





SCHEME OF EXAMINATION FOR B.B.A (20192020)

Subject Code	Paper Title	M.Marks	No. of lectures Per week	Tutorials Per Week***
FIRST SEMESTER				

BBA 205	REGULATORY FRAMEWORKFOR COMPANIES	100	6
BBA 206	DIRECT TAX LAWS*	100	

STUDENT TO CONTINUE WITH THE SAME OPTION AS IN FIFTH SEMESTER

	MARKETING MANAGEMENT
BBA 325	ADVERTISING AND BRAND MANAGEMENT
BBA 326	MARKETING OF SERVICES
	FINANCIAL MANAGEMENT
BBA 327	COST ANALYSIS AND CONTROL
BBA 328	ACCOUNTING FOR MANAGEMENT
	HUMAN RESOURCE MANAGEMENT
BBA 329	HUMAN RESOURCE PLANNING AND PERFORMANCE MANAGEMENT
BBA 330	COMPENSATION MANAGEMENT

\* Tutorial classes will be held for the subjects.

\*\* This is a compulsory qualifying paper, which the students have to study in the B.A./B.Sc/B.Com/BBA 1st year (2<sup>nd</sup> Semester) If the student/s failed to qualify the paper during the 2<sup>nd</sup> Semester, he/she/ they be allowed to appear/qualify the same in the 3<sup>rd</sup> Semester/s.

\*\*\* Each unit of BBA will be divided into 2 Groups for the purpose of Tutorials.

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# wb305

## Business Vocabulary

1. Acceptance
2. Access
3. Account
4. Accountant
5. Account Book
6. Acknowledgement
7. Advance
8. Alternative Cost
9. Amalgamation

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28. Beneficial

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29. Bilateral Agreement

d' fXdh ;wM"sk

30. Bill of Exchange

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31. Bond



59. Debt Management

foDFgqz

60. Deduct

eN"sh

61. Deferred Payment

;Efrs G[rskB

62. Deflation

w[Zdok ft;chsh

63. Demand for payment

ndkfJrh bJh wzr

64. Demonstration Effect

gqdóBh gqGkt

90. Fixed Costs	;EkJh you/
91. Flootation	eo÷k ukb{ eoBk
92. Foreign Exchange	ftd/ ôh w[Zdok
93. Fringe Benefits	T[gob/ bkG
94. Glut	Gowko
95. Goods Account	wkb b/yk
96. Gross Profit	e[Zb bkG
97. Hidden Tax	b[gs eo
98. Hoarding	÷yhokpkh
99. Holding Company	fB:zsoe ezgBh
100. Human Capital	wB[Zyh g{zih

BBA101 B HISTORY AND CULTURE OF PUNJAB I

Instructions for the paper-setter and candidates: (for paper in Semester I & II)

1. The syllabus has been divided into four Units.  
There shall be 9 questions in all. The first question is compulsory and shall be short answer type containing 10 short questions spread over the whole syllabus to be answered in about 25 to 30 words each. The candidates are required to attempt any 5 short answer type questions. Each question will carry 1 mark. Rest of the paper shall contain 4 units. Each Unit shall have two essay type questions and the candidate shall be given internal choice of attempting one question from each Unit in all. Each question will carry 10 marks.
2. For private candidates, who have not been assessed earlier for internal assessment, the marks secured by them in theory paper will proportionately be increased to maximum 75% of the marks secured by them in the theory paper.







## BBAS103 FUNDAMENTALS OF INFORMATION TECHNOLOGY

Objectives: One can't imagine any economy without support of IT. There is now hardly any activity which is done without support of IT. The basic objective of this paper is to provide fundamental knowledge about IT so that student can better perform in any area of operation and can even do excel in the field of commerce with IT specialization.

### UNIT I

Computer Fundamentals: Identifying Types of Computers, Introduction to the Concept of Bit, Byte, Word, Microprocessor Chips, ROM, RAM, Buses, Ports, Hardware, Software, Operating Systems, System Softwares, Application Softwares, Various Input and Output Devices, Primary and Secondary Memory, Introduction to Windows.

Word Basics: Opening Programs from Start Button, Opening Existing Documents, Editing a Document, Creating a New Document, Undo, Highlighting, Shortcuts, Entering and Formatting Text, Bold, Italic, Underline, Center, Right and Left Aligned, Change Font and Size, Save and Save As, Print Preview and Printing, Find and Replace, Page Numbers, Headers and Footers.

## UNIT - II

Internet Basics: What's so great about the Internet?, Basic Navigation and between Web Pages Copying Text and Graphics from the Web, Bookmarks, Search Engines and how to perform Searches, How to Evaluate Websites Introduction to E Commerce: Meaning and Concept E- Commerce/s Traditional Commerce E- Business & E Commerce History of E- Commerce EDI Importance Features &

# BBAS104: MANAGEMENT CONCEPTS AND PRACTICES

## Unit I

Objective: The objective of the paper is to help the students understand the process of business management

Introduction: Concept of Management, Process, Principles, Levels, Functions and Significance of Management, Management Vs. Administration, Role of Managers

Evolution of Management Thought: Classical, Neo-Classical Theory, Behavioural Sciences, Approach, Quantitative Systems and Contingency Approach, Modern Management Thought (Likert, Drucker, Porter, Prahalad).

Planning: Concept, Process and Significance, Types, Relationship between Planning and Controlling, Decision Making; Concept, Types and Process, Effective Decision, Rationality in Decision Making, MBO.

Organization: Concept, Process and Significance, Principles, Organization Design and Classical Theory, Departmentation, Bases, Span of Control, Classical Theory and Situational Approach, Delegation of Authority, Principles, Centralization and Decentralization, Line and Staff Organization

## Unit II

Staff





## BBAS106: ESSENTIALS OF BUSINESS ECONOMICS - I

Objective: To study the basic concepts of micro and macroeconomics relevant for Business decision

SEMESTER II  
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phHphHJ/H Gkr gfjbk



60. Sales Tax	ftZeoh eo
61. Sales Transfer Order	ftZeoh fJzsekb j[ew
62. Security Bond	iwkBsBkwk
63. Service Goods	;/tk t;sK
64. Shares	ô/no, fjZ;/
65. Share Capital	ô/no g{zih
66. Share Holder	

91. Unproductive Expenditure	nD - T[gikT{ you
92. Unproductive Labour	nD - T[gikT{ feos
93. Validity Period	gqwkfDs fwnkd
94. Vertical Integration	;wo{g ;zxNB
95. Wages	wid{oh
96. Wages Account	T[ios b/yk
97. Wage Goods	wid{oh t;sK
98. Wage Book	T[ios tjh
99. Wharf age	T[sokJh
100. Write Off	tZN/ yks/ gkT[Dk
101. Working Capital	ubzs g{zih
102. Yield	T[gi
103. Zero Rate of Interest	ftnki dh ÷ho' do

## Semester II

BBA121B HISTORY AND CULTURE OF PUNJAB IN THE COLONIAL AND POST INDEPENDENCE TIMES

INSTRUCTIONS FOR THE PAPER SETTER AND CANDIDATES: (FOR PAPER in semester 1 AND 2)

1. The syllabus has been divided into four Units.

There shall be 9 questions in all. The first question is compulsory and shall be short answer type containing 10 short questions spread over the whole syllabus to be answered in about 25 to 30 words each. The candidates are required to attempt any 5 short answer type questions. Each question will carry 1 mark. Rest of the paper 108 258.96 Tm [(i)14(OST )] T





## UNIT IV

10. Partition and its Aftermath: resettlement; rehabilitation
11. Social Concerns In Post Independence Punjab: language; immigration; socio-economic issues.
12. MAP (Physical geographical map of undivided punjab): Major Historical places: Delhi, Kurukshetra, Jaito, Ferozepur, Ambala, Amritsar, Lahore, Ludhiana, Qadian, Jalandhar, Lyallpur, Montgomery.

### Suggested Readings:

1. Singh, Kirpal :History and Culture of the Punjab, Part II(Medieval Period), Publication Bureau, Punjabi University, Patiala 1990.(ed.).
2. Singh, Fauja(ed.) :History of the Punjab, Vol.III, Punjabi University, Patiala 1972.
3. Grewal, J.S. :The Sikhs of the Punjab, the New Cambridge History of India, Orient Longman, Hyderabad, 1990.
4. Singh, Khushwant :A History of the Sikhs, vol I: 1469-1839, oxford University Press, Delhi, 1991.
5. Chopra, P.N., Puri, B.N.:A Social, Cultural and Economic History of India, Vol.II, And Das, M.N. Macmillan, delhi, 1974.

## BBA 122: MANAGERIAL & SOFT SKILLS MANAGEMENT

Objective: The basic objective of this paper is to develop the personality of the students to achieve excellence in their career development

### Unit I

Personal Development & Interpersonal Relationship; Self Concept Self Management  
Techniques Significance of Interpersonal Relationship in Personal Life

Verbal Communication: Planning, Preparation, Delivery, Feedback and Assessment of Activities like Public Speaking, Group Discussion, Presentation Skill, Audio-Visual Aids, Personal Interview.

Non-Verbal Communication: Body language, Personal Appearance, Posture, Gestures, Facial Expressions, Eye Contact, Space Distancing

Other Skills: Negotiation Skills, Leadership Skills, Time Management Skills, Listening Skills.

Etiquettes: Etiquettes in Social as well as Office Atmosphere, Telephone Etiquettes, E-mail Etiquettes

Suggested Readings:

1. Robert Heller, Effective Leadership, Essential Manager Series, D.K. Publishing.
2. Collins- Public speaking.
- 3.



The Indian Sale of Goods Act, 1930 Contract of Sale, Meaning and difference between Sale and Agreement to Sell, Conditions and Warranties, Transfer of Ownership in Goods including Sale by Non- Owners, Performance of Contract of Sale, Unpaid Seller- Meaning and Rights of An Unpaid Seller against the Goods and the Buyer

Factories Act 1948 Objectives, Definitions, Approval, Licensing and Registration of Factories, the Inspecting Staff, Health, Safety, Welfare, Working Hours of Adults, Employment of Women, Child Labour Issues and Problems, Leave with Wages, Penalties and Procedure

Suggested Readings:

1. Kucchal, M.C., Business Law, Vikas Publishing,

## Unit II

Motivation: Foundations of Employees Motivation; Content Theories of Motivation Maslow, Herzberg , Mc Gregor and Mc Cllenland.

Work Team and Conflict: Stag.08985957(p)-20. 17.5066(v)19.0.2393(n)-16.8729(n)19.0891(d )-19.56

Capital Structure Meaning, Types of Leverage Determinants of Capital Structure Theories of Capital Structure.

Working Capital Management Meaning, Types, Factors Affecting Working Capital Working Capital Planning and Management Working Capital Forecasting, Methods of Estimating Working Capital

Dividend Policy Relevance and Irrelevance Theories.

Suggested Readings:

1. J C Van Horne, Financial Management and Policy New Delhi, Prentice Hall of India
2. J C Van Horne, J W Wachowicz, Jr. Fundamentals of Financial Management Prentice Hall of India
3. Prasanna Chandra, Financial Management Tata McGraw Hill.
4. Khan and Jain, Financial Management Text and Problems Tata McGraw Hill
- 5.

Earth crust, soil a life support system, its texture, types, components, pollution and

14. Social Issues:

Environmental Ethics: Issues and possible solutions, problems related to lifestyle, sustainable development; Consumerisms and waste generation.

15. Local Environmental Issues:

Environmental problems in rural and urban areas. Problem: Congress Grass & other weeds, problems arising from the use of pesticides and weedicides, smoking etc.

Practical

Depending on the available facility in the college, a visit to vermicomposting units or any other such non-polluting ecofriendly site or



- The entire syllabus of Unit II is to be covered in 10 hours.
- All the questions are to be attempted.
- Qualifying Marks 33 per cent i.e. 23 marks out of 70.
- Duration of examination: 90 minutes.
- The paper setter is requested to set the questions strictly according to the syllabus.

#### Suggested Readings

1. The Motor Vehicle Act, 1988 (2010), Universal Law Publishing Co. Pvt. Ltd., New Delhi.
2. Road Safety Signage and Signs (2011), Ministry of Road Transport and Highways, Government of India

#### Websites:

- (a) [www.chandigarhpolice.nic.in](http://www.chandigarhpolice.nic.in)
- (b)

Sexual Harassment For providing protection to working women against sexual harassment, a new section 354 A is added; 354 B (Assault or use of criminal force to women with intent to disrobe); 354 C Voyeurism; 354 D (Stalking). All these provisions are added in IPC to protect women against acts of violence through Criminal Law (Amendment) Act,2013; Human Trafficking and Forced Prostitution

- The purpose behind imparting teaching instructions is to create basic understanding of the contents of the Unit III among the students.

#### RELEVANT READING MATERIAL

Ahuja, Ram (1998) Violence against Women New Delhi: Rawat Publication

NRHM, Child Abuse A Guidebook for the Media on Sexual Violence against Child

The Indian Penal Code (Universal Law Publishing Co. Pvt. New Delhi).

The Protection of Children from Sexual Offences Act, 2012

The Protection of Women from Domestic Violence Act 2005

The Sexual Harassment of Women at Workplace Act 2017 (A 12 v07( )-10.4307( )-10.49347(I)17.5066(e

## Unit IV (Drug Abuse)

### Drug Abuse: Problem, Prevention and Management

Note : This is a compulsory qualifying paper, which the students have to study and qualify during three year of degree course.

#### Main Objective

This module introduces to the students the problem of drug abuse and its adverse consequences

Depressants :Alcohol. Barbiturates: phenobarbitone (Nembutal®), secobarbital (Seconal®), Benzodiazepenes: diazepam (valium ®), alprazolam (Xanax®), flunitrazepam (Rohypnol®)

Narcotics: Morphine, heroin (Chitta/ Brown Sugar), pethidine, oxycodone.

Hallucinogens: cannabis [Bhang, marijuana (Ganja), hashish (Charas), hash oil]. MDMA (3, 4 methylenedioxy methamphetamine/ Ecstasy/ Molly . LSD (lysergic acid diethylamide).

Miscellaneous: cough/cold medicines: diphendryamine (Benadryl®), chlorpheniramine maleate+ codeine+alcohol (Corex®). Iodex®, Vicks®, Amrutanjana® and correction fluid (Whitener).

## UNIT II: Causes and consequences of drug abuse

- a) Theories of drug abuse:Physiological theory. Psychological theory. Sociological theory.
- b) Consequences of drug abuseFor individuals, families, society and economy.

## Unit III: Extent and nature of the problem

Magnitude of the menace of drug abuse. Vulnerable age groups. Characteristics of proneness. Signs and symptoms of drug abuse.

Physical indicators. Academic indicators. Behavioural and psychological indicators.

## UNIT IV: Prevention and management of drug abuse

Legislations, Public Policies and Programs for the prevention and care of drug abuse. Prevention

8. The Narcotic Drugs and Psychotropic substances Act, 1985. (New Delhi: Universal, 2012).
9. Government of India (2015).Scheme of assistance for prevention and alcoholism and substance (Drugs) abuse and for social defence services Guidelines. Ministry of social

## THIRD SEMESTER

Q. 3	It shall consist of an Unseen Passage for Comprehension (not more than 300 words), with minimum five questions at the end. These questions should be designed in such a way that we are able to test a student's comprehension ability, language presentation skills and vocabulary etc.	5 Marks
Q. 4	It shall exclusively be a test of vocabulary, but designed strictly on the basis of various exercises given at the end of each chapter in the prescribed text. The candidate shall be given six words in one column and asked to match them with words/meanings in the next column.	5 Marks
Section II (Based upon Unit I)		
Q. 5.	This question shall test a student's ability to write business letter of various kinds (in not more than 250 words). There will be Internal Choice in the question.	5 Marks
Q. 6.	This question shall be on Memos, Tender Notices/Auction Notices/Public Notices/ Advertisements. ( have to attempt four, each part of 2 ½ marks)	10 marks
Q.7.	Two short questions to test the students' understanding of various aspects of business communication.	5 Marks

Suggested Reading:

1. Business Communication, Ed., Om P. Juneja & Aarti Mujumdar, Hyderabad: Orient Blackswan.
2. Textbook of Business Communication, Anjali Kalkar, R.B. Suryawanshi, Amlanjyoti Sengupta, Hyderabad: Orient Blackswan
3. 50 Ways to Improve Your Business English without too much effort, (i)100,0.9868(v)11





## BBA 203: MARKETING MANAGEMENT

Objective: The paper aims at making students understand basic concepts, philosophies, process and techniques of marketing.

### UNIT I

Introduction to Marketing: Meaning, Nature and Scope of Marketing, Marketing Philosophies, Marketing Process, Marketing Mix.

Marketing Research: Meaning, Importance, Marketing Research Process

Consumer Buying Behaviour: Factors influencing Buying Behaviour, Buying Decision Process

Market Segmentation: Levels and Patterns of Market Segmentation, Major Segmentation Variables for Consumer Markets, Concepts of Market Targeting and Positioning

Product Planning and Market Strategies: Product Life Cycle, New Product Development Process, Product Classification, Concept of Branding, Packaging and Labeling

### UNIT II

Pricing Decision: Pricing Policies and Strategies.

Distribution Decisions: Channel Design Decisions, Major Channel Alternatives, Channels Management Decisions, Causes and Managing Channel Conflict, Physical Distribution

Promotion Decisions: Communication Process, Promotion Tools: Advertising, Sales Promotions, Public Relations, Personal Selling

Emerging Trends and Issues in Marketing: Concepts of Direct Marketing, On-line Marketing, Green Marketing, Retail Marketing and Customer Relationship Marketing

Suggested Readings:

1. Czinkota, M.R. and Kotabe, M., Marketing Management, Vikas Publishing, New Delhi.
2. Kotler, P., Marketing Management: Analysis, Planning, Implementation & Control, Prentice Hall of India, New Delhi.
3. Perreault, W.D. and Jerome, E.M., Basic Marketing, Tata McGraw Hill, New Delh.
4. Ramaswamy, V.S. and Namakumari, S., Marketing Management: Planning, Control, MacMillan Press, New Delhi.
5. Zikmund, A., Marketing, Thomson Learning, Mumbai.

## BBA 204: ECONOMICS OF MONEY & BANKING

Objective: The paper aims at making students understand basic concepts of economics of money and banking.

### UNIT - I

Money: Introduction, Functions & Types of Money. Theoretical and Empirical Methods to Distinguish Money from Near Money Assets. Types of Monetary System and Qualities of Good Monetary System. Demand for Money: Classical and Keynesian Approach, Baumol and Tobin Inventory Theoretic Approach, Friedman's Theory. Supply of Money: Measures of Money Supply and Money Multiplier.

Monetary Policy: Targets, Goals and Trade off among Alternate Goals. Transmission Mechanism. Classical Model, Keynesian Model and Monetarist Model. Supply of Money, Theories of Money Supply.

### UNIT - II

Banking: Meaning, Types and Functions of Banks. Management and Organizational Set Up of Commercial Banks. Central Banking: Origin & Evolution; Main Functions. Monetary Management.

Risk Management: Types of Risk Management, Asset/Liabilities Management. Major Developments in Commercial Banking in India since Independence. Banking Sector Reforms. International Monetary Fund (IMF) and International Liquidity. WTO and GATT: Implications for India. Introduction to E-Banking and Electronic Fund Transfer (RTGS & NEFT). Cheque Truncation System (CTS).

#### Suggested readings

1. Baye, Jansen : Money Banking & Financial Mkts. An Economics approach AITBs Publisher, New Delhi.
2. Bhalla, V.K.: Investment Management, Security Analysis & portfolio Management. S Chand & Co. Ltd.
3. Khanna, P. : Advanced Study in Money and Banking; Theory & Policy, Relevance in Indian Economy, Atlantic Publisher, New Delhi.
4. Kulkarni, G: Modern Monetary theory Macmillan, New Delhi.

## BBA 205: REGULATORY FRAMEWORK FOR COMPANIES

Objective: The objective of this paper is to impart basic knowledge of the provisions of the Companies Act 2013 with relevant case law.

### UNIT - I

Company: Meaning and Definition, Characteristics. Concept of Corporate Veil. Kinds of Companies Private, Public, One Person Company, LLP, Government Companies, Statutory Companies, Registered, Limited and Unlimited.

Formation of Company Promotion, Incorporation, Capital Subscription, Commencement of Business, Pre-Incorporation Contract and Provisional Contracts

Memorandum of Association Definition, Clauses and Procedure for Alteration, Doctrine of Ultra -Vires. Articles of Association Definition, Contents, Procedure for Alteration, Doctrine of Indoor Management, Constructive Notice, Distinction between Memorandum and Articles of Association, Prospectus Contents, Statement in Lieu of Prospectus, Types, Liabilities for Misstatement

### UNIT II

Shares Classes of Shares, Preference and Equity Shares, Public Issue of Shares, SEBI Guidelines, Employee Stock Option Scheme, Book Building Process, Allotment of Shares, Irregular Allotment, Issue of Shares Listing of Shares, Sweat Equity Shares, Rights Shares, Bonus Shares, Shares with Differential Rights, Share Certificate and Share Warrant, Calls, Forfeiture, Lien, Surrender of Shares, Membership of Companies.

Company Management Directors, Managing Director, Appointment, Qualification, Rights, Responsibilities and liabilities, Disqualification of Directors

Meetings Requisites, Statutory, Annual, Extra ordinary and Board Meetings, Resolutions, Types.

Emerging Issues in Company Law Securities and Exchange Board of India Act 1992. Introduction, Objectives, Establishment and Management of SEBI. Functions and Powers of SEBI, Securities Appellate Tribunal (SAT)

Suggested Readings:

1. Kannal S., & V.S. Sowrirajan, Company Law Procedure Taxmans Allied Services (P) Ltd., New Delhi,.
2. Kapoor, G.K., Corporate Laws & Secretarial Practice Premier Book Company, New Delhi.
3. Datey, V.S., Students Guide to Corporate Laws Taxmans Allied Services (P) Ltd., New Delhi
4. Manual of Companies Act, Corporate Laws and SEBI Guidelines, Bharat Law House, New Delhi
5. Bharats Companies Act, Bharat Law House, New Delhi
6. Bharats Company Rule and Form, Bharat Law House, New Delhi
7. Singh, Avtar., Company Law, Eastern Book Company Lucknow
- 8.

## BBA 206: DIRECT TAX LAWS

Objective: The objective of the paper is to impart basic knowledge of the provisions of direct tax laws in India.

### UNIT I

Introduction, Definitions: Assessee, Concept of Income, Types of Income, Assessment Year & Previous Year, Agricultural Income & its Assessment. Residential Status & Tax Liability (Basis of Charge), Exempted Incomes

Income from Salaries and House Property.

### UNIT II

Income from Profits and Gains of Business and Profession including Depreciation, Capital Gains, Income from other Sources.

Deemed Incomes and Clubbing of Incomes (Aggregation of Income), Set Off and Carry Forward of Losses, Deductions to be made, Computing the Gross Total Income, Assessment of Individual.

Note: The paper setter will consider the changes up to 31<sup>st</sup> September of relevant year.

Practical Work:

1. Preparation of Form 16 and ITR
2. Different types of ITR Forms
3. Filing of Return by an Individual
4. PAN Form

Suggested Readings:

1. Income Tax Law and Practice - Dr. Vinod K. Singhania & Dr. Monica Singhania. (Taxmann Publications, New Delhi)
2. Income Tax Law and Accounts - Dr. H. C. Mehrotra & Dr. S.P. Goyal (Sahitya Bhawan Publications, Agra)
3. Income Tax - Dr. Garish Ahuja & Dr. Ravi Gupta (Bharat Publications, New Delhi)

## FOURTH SEMESTER

### BBA 221: ENGLISH AND BUSINESS COMMUNICATION SKILLS

Note:

- (i) There will be one paper of 45 marks. 5 marks are reserved for the Internal Assessment. Total is 50.
- (ii) The paper shall consist of Two Units. Unit I will be text specific and Unit II shall deal with different aspects of communication and language learning skills.
- (iii) For Unit I, the prescribed text is Ten Mighty Pens Issues ed. K.A. Kalia (Oxford University Press).

The relevant sections, however, are as follows:

- I. Chandalika Rabinranath Tagore
- II. A Bachelor's Complaint of the Behaviour of Married People Charles Lamb
- III. El Dorado: R.L. Stevenson
- IV. Bores :E.V. Lucas

- (iv) For Unit II, there is no prescribed text, only suggested reading, listed towards the end. Unit II shall consist of the following subunits:

Writing Skills: This section shall focus on business précis writing, curriculum vitae; short formal reports (not exceeding 200 words)

Modern Forms of Communication: Here special emphasis shall be given to teaching the format of e-mails, Fax Messages, Audio Visual Aids, PowerPoint Presentations and Non-Verbal Communications.

Q.4.	It shall exclusively be a test of vocabulary, but <del>it is</del> strictly on the lines of various exercises given at the end of each chapter in the prescribed text. The candidate shall be given six words in one column and asked to match them with words/meanings in the next column.	5 marks
Section II (Based upon Unit II)		
Q.5.	The students shall be asked to write a short <del>summary</del> report on a situation, incident, business problem, or the possibility of starting a new commercial venture (in about 1-200 words). The students shall be given an internal choice in this question.	10 marks

Q.6.

## BBA 222: PROJECT MANAGEMENT

Objective: To enable the students to acquire basic knowledge of different facets of Project Management.

### UNIT I

Concept of Project, Meaning, Characteristics, Classification of Projects, Project Life Cycle and its Phases. Project Management, Steps



## BBA 223: RESEARCH METHODOLOGY

Objective: To provide knowledge to the students about fundamental business research.

### Unit-I

Research Meaning Characteristics Types Process and Utility. Research Design Meaning  
Types and Features of Good Research Design Qualitative and Quantitative Research.  
Importance of Review of Literature The Research Proposal. Prim.5446(t)-221ning

## BBA 224 : HUMAN RESOURCE MANAGEMENT

Objective: The objective of the paper is to familiarize the students with the different aspects of managing human resource in the organization

### UNIT - I

Human Resource Management: Introduction, Meaning and Definitions, History, Nature, Functions, Importance and Limitations of HRM. Challenges faced by Modern HR Managers.  
Human Resource Planning: Introduction, Definitions, Features, Need for HR Planning, Objectives, Process, Factors affecting HR Planning, Types, Benefits, Problems in HR planning and Suggestions for Making HR Planning Effective, Succession Planning  
Recruitment, Selection, Training and Development  
Placement and Induction, Transfers and Promotions.

### UNIT II

HR Department and Policies Organisational Design of HR Department, Composition, Functions, HRM Environment  
HR Information System Meaning, Need, Objectives, Process, Designing of HRIS, Computerized HRIS, Personnel Inventory.  
HR Records Meaning, Purpose, Essentials of Good Record Keeping, Significance, Description  
HR Research Objectives, Kinds and Techniques  
HR & Audit Objectives, Need, Process, Types and Approaches  
Practical Work : Case Studies on the Relevant Topics

### Suggested readings

1. Dessler, Personnel Human Resource Management, Prentice Hall of India.
2. D A DeCenzo and S P Robbins, Personnel/ Human Resource Management, Prentice Hall of India.
3. M S Saiyadain, Human Resource Management, Tata McGraw
4. VSP Rao, Human Resource Management, Excel Books

## BBA-225: GOODS AND SERVICE TAX

Objective: Understanding of basics of GST

### Unit I

Tax structure in India, Direct and Indirect Taxes, Overview of Goods and Services Tax, Implementation of GST, Reasons for GST introduction, Pros and cons of GST, Registration procedure under GST, CGST/ SGST Act, 2017, Classes of officers under GST, their appointment and powers; Levy and collection of CGST/ SGST; Composition Levy scheme; Time and value of supply.

### Unit II

IGST Act, 2017: Definitions, Supplies in the course of interstate trade or commerce, Supplies in the course of intrastate trade or commerce, Levy and collection of IGST, power to grant exemption from tax, place of supply under IGST; Input tax credit; Returns under GST; Refund of tax; offences and penalties, Prosecution and Appeals under GST, GST Portal: GST Eco system, GST suvidha provider.

### References

1. The Central Goods and Services Tax Act, 2017 of Ministry of Law and Justice (Legislative Department) 12<sup>th</sup> April, 2017) published in The Gazette of India dated 12<sup>th</sup> April, 2017.

## BBA 226: DATABASE MANAGEMENT SYSTEM

Objective: The objective of the paper is to impart basic knowledge of database management systems.

### UNIT I

Introduction: Database v/s File Oriented Systems Database Management Systems, Advantages and Disadvantages of DBMS, Types of DBMS, Three Tier Architecture of DBMS, Data Independence, Client Server Architecture, Introduction of Distributed Databases Components of DBMS.

Data Models: Hierarchical, Network, Relational, ER Model Concepts, E R diagrams, symbols, Structure of Relational Data Model (Relations, Types, Attributes), Keys, Integrity Constraints, DDL, DML.

Relational Algebra and Relational Calculus:

Relational Algebra Operations Unions Intersections, difference, Cartesian product, Projection, Selection, Join Examples of Queries Written in Relational Algebra

Relational Calculus:

Triple Relational Calculus, Domain Relational Calculus, BBT 11.9773 0307 12 189.84 449.76 T8(



## BBA 302: INTERNATIONAL BUSINESS

**Objectives** The objective of this course is to familiarize students with the concepts, importance and dynamics of international business. The course also discusses the theoretical foundations of international business to the extent these are relevant to understand the mechanics of global business operations and development.

### Unit I

Introduction to International Business: Globalization and its growing importance in world economy; Forces behind globalization; Criticism of globalization; International business contrasted with domestic business; complexities of international business.

Modes of entry in international business.

International Business Environment Economic, Cultural, Political and Legal environments; Global Trading environment recent trends in world trade in goods and services.

Theories of International Trade (a brief overview)- Mercantilism, Absolute Advantage, Comparative Advantage, Factor Endowment, Product cycle, Porters Diamond Model. Government Influence on Trade Tariff and non tariff measures.

International Organizations: WTO- Its Objectives, principles, organizational structure and functioning. An overview of UNCTAD, World Bank and IMF.

### Unit II

Regional Economic Cooperation: Forms of regional groupings; Integration efforts among countries in Europe, North America and Asia. Incentive Trade Agreements.

Developments and Issues in International Business Foreign Direct Investments in India; Measures for promoting foreign investments in India. Outward Foreign Direct Investments from India; Indian joint ventures, acquisitions and greenfield investments abroad.

Trends in India s Foreign Trade

4. Justin Paul, International Business, Prentice Hall of India
5. K. Ashwathapa, International Business, Tata McGraw Hill
6. Mishra and Puri, Indian Economy, Himalaya Publishing House

Note: Latest edition of text book must be used.

### BBA 303: BUSINESS ENVIRONMENT

Objectives: The main objective of the course is to acquaint the students with various environmental factors that create a profound impact on the business organization. It would also make the students capable of analyzing and understanding the implications of different macroeconomic policies implemented by the Government.

#### Unit- I

Theoretical Framework of Business Environment Concept, Significance and Nature of Business Environment; Elements of Environment- Internal, External, Micro and Macro; Interaction Matrix between various

### Suggested Readings:

1. Cherunilam, Francis; Business Environment Text and Cases Himalaya Publishing House.
2. Aswathappa, K.; Essentials of Business Environment Himalaya Publishing House.
3. Fernando, A.C.; Business Environment Pearson Education
4. Dutt & Sundaram; Indian Economy S. Chand & Sons
5. Paul, Justin; Business Environment Text and Cases Tata McGraw Hills Pvt. Ltd.
6. Adhikary, M.; Economic Environment of Business Sultan Chand & Sons.

Note: Latest edition of text book must be used.

## BBA 304: ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

Objective: To familiarize the budding entrepreneurs with the competencies and qualities of successful entrepreneurs and to help learners understand various issues involved in setting up a private enterprise and develop required entrepreneurial skills in economic development.

### UNIT-I

Entrepreneurship- Entrepreneur, Entrepreneurship, Definition, Characteristics, Need, Theories, Difference between entrepreneur and self employed person entrepreneur and manager, Intrapreneur, Intrapreneurship, Socio-Economic role of Entrepreneurship; Role of Entrepreneurship in Economic Development

Entrepreneurial Motivation : Entrepreneurial Motivation, Internal and External factors affecting motivation, Relation of Entrepreneurial Motivation and Entrepreneurial Behaviour

Entrepreneurial Competencies Essential competencies of entrepreneur;

Entrepreneurial Development Programmes EDPs, relevance and achievements; Role of Government in organizing EDPs, Critical Evaluation;

Project Identification and Project Plan: Considerations in Product/Project Selection, Market Survey, Project Classification, Writing a Project Plan/Proposal;

Project Appraisal and Documentation: Project Appraisal Criteria, Various formalities for



The Start-Up Process: Procedure for setting up a small scale unit; Planning, Implementation, Initial Strategic Planning,

Management Process in Small Business: Product and Marketing Scope, Legal and Tax consideration, Risk analysis and financial considerations. Profit Planning;

National Policies for small business development: Governmental and Non-Governmental policies and assistance in setting up SSI, Initial support to small entrepreneurs from NSIC, SIDO and TCOs for entrepreneurship development in India

Practical Work: Project report for financial assistance from bank

### Suggested Readings

1. Zimmerer Scarborough Essentials of Entrepreneurship and Small Business Management Pearson Publishing
2. David H Holt Entrepreneurship New venture Creation PHI
3. Dr C B Gupta, Dr N P Srinivasar Entrepreneurship Development Sultan Chand and Sons
4. Vasant Desai Dynamics of Entrepreneurship Development and Management Himalaya Mumbai
5. Poornima M Charantimat Entrepreneurship and Small Business Pearson Education
6. Robert D Hisrich, Mathew J Manimala, Michael P Peters, Dean A Shepherd, Entrepreneurship McGraw Hill Education
7. P.C. Jain Handbook for new Entrepreneurs Oxford University Press
8. Mac J Dollinger Entrepreneurship Strategies and resources Pearson Education Delhi

Note: Latest edition of text book must be used.

## BBA 305: CONSUMER BEHAVIOUR

Objective: The course of Consumer Behaviour aims at enabling students to understand the process of consumer behaviour, issues and dimensions, various internal and external factors that influence consumer behaviour and to apply this understanding to the development of marketing strategy.

### Unit I

Consumer Behaviour: Nature, characteristics, Scope, Relevance & Application; Importance of consumer behaviour in marketing decisions; Consumer Vs Industrial Buying Behaviour

Determinants of Consumer Behaviour: Role of Motivation; Personality and Self Concept; Attention and Perception; Consumer Learning; Consumer Attitudes Formation and Change; Consumer Values and Lifestyles  
External Determinants of Consumer Behaviour: Influence of Culture and Sub Culture; Social Class; Reference Groups and Family Influences; Basic models of consumer behaviour

## Unit II

Consumer Decision Making Process Problem Recognition methods of problem solving; pre purchase search influences information search; alternative evaluation and selection; outlet selection and purchase decision (compensatory decision rule, conjunctive decision, rule, Lexicographic rule, affect referral, disjunctive rule); Post Purchase Behaviour; Situational Influences; Cognitive Dissonance

Diffusion of Innovation: Definition of innovation, product characteristics influencing diffusion, resistance to innovation, adoption process

Consumer Involvement: Role of Consumer Involvement; Customer Satisfaction; Consumer behaviour interdisciplinary approach

Researching Consumer Behaviour: Online Customer Behaviour; Diversity of Consumer Behaviour; Role of Consumer Behaviour in Marketing Strategy;

Suggested Readings:

1. Consumer Behaviour by Leon G. Schiffman & Leslie L. Kanuk, Prentice Hall Publication
2. Consumer Behaviour Buying, Having, and Being by M R Solomon, Pearson Prentice Hall
3. Consumer Behaviour Building Marketing Strategy by D. I. Hawkins and J. B. Roger, Tata McGraw Hill
4. Consumer Behaviour by R.D. Blackwell, P.W. Miniard, & J.F. Engel, Cengage Learning
5. Marketing Management by Philip Kotler and K L Keller, Pearson (Global Edition)

Note: Latest edition of text book must be used.

## BBA 306: SALES AND DISTRIBUTION MANAGEMENT

Objectives: The purpose of this paper is to acquaint the student with the concepts which are helpful in developing a sound sales and distribution policy in organizing and managing sales force and marketing channels.

### UNIT-I

Introduction to Sales Management & Importance of Sales Functions of sales manager. Nature and importance of Personal Selling and Salesmanship, objectives and theories of personal selling. Sales forecasting Methods, Sales Budget Importance, Process of Sales Budget, Uses of sales budget, Sales territory considerations in allocation of sales territory, Sales Quota, Objectives, Principles of Ceiling Sales Quota, Administration of Sales Quota, Uses of Sales Quota.

### UNIT-II

Physical Distribution: Meaning, Organization & Management. Channels of Distribution: Its functions, selection & motivation of intermediaries. Market Logistics and supply chain management- Transport system, inventory and warehousing. Distribution warehousing: Its modern Concepts, Functions, Types & features of warehousing, Locations, Automation in warehousing. International Sales and Distribution management.

### Suggested Readings

1. Sales Management. Text and cases. Krishna K. Havaldar, V M Cavale, McGraw Hill.
2. Sales and Distribution Management, Tapan K. Panda, Sunil Sahadev. Oxford University Press.
3. Sales and Distribution Management. Text and cases. With SAP Applications. An Indian Perspective. Dr. S L Gupta. Excel Books.
4. Sales Management. Joseph F. Hair, Rolph E. Anderson, Rajiv Mehta, Barry B. Babin, B Cengage Learning.
5. Salesmanship and Publicity. Rustom S Davar, Sohrab R Davar, Nusli R Davar. Vikas Publishing House Pvt Ltd.

Note: Latest edition of text book must be used.

## BBA 307: FINANCIAL MARKETS AND SERVICES

Objectives: To advance the understanding of fundamental concepts in financial markets, financial instruments in various markets and important financial services

### Unit I

Indian Financial System Meaning, Importance, Functions and Structure (Overview of Financial Markets, Financial Institutions, Financial Instruments and Financial Services)

Money Market Structure of Indian Money Market (Organized, Cooperative and Unorganized Sectors); Instruments of Money Market Call/Notice/term Money, Repurchase Agreements, T Bills, Commercial Bills, Commercial Papers, Certificate of Deposits and Money Market Mutual Funds; and Discount and Finance House of India.

Capital Market Indian Capital Market; Capital Market Instruments; Primary Market (New Issue Market and Listing of Securities); Secondary Market with special reference to Stock Exchanges and their functioning; Indian Clearing Corporation Ltd. nctlof Securities nd ExchangD BCoar86.59543(o)-20.9868(f)32.4307( )-10.4934(l)-7.64521(n)19.0891(d)-20.9868(i)17.506

## Suggested Readings:

1. Financial Markets, Institutions and Financial Institutions by Clifford Gomez Prentice Hall of India.
2. Financial Services by M.Y.Khan Tata McGraw Hill.
3. Financial Services and Markets by Dr. Punithavathy Pandey Vikas Publishing House.
4. Management of Financial Services by V.K. Bhalani Anmol Publications.
5. Financial Institutions and Markets by L.M. Bhole Tata McGraw Hill.

Note: Latest edition of text book must be used.

## BBA 308: INVESTMENT MANAGEMENT

Objectives: To advance the understanding of fundamental concepts of security analyses, and working knowledge of portfolio management and evaluation

### Unit I

Investment Meaning, Nature, Objectives and Process; Investment Avenues; Investment vs. Gambling; Investment vs. Speculation.

Security Analysis Meaning of Security Analysis

Fundamental Analysis Economic Analysis; Industry Analysis and Company Analysis.

Technical Analysis Theoretical Framework, Charts Candlestick Chart, Line Chart and Open High Low Close Chart; Overlays Support, Resistance and Trend Line; Market Indicators Advance Decline Index, Absolute Breadth Index and Trade Index, Price Indicators Relative Strength Index, Average Directional Index and Momentum, and Volume Indicators Balance Volume.

Efficient Market Hypothesis Concept, Forms and Random Walk Theory

### Unit - II

Portfolio Management Concept and Markowitz Model

Portfolio Selection Overview of Capital Market Line, Security Market Line, Capital Asset Pricing Model and Arbitrage Pricing Theory

Portfolio Performance Evaluation Sharpe, Treynor and Jensen Models  
Value vs. Growth Investing

Suggested Readings:

1. Investment Management by V.K.Bhalla S. Chand Publishing
2. Investment Management by Preeti Singh Himalaya Publishing.
3. Security Analysis and Portfolio Management by Dr.PunithavathyPandian Vikas Publishing House.
4. Security Analysis and Portfolio Management by Fischer and Jordan Pearson Publications
5. Investment Analysis and Portfolio Management by Prasanna Chandra Tata McGraw Hill.

Note: Latest edition of text books must be used.

BBA 309: SOCIAL SECURITY & LABOUR WELFARE

Objectives: The objective of this course is to acquaint the students with the two important aspects of Industrial Relations namely Social Security and Labour Welfare.

UNIT I

Introduction to Social Security - Concept of Social Security, Need, Comparison of Pre Independence & Post Independence Era, Indian Constitution & Social Security.

Introduction to Labour Welfare - Concept of Labour, Welfare, Need, Importance, Welfare Provision in India, Status of Labour Welfare in India.

Employees State Insurance Act, 1948 Object ur We(t)-25 9868(ur)-8.59405(,)-10.4934( )-210.873(W

Compensation Calculation, Compensation Commissioner.

The Industrial Employment (Standing Order) Act, 1946- Scope and coverage of the Act,  
Concept of Standing Order, Certification Process Modification, Interpretation & Enforcement  
of Standing Order.

Approaches of IR: Systems Approach, Oxford Approach, Industrial Sociology Approach, Action Theory Approach, Marxist Approach, Pluralist Approach, Human Relations Approach, Gandhian Approach, Psychological Approach, Sociological Approach, ~~Struc~~ Social Approach

Industrial Conflicts: Nature, Form, Causes, Effects

Collective bargaining: Nature and functions; Types of bargaining; Collective bargaining in the Indian context; Negotiating a collective bargaining agreement.

Grievance administration: Concept, Procedure, Guidelines, Discipline

## UNIT -II

Industrial Disputes Act, 1947: Introduction, Scope, Objectives, Definitions, Modes of settlement of Industrial Disputes (Conciliation, Adjudication, Arbitration), Provisions regarding Strikes, Lockouts, Layoff and Retrenchment.

Trade Unions Act, 1926: Introduction, Objectives, Provisions regarding Registration of Trade Union, Cancellation of Trade Union, BT 11.9773 0 0 12 284.16 558 r521(e188 474.721-13.7079(t) 429(R)-1



## SIXTH SEMESTER

### BBA 321: BUSINESS POLICY AND STRATEGY

Objectives: The course structure gives an insight into the strategic planning process done by organizations. The student is required to learn basics of that how a strategy is formed and finally implemented by organizations.

#### UNIT - I

Definition, nature, scope and importance of strategy and strategic management. Strategic decision making. Process of strategic management and levels at which strategy operates.

Defining strategic intent/Vision, Mission, Business definition, Goals and Objectives.

Environmental Appraisal Concept of environment/components of environment (Economic, legal, social, political and technological). Environmental scanning techniques (PEST, QUEST and SWOT (TOWS)).

Internal Appraisal: The internal environment, organizational capabilities in various functional areas. Methods and techniques used for organizational appraisal (overview of: Value chain analysis, Financial and non financial analysis, historical analysis, industry standards and benchmarking/Balanced scorecard and key factor rating).

Corporate level strategies-Stability, Expansion, Retrenchment and Combination strategies. Corporate restructuring. Concept of Synergy. Mergers & Acquisitions. Corporate Restructuring.

#### UNIT - II

Business level strategies. Porter's framework of competitive strategies. Differentiation and Focus strategies. Concept, importance, Building and use of Core Competence.

Strategic Analysis and choice. Corporate level analysis (BCG, GE-McKinsey 7-S Framework)

5. Johnson & Scholes, Exploring Corporate Strategy, Prentice Hall India
6. Pearce & Robinson, Strategic Management, AITBS

Note: Latest edition of text book must be used.

## BBA 322: PRODUCTION AND OPERATIONS MANAGEMENT

Objectives: This course aims to impart knowledge regarding production and operation management tools, techniques and processes and familiarizes students how to take managerial decisions with respect to production function.

### Unit I

Introduction to Production and Operations Management: Concepts, Functions, Scope, Types of Production System.

Product Design and Development: Product Design and its Characteristics, Product Development Process, Product Development Techniques.

Facility Location and Layout: Facility Location Importance, Factors in Location Analysis, Location Analysis Techniques, Facility Layout

3.

Suggested Readings:

1. J.P. Sharma, Corporate Governance, Business Ethics & CSR, Books

## BBA 325: ADVERTISING AND BRAND MANAGEMENT

Objectives: The objective of this course is to provide an understanding of the basic principles of advertising management, nature, purpose & complex constructions in the planning and execution of a successful advertising program and to develop an interest of the brand concept and the operational aspects of managing a brand. The course will expose student to issues and management, faced by firmsoperating in competitive markets.

### UNIT I

Advert()-27.6832(m)163Tm [(Adver)5413 0 0 12 306 577(r)-7.6179.1(i&.4043(i)17171.746(t)-m)16.430

Brand Positioning: Concept, repositioning, Celebrity Endorsement, Brand Extension, Differential Advantage, Strategies for Competitive Advantage, Brand Pyramid.

Suggested Readings:

Services Distribution Management: Distributing services; Options for service delivery, place and time decisions.

### Suggested Readings:

- 1: JawaharLal, Seema Srivastava: Cost Accounting, Tata McGraw Hill
- 2: S.N.Maheshwari: Cost and Management Accounting, Sultan Chand and Sons.
- 3: N.K.Agarwal: Cost Accounting, SuchitaPrakashan Ltd.
- 4: Horngren, SrikantM.Datar, George Foster: Cost Accounting, Prentice Hall.
- 5: P.C. Tulsian, Bharat Tulsian: Cost Accounting, S.Chand Publishing
- 6: M.N.Arora: Cost Accounting, Vikas Publishers
- 7: Ravi M. Kishore: Cost Accounting: Taxmann Publications Pvt. Ltd.

Note: Latest edition of text book must be used.

## BBA 328: ACCOUNTING FOR MANAGEMENT

Objective: To acquaint students with concepts of cost and management accounting and their application in managerial decision making.

### Unit I

Origin, Concept, Nature and Scope of Management Accounting, Distinction between Management Accounting and Financial Accounting. Nature, Importance and Limitations of Financial Statements, Tools of Financial Analysis, Trend Analysis, Common Size Financial Statements and Comparative Financial Statements, Ratio Analysis, Fund Flow and Cash Flow Statements Analysis.

### Unit II

Absorption and Marginal Costing. Cost Volume Profit Analysis: Marginal Cost Statement/Equation; P/V ratio; Break Even Point (BEP), Break Even Quantity, Margin of Safety; Decisions relating to Key Factor, Price fixation, Export Order, Make or Buy, Deletion or Addition to Product/Services, Sell or Process Further, Continue or Shut down, etc. Responsibility Accounting and Divisional Performance.

### Suggested Readings:

1. Lal, Jawahar, Financial Accounting, S. Chand & Company, New Delhi.
2. Lal, Jawahar, Advanced Management Accounting, Text and Cases, S. Chand & Company, New Delhi.



3. Horngren, Charles T., Introduction to Management Accounting, Prentice Hall of India Pvt Ltd., New Delhi.
4. Anthony Robert, and David Hawkins; Accounting: Text and Cases, McGraw
5. Bhattacharya, S.K. and JonnDearden, Accounting for Management, Vikas Publishing House, New Delhi.
6. JawaharLal, Seema Srivastava: Cost Accounting, Tata McGraw
7. S.N.Maheshwari: Cost and Management Accounting, Sultan Chand and Sons.
8. N.K.Agarwal: Cost Accounting, SuchitaPrakashanPvt. Ltd.

Note: Latest edition of text book must be used.

### BBA 329: HUMAN RESOURCE PLANNING AND PERFORMANCE MANAGEMENT

Objectives: The objective of this course is to help the students gain conceptual understanding of Human resource planning and performance management within an organization.

#### Unit - I

### Suggested Readings:

1. Human Resource Planning: The Indian Dynamic by SujataMangaraj and PratimaJaiswal, Mahamaya Publishing House
2. Human Resource Planning by Dipak Kumar Bhattacharya, Frye Books
3. The hand Book of Human Resource Planning by Gordon McBeath, Blackwell Publishers
4. Performance Management by A. S. Kohli and T. Deb, Oxford University Press
5. Performance Management: Key strategies and practical guidelines by Michael Armstrong, Kogan Page
6. Human Resource Management by Gary Dessler and BijuVarkkey, Pearson
- 7.

