In addition to the theoretical inputs the course will be delivered through assignments, projects, case studies, group discussions, role plays, etc.			
Suggested equivalent learning outcomes:			
Further Suggestions:			

Year: Third

Course Title: Goods & Service Tax

The aim of the course is to build knowledge and understanding about GST among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about GST. The outcome of the course will be as follows

To provide knowledge about registration and documentation process under GST. To give an overview about tax exemptions.

[To !!i\ve an oven icw about liling of GSTR.

Credits: 3

Compulsory

Max. Marks: 25 r75

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rks:

Total No. of Lectures-Tutorials-Practical (in hours per week): 1-T-P:2-0-0

[illegible]

Suggested Readings:

1. Jnanaday Mishra. GST Law & Procedure. Taxman.
2. Goods and Service Tax Acts.
3. Relevant Goods and Services Tax Rules. Nil Tax.-Associates Basics of GST for 11w1
4. Publication on GST by the Institute of Chartered Accountants of India (11w1.icaai.org)
5. Publication on GST by the Central Board of Excise and Customs (11w1.cbo.c.org).

BBA: Third Year Course Structure
Sixth Semester

Year	Sem.	Subject	Part	Paper Code	Paper Name	Credit
3	VI	Course/ paper-16	A	FOI0601T	Project Management	3
			B		Goods & Service Tax	3
	VI	Course/ paper-17	A	FOI0602T	Auditin!!.	3
			B		International Trade	3
	VI	Course/ paper-18	A	FOI0603T	Strat!!i<: Man!!ement	3
			R		Trainin!! and Dcvelonment	3

Programme/Class: Degree	Year:Third	Semester: Sixth
Course/ paper-17 (A)		
Course Code: FOI0602T	Course Title: Auditing	
<p>Course outcomes:</p> <p>The aim of the course is to build knowledge and understanding about Auditing among the student. The outcome of the course will be as follows</p> <p>To provide knowledge about Auditing and its different types.</p> <p>To provide knowledge about audit procedure and audit of limited companies.</p> <p>Students will get an overview about special audit recent trends in auditing.</p>		
Credits: 3	Compulsor:	
Max. Marks: 25-75	Min. Passing Marks:	
Total No. of Lecture -Tutorials-Practical (in hours per week): L-T-P:2-0-0		
Unit	Topics	No. of Lectures Total=30
I	Introduction: Meaning and objectives of Auditing. Types of Audit. Internal Audit. Audit Programme. Audit notebook. Routine Checking and Test Checking	6
II	Internal Check System: Internal Control.-Audit Procedure: Vouching. Verification of Assets and Liabilities.	7
III	Audit of Limited Companies: Company Auditor - Appointment. Powers, duties and Liabilities. Auditor's Report and Audit Certificate.	7
IV	Special Audit: Audit of Banking Companies, Audit of Insurance Companies, Audit of Educational Institutions, Audit of Cooperative Societies. Efficiency Audit. Social Audit etc. Recent trends in Auditing: Nature and Significance of Cost Audit. Tax Audit. Management Audit	10
<p>Suggested Readings:</p> <p>1. Basu B.K.. An insight with Auditing</p> <p>2. Gupta Kamal, Contemporary Auditing</p>		
<p>Suggested Continuous Evaluation Methods:</p> <p>In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.</p> <p>Suggested equivalent online courses:</p>		
<p>Further Suggestions:</p>		

Programme 1 as De		Year: Third	Semester: Sixth
Course Code: 1010602T		Cc:> se/ paper-17 ()	
Course Title: International Trade			
The aim of the course is to build knowledge and understanding about International Trade among the student. The outcome of the course will be as follows –			
<ul style="list-style-type: none">To provide knowledge about different methods of international trade.To provide knowledge about international economic institutions.Students will get an overview about India foreign trade and India's trade policy.			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks: — — —	
Total No. of Lectures-Tutorials-Practical (in hours per week): 1.-T-P: 2-0-0			
Init	Topics	No. of Lectures Total=30	
I	Introduction: Basics of international trade. international trade theories. drivers of international trade. restraining forces. recent trends in world trade.	6	
II	Foreign trade: Foreign trade & economic growth. balance of trade. balance of payments. trade forms and restrictions.	7	
III	International economic institutions : IMF. World Bank. WTO (in brief). Regional economic groupings - NAFTA. EU. ASEAN. SAARC.	7	
IV	India's foreign trade: Recent trends in India's foreign trade. institutional infrastructure for export promotion in India. projects & consultancy export . Trade Policy: India's Trade policy. export assistance. marketing plan for exports.	10	
Suggested Readings:			
3. Varshney & Bhattacharya. International Marketing			
Suggested Continuous Evaluation Methods:			
In addition to theoretical inputs the course will be delivered through Assignments. Presentation. Group Discussions. This will instill in 191 sen li cte in 111 kllg and practical learning.			
Suggested equivalent online courses:			
further Suggestions:			

Program Name/Class: Degree, Year: **Third**, Semester: **Sixth**

Course/ paper-18 (A)

Course Code: FOI0603T

Course title: Strategic Management

Course outcomes:

The aim of the course is to build knowledge and understanding about Strategic Management among the student. The outcome of the course will be as follows –

- To develop learning and analytical skills among the students to solve business problems and provide strategic solutions.
- The course aims to acquaint the students with nature, scope and dimensions of Business Policy and Strategy and Management Process.

Credits: 3

Compulsory

Max. Marks: 25 * 75

Min. Passing Marks:

Total No. of Lectures – 18 (in hours per week): L-T-P: 2-0-0

Unit	Topics	No. of Lectures Total=30
	What is Strategy? What are Strategic Intent: Mission: Objectives and Goals: Policies: Program: Budget: Process of strategic management. Levels of strategy.	6
II	Identifying strategic alternatives of business: Environmental appraisal Internal environment: Key Success Factors: Role of Resources. Capabilities and Core Competencies: Competitive Advantage to Competitive Strategies: VRIO Model. External environmental analysis.	8
III	Concept of Value Chain. SWOT Analysis: Tools and Techniques for Strategic Analysis TOW Matrix: Generic Strategies: Competitive Strategies - Porter's Five Forces Model: The Experience Curve. Grand Strategies: BCG Matrix: Functional strategies. Global entry strategy. Organization Structure: Resource Allocation: Projects and Procedural issues. Integration of Functional Plans. Leadership and corporate culture: Evaluation and Control: Organizational Systems and Techniques of Strategic Evaluation and Control of Performance and Feedback.	8
IV		8

Suggested Readings:

- Lawrence. R. Jauch and William F. Glueck: Strategic Management and Business Policy. - McGraw - Hill
- Wheelen & Hunger. Concepts in Strategic Management and Business Policy. 12th edition. Pearson Education.
- Kazmi. Azhar. (2008). Strategic Management and Business Policy. 3rd Edition. McGraw Hill Education.
- R. Srinivasan. Strategic Management the Indian context. Prentice Hall of India
- L. M. Prasad – Strategic Management – Sultan Chandel

Suggested Continuous Evaluation

1. This is a multiple choice question. The correct answer is (C).

Suggested equivalent online course

Further Suggestions:

Programme/Class: Degree _____ Year: Third _____ Semester: Sixth _____

Course/ paper-18 (B)

Course Code: FOI0603T

Course Title: Training and Development

Course outcomes:

- The field of Training and Development and its role in optimizing performance.
- Applying theoretical concepts and models to training design.
- Designing training interventions using a variety of methodologies.
- Evaluating the effectiveness of training & development interventions.
- Assessing whether training & development is a viable career option.

Credits: 3

Compulsory

Max. Marks: 25 / 75

Min. Passing Marks: _____

Total No. of Lectures- Theory- Practical- 10:10 hours (2 weeks) 2-0-0

Unit	Topics	No. of Lectures Total=30
I	Introduction: Concepts and Rationales of Training and Development. Difference between Training, Development & Education. Organizational training and development systems: organizing training department: training and development policies: Requisites for Effective Training.	7
II	Training Needs Assessment (TNA): Meaning of TNA Purpose and Methods of TNA the Need Assessment Process – Organizational Analysis_ Person Analysis_ Task Analysis_ Output of TNA. Learning Theories.	7
III	Designing, Conducting & Evaluation of Training Program: Areas of training. Types of training. System's Approach to Training. Training Methods. Designing a training program. contents & scheduling. study material_ selecting a trainer. deciding method of training. Types of Training Aids in Training. Training Evaluation & Methods of Training Evaluation. Training Effectiveness Models - Kirkpatrick	8
IV	Model of Training Effectiveness. CIRO Model. Executive Development: Importance of Executive Development. Steps in the organizational management Development Program. Executive Development Program. Methods Technique. or Management Development Program. Special Issues in Training & Development. Legal Issues. Cross Cultural Preparation. Managing Workforce Diversity. Sensitivity Training... Succession Planning.	8

Suggested Readings:

12. Dr. Raymond A. and Amitabh Deo Kodwani. Employee Training and Development. Tata McGraw Hill. 5th Edition. 2012.
13. Rao VSP. Human Resource Management. Excel Books Publication. 3rd Edition. 2013.
14. Rolf. P. and Udai Pareek. Training for Development. Sage Publications Pvt. Ltd.
15. Jack J. Phillips. Hand book of Training Evaluation and Measurement Methods. Routledge.
16. Dayal. Ishwar. Management Training in Organisations. Intext Publications.

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, and

Group Discussions. This will instill in student a sense of decision making and practical

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