

PANJAB UNIVERSITY, CHANDIGARH-160014 (INDIA)
(Estd. u d!" t#! P\$ %&U '(!"s't) A*t VII +, 1-4. -! \$*t!d &) t#! G+(t. +, l d'\$)

	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

11. Amortization of fixed Assets

n) b ; g, h (h fe4, 'ko go, h

12. Annuity

'kof4eh

13. Anticipated Prices

nBwfb, eiw, !

14. Arbitration

; kb ; h1 f') b r h

15. Assessed Tax

fBo%ko, eo

16. Assets

; g, h

17. Assets and Liabilities

b+ (koin! n, (+ (koin!

- 50. Commodity TgG*r, k' ; ,
- 51. Company egBh
- 52. Competition g3 hO*r, k
- 53. Corporation fB r w
- 54. Cost Account bk r , b. k
- 55. Cost of Production T, gk(B (h bk r ,
- 56. Current Account)kb . k, k
- 57. Current Liabilities)b, (+ (kohn!
- 58. Debenture fo+ g, o
- 59. Debt Management fo+9gB%
- 60. Deduct eNB h
- 61. Deferred Payment ;Efr, Gr, kB
- 62. Deflation w(ok f' ; Dh, h
- 63. Demand for payment n(kfJ r h bJh w r
- 64. Demonstration Effect g3o4Bh gBk'
- 65. Depreciation wb #Nkjh
- 66. Depression nkofEe w(k
- 67. Devaluation eo;h (k n' wb+
- 68. Discount Rate eNB h (o
- 69. Disinvestment f' fB' 4
- 70. Dividend bkG9n4
- 71. Distribution f' , o+
- 72. Documentary proof (; , k' 4h ; p,
- 73. Double Entry (jok fJ(ok&
- 74. Draftsman Be4k B' h;
- 75. Economic Indicator nkofEe ;)e
- 76. Entrepreneur T(wh
- 77. Excise Duty T, gk(B eo
- 78. Export Tax fBoOk, eo
- 79. Expenditure . o)
- 80. Fair Trade Tf) , ' gko
- 81. Finance f' ,
- 82. Finance affairs f' , h wkwb
- 83. Financial Penalty f' , h (2
- 84. Fine Paper T6()- [(T)1(6()- [(T)1(6()- [()-222()) TJg/R412Tfg19. 668

89. Fixed Capital

;EkJh g&h

90. Fixed Costs

;EkJh . o)

91. Floatation

Explanation:

1.

UNIT IV

10. Changes in Society: social unrest; emergence of new rulers-rakhi, gurmata, dal khalsa.
11. Society and Culture under Maharaja Ranjit Singh: social mobility; painting and architecture; literature.
12. MAP: Major Historical Places: Harappa, Mohenjodaro, Sanghol, Ropar, Lahore, Amritsar, Kiratpur, Anandpur Sahib, Tarn Taran, Machhiwara, Goindwal, Khadur Sahib.

Suggested Readings:

1. Joshi, L.M (ed.) : History and

BBAS102: ORGANIZATION BEHAVIOUR

Objective: The objective of the paper is to provide broad understanding of basic concepts and techniques related to the study of human behavior in work-environment and to manage behavioral aspects of organization.

Unit-I

Introduction: The Concept of Behaviour in Organizations, Significance of Organisational Behaviour; Models; Emerging Trends: Globalisation, The Changing Workforce, Employment Relationship; Informational Technology and Organisational Behaviour.

Individual Behaviour and Interpersonal Behaviour: The Factors Affecting Individual Behaviour, Models of Individual Behaviour, Transactional Analysis in Interpersonal Behaviour.

Perception: Perceptual Process; Error in Perception; Improving Perception.

Personality in Organisation: Determinants of Personality; Theories of Personality-Myers-Briggs-Types- Indicator (MBTI).

Workforce Emotions, Attitude and Organisational Commitment: Types of Emotions; Managing Emotions; The Five Dimensions of Emotional Intelligence; Components of Attitude; Cognitive Dissonance Theory of Attitude; Building Organisational Commitment.

Unit II

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

Work Team and Conflict: Stages of Team Development; Team Norms. Team Cohesiveness;

Suggested readings

1. Robbins, Stephens P., Organisational Behavior
2. Davis, Keith, Human Behaviour at Work: Organisational Behaviour
3. Luthans, Fred, Organisational Behaviour
4. Robbins, Stephens P., Organisational Behavior Concepts, controversies and Applications
5. Mc Shane and Von Glinow., Organisational Behavior.

BBAS103: FUNDAMENTALS OF INFORMATION TECHNOLOGY

Excel Basics: What is a Spreadsheet and why would I use One?, Create a Simple Spreadsheet, Common ,Definitions: Rows, Columns, and Cell, Formatting a Cell, Demonstration of Advanced Features (by Instructor), Charts, Graphs, Formulas, Sort, Find, and Filter. Basics of Microsoft Power Point, how to make power point presentation.

UNIT- II

Internet Basics:What’s so great about the Internet?, Basic Navigating inside and between Web Pages, Copying Text and Graphics from the Web, Bookmarks, Search Engines and how to perform Searches , How to Evaluate Websites?

E- Business Infrastructure– The Internet – Intranets and Extranets – World Wide Web – Voice Over IP (VoIP) – The Internet Standards – The HTTP Protocol – Audio and Video Standards – Managing E- Business Infrastructure – Web Services and Service-Oriented Architecture – (SOA) – New Access Devices – Future of the Internet Infrastructure

Lab Work: Use of Excel spreadsheet, working with worksheet- editing and formatting, using formulas – statistical, mathematical, logical, Presentation software – making presentation, auto content wizard, adding text to the slides, power point views, add graphics, inserting videos, moving slides, animation and sound, design templates etc**Internal assessment of 20 marks shall be based on lab work.**

Suggested Readings:

1. Rayport, Jeffrey F and Jaworksi, Bernard J: Introduction to E-Commerce, Tata McGraw Hill, New Delhi.
2. Smantha Shurety,: E-Business with Net Commerce, Addison - Wesley, Singapore.
3. Rich, Jason R: Starting an E-Commerce Business, IDG Books, Delhi.

4. Laudon, Kenneth C and Carol Guercio Traver : E-Commerce business. Technology. Society, Pearson Education, Delhi.
5. Stamper David A, and Thomas L. Case: Business Data Communications, Pearson Education, New Delhi.
6. William Stallings: Business Data Communications, Pearson Education, New Delhi.

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

Direction and Motivation: Concept, Principles, Effective Supervision, Techniques.

Leadership: Concept, Difference between Leadership & Management, Theories of Leadership (Trait Theory, Behavioural Theory, Managerial Grid), Situational Theory, Contemporary Issues in Leadership (Transformational, Transactional, Charismatic and Visionary Leadership).

UNIT II

Accounting for Issue and Forfeiture of Shares, Reissue of Shares, Employee Stock Option Plan, Right Issue and Bonus Share. Accounting for Issue and Redemption of Debenture, Final Accounts of Companies.

NOTE: Lab classes shall be allotted to learn computerized accounts. Students shall be expected to learn creation of vouchers and recording transactions, preparing reports, cash-book, ledger accounts, trial balance, income statement and balance-sheet by using any one reputed accounting software package. Evaluation of lab work shall be done separately and shall not be a part of theory paper of financial accounting. Internal assessment of 20 marks shall be based on this lab work.

Suggested Readings:

1. Anthony, R.N., and J.S. Reece, “*Accounting Principles*”, Richard D. Irwin, Inc.
2. Monga, J.R., “*Financial Accounting: Concepts and Applications*”, Mayoor Paper Backs, New Delhi.
3. Shukla, M.C., T.S. Grewal and S.C. Gupta, “*Advanced Accounts*”, Vol-I, S. Chand & Co., New Delhi.
4. Gupta, R.L. and M. Radhaswamy, “*Advanced Accountancy*”, Vol-I, Sultan Chand & Sons, New Delhi.
5. Maheshwari, S.N. and S. K. Maheshwari, “*Financial Accounting*”, Vikas Publishing House, New Delhi.
6. Sehgal, Ashok, and Deepak Sehgal, “*Advanced Accounting*”, Part -I, Taxmann Applied Services, New Delhi.
7. Tulsian, P.C., “*Advanced Accounting*”, Tata Mc Graw Hill, New Delhi.

BBAS106: ESSENTIALS OF BUSINESS ECONOMICS - I

Objective: To study the basic concepts of micro and macroeconomics relevant for Business decision making and helping them to understand the application of economic principles in business management.

UNIT – I

Micro vs. Macro Economics

Fundamental Concepts used in Business Decision Making: Opportunity Cost, Marginal Principle, Incremental Principle Contribution Analysis, Equi Marginal Principle.

Theory of Demand, Law of Demand, Movement Along vs. Shift in Demand Curve.

Concept of Elasticity of Demand, Types of Elasticity of Demand (Price income and Cross), Factors Affecting Elasticity of Demand.

Measurement of Elasticity of Demand

Demand Forecasting: Need, Objectives and Methods.

Supply: Determinants, Law of Supply and Elasticity of Supply.

Theory of Production: Meaning and Concept of Production, Factors of Production and Production Function with One Variable Inputs, Production Function and Technological Progress.

Law of Variable Proportions, Returns to a Scale.

UNIT – II

Concepts of Cost and Revenue

Types of Cost, Cost Function, Short run and Long run Cost Curves, Economies and Diseconomies of Scale.

Concept of Total, Average and Marginal Revenue, Relationship between AR and MR and through Elasticity of Demand.

Market Conditions:

Perfect Competition: Features, Equilibrium of Firm, Equilibrium of Industry, Role of Time Element in Price Determination.

Monopoly: Features, Equilibrium of Firm/Industry, Price Discrimination and its Types, Peak load Pricing, Regulation of Monopoly.

Monopolistic Combination: Features, Price-Output Policy of the Firm, Selling Cost: Meaning, Effects, Equilibrium of Firm with respect to Selling Cost.

Suggested Readings;

1. Dwivedi, D.N., Macro economics, McGraw Hill education.
2. Shapiro, E., Macro economics Analysis, McGraw Hill Education.
3. Thomas F. Dernburg, Macro economics.
4. Dwivedi, D.N. Managerial Economics, 7th Edition, Vikas Publishing House.
5. Salvatore, D. Managerial Economics in a Global Economy, 6th Edition, Oxford University Press.
6. Peterson, L. and Jain Managerial Eco., 4th Edition, Pearson Education.
7. A. Kontsoyianis; Modern Micro-Economics.
8. M. Adhikary ; Business Economics.

SEMESTER II
BBA121A : piph J Gkr gfj bk

6. Income Statement	nkw(B f)@k
7. Index of Profit	bkG ;)e
8. Income Tax	nkw(B eo
9. Inflation	w(ok ;Dh, h
10. Intangible Assets	n ;Eb b+(koh!
11. Investment	fB' 4
12. Invoice	ph)e
13. Jobber	;Nke nk67, h
14. Job Casting	bk r , fBo%ko+
15. Joint Venture	;!Ck T(w
16. Labour	feo,
17. Laissez Fair	. b7 f' ' ;Ek
18. Lease Holding Building and Property	gN G, fJwko, n, &kfJ(k(
19. Ledger	4k, k
20. Ledger Folio	. k, k gBk
21. Liabilities	(+ (koh!
22. Liquidator	fBo%koe
23. Market	w2h
24. Marketable Goods	f' e+O*r ' ; , !
25. Mechanization	w4hBieoB
26. Mercantilism	' gko' k(
27. Monetary System	w(ok gB%
28. Money of Account	b. (h w(ok
29. Monopoly	Jekf%eko
30. Mortgage	ofj+1fro'h
31. Net Investment	fBob fB' 4
32. Net Profit	fBob bkG
33. Notice of Stoppage	oë ;)Bk
34. Office Expenses Account	(4, oh 4o) b. k
35. Open Market Operations	. b7 w2h f' jko
36. Over Due	fwnk(g r h
37. Over Head Cost	pCh bk r ,
38. Partnership	fj ; (koh1 ;!Ch(koh
39. Payable Accounts	(+O*r b.
40. Preference Shares	, o&hjh fj ;
41. Premium	gBwhnw
42. Price Control	ehw, fBO, o+
43. Production	T, gk(B
44. Profit Margin	bkG n4

45. Proprietor	;g, h wkbe
46. Quasi Negotiable Instrument	no% f' eoh0*r j2h
47. Quotation	wb ;)h
48. Rate of Exchange	' N!(ok (o
49. Ready Delivery	f, nko wkb
50. Real Wages	' k; , f' e w&(oh
51. Rebate	: N1 eNß h
52. Recession	nkofEe w(h (k (ß
53. Receivable Accounts	b+0*r b.
54. Redemption of Mortgage	ofj+ : 2kT+k
55. Receipts and Payment Account	g&g, h n, n(kfJrh b.k
56. Rent	feokfJnk
57. Rent Account	b r kB b. k1 feokfJnk b. k
58. Reserve Price	ok. ' h ehw,
59. Revenue	nkw(B
60. Sales Tax	f' eoh eo
61. Sales Transfer Order	f' eoh fJ, ekb j ew
62. Security Bond	&wkB, Bkwk
63. Service Goods	; ' k ' ; , !
64. Shares	4no1 fj ;
65. Share Capital	4no g&h
66. Share Holder	fj ; (ko
67. Share Market	4no pk&ko
68. Short Bills	nbgekbh j2hn!
69. Slump	w(k
70. Sole Proprietorship	Jeb wkbeh
71. Speculation	; Nk nBwkB
72. Statutory Company	ekBB n%hB ; Ekfg, egBh
73. Stipulated	fB4f), eh, k
74. Stock	G2ko1 ; Nke
75. Stock Exchange	4no pk&ko
76. Subsidiary Company	; jkfJe egBh
77. Surety	4kwB
78. Tariff	(o ;)h

84. Tender money	N2o (h oew
85. Terms of Payment	Gr , kB (hn! 4o,!
86. Terms of Trade	' gko (hn! 4o,!
87. Trademark	wkoek
88. Transactions	;k1 b+ (+
89. Transfer Book	fJ, ekb .k, k
90. Under Value	#N wbne+
91. Unproductive Expenditure	n+ftTg&kT .o)
92. Unproductive Labour	n+ftTg&kT feo,
93. Validity Period	g&wf+, fwnk(
94. Vertical Integration	;wog ;#NB
95. Wages	w&(oh
96. Wages Account	T&o, b.k
97. Wage Goods	w&(oh ' ;,!
98. Wage Book	T&o, ' jh
99. Wharf age	T, okJh
100. Write Off	' N .k, gkT+k
101. Working Capital)b, g&h
102. Yield	Tg&
103. Zero Rate of Interest	f' nk& (h4ho*(o

HISTORY AND CULTURE OF PUNJAB

For B.Sc. /B.Sc. (Hons) Bio-Technology/B.Sc. (Hons) Bio-Informatics/B.Sc. 4 year agriculture /BCA/B.Sc. Fashion Designing/B.Sc. Microbial and Food Technology / 4 year B.PEd. /BFA/BBA/B.Com etc. all courses that take this paper for ONE year only.

SEMESTER II

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 carrying 5 marks i.e. 1 mark each. 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-IV 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 marks of the paper in lieu of internal assessment.

The paper-setter must put note (2) in the question paper.

3. One question from Unit-IV shall be set on the map.

Explanation:

1. Each essay type question would cover about one-third or one-half of a topic detailed in the syllabus.
2. The distribution of marks for the map question would be as under:

Map : 06 Marks

Explanatory Note : 04 Marks

In case a paper setter chooses to set a question of map on important historical places, the paper setter will be required to ask the students to mark 6 places on map of 1 mark each and write explanatory note on any two of 2 marks each.

3. The paper-setter would avoid repetition between different types of question within one question paper.

BBA 121 B PAPER: HISTORY AND CULTURE OF PUNJAB IN THE COLONIAL AND POST INDEPENDENCE TIMES

Max. Marks : 50

Theory : 45

Internal Assessment : 05

Time : 3 Hours

Objectives: To introduce the students to the history of Punjab region in modern times.

Pedagogy: Lectures, library work and discussions.

UNIT I

1. Introduction of Colonial Rule: administrative changes; means of communication; western education.
2. Agrarian Development: Commercialization of agriculture; canalization and colonization.
3. Social Classes: agrarian groups; new middle classes

UNIT II

4. Early Socio Religious Reform: Christian Missionaries; Namdharis; Nirankaris.
5. Socio Religious Reform Movements: activities of Arya Samaj; Singh sabhas; Ahmadiyas.
6. Development of Press & literature: growth of press; development in literature

UNIT III

7. Emergence Of Political Consciousness: Agrarian uprising 1907; Ghadar.
8. Gurudwara Reform Movement: Jallianwala Bagh; foundation of SGPC and Akali Dal; Morchas.
9. Struggle for Freedom: activities of revolutionaries - Babbar Akalis, Naujawan Bharat Sabha; participation in -2(.1A)2(k450T)4(r)3/R23 12 Tf0195()-18sd-2(t9.1A)2(k450T)4(r)3/R23 12 Tf

BBA 122: BUSINESS STATISTICS

Objective: To impart the students about the basic knowledge of statistics.

UNIT-I

Statistics-Definition, Functions, Scope, Usage and Limitations of Statistics

Measures of Central Tendency: Types of Averages- Arithmeti

BBAS123 ESSENTIAL OF BUSINESS ECONOMICS II

Objective: The course aims at providing the knowledge of basic concepts of the Macro Economics. Modern tools of Macro Economic analysis are discussed at length.

UNIT – I

Nature and Scope of Macro Economics, Limitations of Macro Economics

National Income: Concepts, Methods of National Income, Measurement and Problems involved in National Income Measurement.

Say's Law of Market: Meaning, Implications,

Classical Theory of Income Output and Employment:

Keynesian Theory of Employment, Aggregate Demand and Aggregate Supply function.

Consumption Function: Meaning, Factors influencing Consumption Function, Average and Marginal Propensities to Consume, Propensity to Save, Psychological Law of Consumption and its Importance.

UNIT – II

BBA125: PERSONALITY DEVELOPMENT AND PROFESSIONAL SKILLS

Objectives: Today's business context requires adaptation to change through acquisition of new skills and abilities to seize opportunities and improve productivity. This course deals with personality development, creativity skills, ethics in business and help students to acquire a range of useful strategies and other skills for enhancing their professional effectiveness.

UNIT-I

PERSONALITY DEVELOPMENT

Interpersonal Skills: Components of self-concept, factors affecting self-concept, self-management techniques, forms of interpersonal relationships, competencies and enhancing interpersonal skills.

Improving Personal Skills: improving reading skills, problem solving skills, creativity skills, listening skills, time management skills.

Career Development: Public speaking and presentation skills, group discussion, types of group discussions, tips for successful participation in GD, job interviews and its types, preparation and do's and don'ts for an interview, Resume writing and job application.

UNIT-II

PROFESSIONAL SKILLS

Team Building and Negotiation Skills: Team development, conflict resolution and team behaviours, concepts and guidelines for successful negotiation, leadership skills, trends in leadership style.

Work Culture, Ethics and Stress Management: Meaning and learning organizational culture, work environment and ethics, sources of stress and ways to cope up with stress, need and importance of capacity building, zones of learning and strategies for capacity building.

Non-Verbal Communication: Work Place Etiquettes: Personal appearance, posture and gestures, facial expressions, conduct at the work place, telephone and email etiquettes.

NOTE: The question paper will include short case studies in Section – A.

Suggested Readings:

1. Chauhan, Gajendra Singh & Sharma, Sangeeta. *“Soft Skills: An integrated approach to maximise personality”*. (2016)
2. Mitra, Barun K. *“Personality Development and Soft Skills”*. (2014)

3. Gallagher, Kevin. “*Skills Development for Business and Management Students*”. (2012)
4. Cheema, D S. “*Personality Development (Mastering Soft Skills)*”. (2007)

BBA 126: MANAGERIAL ACCOUNTING

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

Cost concepts, classification of costs, Absorption and Marginal Costing. Cost Volume Profit Analysis: Marginal Cost Statement/Equation; P/V ratio; Break Even Point (BEP), Break Even Chart; 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.

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 Private Ltd., New Delhi.
4. Anthony Robert, and David Hawkins; Accounting: Text and Cases, McGraw-Hill.
5. Bhattacharya, S.K. and JonnDearden, Accounting for Management, Vikas Publishing House, New Delhi.
6. JawaharLal, Seema Srivastava: Cost Accounting, Tata McGraw Hill
7. S.N.Maheshwari: Cost and Management Accounting, Sultan Chand and Sons.
8. N.K.Agarwal: Cost Accounting, SuchitaPrakashanPvt. Ltd.

**ENVIRONMENT, ROAD SAFETY EDUCATION AND VIOLENCE AGAINST WOMEN
AND CHILDREN**

*** Total duration of the whole paper (Consisting of four parts) shall be of 2 hours, carrying 100 marks in whole, divided into the ratios of 40:20:20:20**

Note: The syllabus has 15 topics to be covered in 20 hour lectures in total, with 2 lectures in each topic from 2 to 11 and one each for the topics 1 and 12 to 15.

1. Environment Concept:

Introduction, concept of biosphere – lithosphere, hydrosphere, atmosphere; Natural resources – their need and types; Principles and scope of Ecology; concepts of ecosystem, population, community, biotic interactions, biomes, ecological succession.

2. Atmosphere:

Parts of atmosphere, components of air; pollution, pollutants, their sources, permissible limits, risks and possible control measures.

3. Hydrosphere:

Types of aquatic systems; Major sources (including ground water) and uses of water, problems

9. Global Environmental Issues:

Global concern, creation of UNEP; Conventions on climate change, Convention on biodiversity;

SYLLABUS ON “VIOLENCE AGAINST WOMEN & CHILDREN” AT UNDER-GRADUATE LEVEL

UNIT III OF COMPULSORY PAPER ON ENVIRONMENT & ROAD SAFETY EDUCATION

AS PART OF SEMESTER - II

Unit – III

VIOLENCE AGAINST WOMEN & CHILDREN

1. Concept and Types of Violence: Meaning and Definition of violence; Types of Violence against women – domestic violence, sexual violence (including rape), sexual harassment, emotional/psychological violence; Types of Violence against children – physical violence, sexual violence, verbal and emotional abuse, neglect & abandonment.

2. Protective Provisions of IPC on Domestic Violence & Sexual Violence against Women:

Dowry Death – Section 304B;

Rape – Sections 375, 376(1), 376A, 376B, 376C, 376D and 376E;

Cruelty – Section 498A;

Insult to Modesty – The Indian Penal Code does not define the word eve-teasing; there are three sections which deal with crime of eve-teasing. These are Sections, 294, 354 and 509 of Indian Penal Code. Section 509 of the Indian penal code defines (Word, gesture or act intended to insult the modesty of a woman), Section 294 – (Obscene acts and songs) and Section 354 (Assault or criminal force to woman with intent to outrage her modesty);

Hurt & Grievous Hurt Provisions – Sections 319 to 326;

Acid Attacks – Sections 326A and 326B;

Female Infanticide – Section 312, Section 313 of Indian Penal Code (Causing miscarriage without women’s consent) and section 314;

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- Sections 370 and 370A

3. Protective Laws for Women:

3.1 Provisions of Protection of Women Against Domestic Violence Act 2005 – Definition, Powers of the Magistrate and Protection Officers, Protection order, Residence order, Monetary relief, Custody order and Compensatory order.

3.2 The Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013 – Definition, Internal Complaint Committee, Local Complaint Committee, Procedure adopted by Committee for punishing accused.

4. Protective Provisions of IPC regarding Sexual Violence against Children:

Section 293(sale etc. of obscene objects to young persons); 294 (obscene acts & songs); 305 (abetment of suicide of child); 315 to 317 (act causing death after birth of a child etc.); 361 (kidnapping from lawful guardianship); 362 (abduction); 363 (punishment for kidnapping); 363A (kidnapping or maiming a minor for purposing of begging); 364A (kidnapping for ransom etc.); 366 (kidnapping etc. to compel woman for marriage etc.); 366A (procuration of minor girl for illicit forced intercourse); 366B (importation of girl from foreign country); 367 (kidnapping/abduction in order to subject person to grievous hurt, slavery etc.); 369 (kidnapping adductive child under 10 year with intent to steal from its person); 372 & 373 (selling & buying minor for purposes of prostitution etc.).

4.1 The Protection of Children from Sexual Offences Act, 2012: An overview of the POCSO, relevant legal provisions and guidelines for the protection of children against sexual offences along with punishments; role of doctors, psychologists & mental experts as per rules of POCSO.

Note: Instructions for Examination:

Unit III of the paper dealing with Violence against Women and Children is of 20 Marks.

It shall have 20 multiple-choice questions (with one correct and three incorrect choice options and no deduction of marks for wrong or un-attempted questions). Minimum two questions from each topic must be covered.

All the questions are to be attempted Qualifying Marks 33 percent

Duration of Examination 30 Minutes

The Paper Setter is requested to set the questions strictly according to the syllabus.

Pedagogy:

The entire syllabus of Unit III is to be covered in ten hours in total, with each lecture of one-hour duration.

The purpose behind imparting teaching-learning 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 Children 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 (Prevention, Prohibition and Redressal) Act,
2013

THIRD SEMESTER

BBA 201: ENGLISH AND BUSINESS COMMUNICATION SKILLS

- (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**, ed., K.A. Kalia (Oxford University Press), The relevant sections, however, are as follows:
 - I. The Model Millionaire : *Oscar Wilde*
 - II. The Gift of the Magi : *O. Henry*
 - III. The Judgement-seat of Vikramaditya : *Sister Nivedita*
 - IV. Fur : *Saki*
- (iv) For Unit II, there is no prescribed text, only suggested reading, listed towards the end. Unit II shall consist of the following sub-units:

	designed in such a way that we are able to test a student's comprehension ability, language/ presentation skills and vocabulary etc.	
Q. 4.	It shall exclusively be a test of vocabulary, but designed 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 (<i>Based upon Unit II</i>)		

Q. 5. This question shall test a students' ability to write business le

BBA 202: OPERATION RESEARCH

Objective: To make the students to understand the concept of operations Research and its applications in managerial decisions.

UNIT-I

Operations Research: Meaning, Significance and Scope.

Introduction to Linear Programming, Formulation of Linear Programming—Problems, Graphical Method, Simplex Method.

Transportation Problem, Assignment Problem.

UNIT-II

Queuing Theory: Introduction, Arrival System, Queue Discipline, M/M/I Single Channel, M/M/I and M/M/S Model

Game Theory: Two Persons Zero Sum Games, Pure Strategies, Mixed Strategies, Dominance, Introduction to Frequency Problems, Classification of Sequencing Problems, Processing in Job through Two Machines.

Practical Work :

Project Report in following Areas: Use of linear Programming in Industry. Use of Queuing Theory in Banks and Service Centers.

Suggested Readings:

1. Operations Research for Management: M.P. Gupta & J. K. Sharma, Mayoor Paperbacks, Delhi
2. Operations Research : P.K. Gupta & D.S. Hira, S. Chand & Co. Ltd., New Delhi
3. Operations Research : H.A. Taha, Prentice Hall of India, New Delhi
4. Operations Research : C.K. Mustafi, New Age International Pvt. Ltd., New Delhi

Frederick Hiller, Gerald Lieberman

5. Introduction To Operations Research: Concepts and Cases, Frederick Hillier, Gerald Lieberman , Tata McGraw, Hill Delhi

BBA 203: MARKETING MANAGEMENT

Objective: The paper aims at making students to 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

BBA 204: ECONOMICS OF MONEY & BANKING

Objective: The paper aims at making students to 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, Freedman'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 Organisational 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.

BBA 205: REGULATORY FRAMEWORK FOR COMPANIES

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

UNIT- I

Company: Meaning and Definition, Characteristics. Concept of Lifting 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, Employees Stock Option Scheme, Book Building Process, Allotment of Shares, Irregular Allotment, Issue of Shares. Listing of Shares, Sweat Equity Shares, Right 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*”, Taxman’s 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*”, Taxman’s Allied Services (P), Ltd., New Delhi.
4. “*Mannual of Companies Act, Corporate Laws and SEBI Guidelines*”, Bharat Law House, New Delhi.
5. “*Bharat’s Companies Act*”, Bharat Law House, New Delhi.
6. “*Bharat’s Company Rule and Forms*”, Bharat Law House, New Delhi..
7. Singh, Avtar., “*Company Law*”, Eastern Book Company Luchnow.
8. Kuchhal, M.C., “*Modern Indian Company Law*”, Shree Mahavir Book Depot, Delhi. or latest edition.

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)

Q.4.	It shall exclusively be a test of vocabulary, but designed 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 (<i>Based upon Unit II</i>)		
Q.5.	The students shall be asked to write a short survey report on a situation, incident, business problem, or the possibility of starting a new commercial venture (in about 150-200 words). The students shall be given an internal choice in this question.	10 marks
Q.6.	This will test the students' ability to write a Précis. A passage of about 200 words shall be given and the students shall have to write a précis of about 70 words (including the title).	5 marks
Q.7.	Definition/format of Modern forms of communication to be tested Non verbal communication, e-mail, fax, Audio-Visual Aids and Power-Point Presentations.	5 marks
Q.8.	Curriculum Vitae	5 marks

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 Daming Cycle for Project Management, Project Management and Line Management.

Project Manager: Roles and Responsibilities, Project Management as a Profession.

Generating and Screening Ideas – Steps, Monitoring the Environment, Scouting for Project Ideas, Preliminarily Screening, Project Rating Index.

BBA 223: RESEARCH METHODOLOGY

Objective: To provide knowledge to the students about fundamentals of 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. Primary and Secondary Data. Methods of Data Collection. Measurement and Scaling, Designing of Questionnaire and Schedule, Formulating Hypothesis, Ethics in Business Research.

Unit-II

Sampling Design and Sampling Procedure. Sampling and Non-Sampling Errors. Data Analysis and Interpretation. Hypothesis Testing-t-Test, Chi-Square Test, Test of Mean and Proportion, Report Writing. Role of Computers in Research.

Suggested Readings:

1.

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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, Brief 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 inter-State trade or commerce, Supplies in the course of intra-State 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

BBA 226: DATABASE MANAGEMENT SYSTEM

Objective:

FIFTH SEMESTER
BBA 301: INSURANCE AND RISK MANAGEMENT

Objectives: The objective of this course is to familiarize students with the principles and practices being followed in the insurance sector. The students will also learn risk management process and applications.

UNIT – I

Insurance: Concept, Nature of Insurance, Functions of Insurance, Importance of Insurance, Principles of Insurance Contract-Features of Life and Non-life Insurance. Insurance and IRDA: IRDA Act 1999, Provisions, Duties, Powers and Functions of IRDA.

UNIT- II

Risk and risk management process - Concept of risk, risk vs. Uncertainty, types of risks, risk identification evaluation. Risk management objectives-selecting and implementing risk management techniques. Commercial risk management applications–property–liability–commercial property insurance different policies and contracts–business liability and risk management insurance–workers' compensation and risk financing.

Suggested Readings:

1. Black K. Jr., Skipper. H. D. Jr, “Life and Health Insurance”, Pearson Education.
2. Palande P.S., Shah R.S. and Lunawat M.L., “Insurance in India”, Response Books, Sage Publications Ltd.
3. Gupta, P.K., “Insurance and Risk Management”, Himalaya Publishing House, New Delhi.
4. Holyoake J. & Weiper B., “Insurance”, Pearson, PM4(nc)Books, 4

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 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 Lxxg684onmenne2.99805(1)on-2.00

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 Environmental Factors.

Environmental Analysis: Need, Process, Techniques & Limitations of Environmental Analysis.

Economic Environment: Key Elements of Economic Environment – Economic factors, Economic Systems, Economic Planning – Objectives & Strategies of Current Five Year Plan, Formation and Functions of NITI Aayog, Economic Policies – Industrial, Monetary & Fiscal (Tools & Latest Policies).

Unit- II

Political & Legal Environment: Key Elements of Political Environment, Relationship between Business and Government, Economic Role of Government. FEMA, Competition Act, SEBI & Consumer Protection Act, 1986 with latest amendments

Socio-Cultural Environment:

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, Institutional 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 Srinivasan “Entrepreneurship Development” Sultan Chand and Sons
4. Vasant Desai “Dynamics of Entrepreneurship Development and Management” Himalaya Mumbai
5. Poornima M Charantimath “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 Entrepreneurship” 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

BBA 307: FINANCIAL MARKETS AND SERVICES

Objectives: To advance the understanding of fundamental concepts of 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, Co-operative 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. and

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.PunithavathyPandian – Vikas Publishing House.
4. Management of Financial Services by V.K.Bhalla – 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 evaedT4(ur)3(i)-2(t)-22(y)30()-3()-3()-dT4(ur)3(i)-2(t)-4kTj

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 book 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.

Employee's State Insurance Act, 1948- Object & Scope; Definitions - Factory, Principle, Employer, Employee, Dependent, Insured Person and Employment Injury; Benefits under the Act- Sickness Benefit, Maternity Benefit, Disablement Benefit, Dependents Benefit, Funeral Benefit; Employees State Insurance Fund; Employee State Insurance Corporation - Constitution, Dispute & Claim under the Act.

Employees Provident Fund & Miscellaneous Provisions Act, 1952 - Object & Scope, Definitions, Provident Fund Schemes, Authorities under the Act.

UNIT II

The Employees Compensation Act, 1923 - History of the Act, Definition - Compensation, Wage, Workman, Dependent, Empl

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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.

Payment of Gratuity Act, 1972 - Evolution & Scope of Act, Definition of Employee, Employer, Continuous Service etc, Conditions for Payment & Forfeiture of Gratuity, Computation of Gratuity and Authorities under the Act - Their Powers & Functions.

Payment Of Bonus Act, 1963: Evolution & Scope of the Act, Definition – Wage, Allocable Surplus, Eligibility and Disqualification for Bonus, Minimum & Maximum Bonus, Minimum and Maximum Bonus, Special Provisions regarding Certain Establishments.

SUGGESTED READINGS:

1. Dr. C.B. Mamoria and Dr. Satish Mamoria, Dynamics of Industrial Relations, Himalaya Publications
2. Anil Kumar, Social Security and Labour Welfare, Deep and Deep Publications
3. T.N. Chhabra and R.K. Suri, Industrial Relations – Concepts & Issues, DhanpatRai& Company
4. ArunMonappa, Industrial Relations, Tata McGraw Hill
5. S C Srivastava, Industrial Relations and Labor Laws, Vikas Publishing House
6. P.R.N.Sinha, InduBala Sinha &SeemaPriyadarshiniShekhar, Industrial Relations, Trade Unions, and Labor Legislation, Pearson Publishing House
7. B.D.Singh, Industrial Relations and Labor Laws, Excel Books

Note: Latest edition of text book must be used.

BBA 310: INDUSTRIAL RELATIONS AND LABOUR LEGISLATIONS

Objectives: The objective of this course is to acquaint the students with the different aspects of Industrial Relations and the relating labour laws

UNIT-I

Industrial Relations: Concepts, Objectives, Scope, Importance, Participants, Essentials of effective Industrial Relations, Factors affecting Industrial Relations, Constraints of IR

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, Socio-ethical 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, Lock-outs, Layoff and Retrenchment.

Trade Unions Act, 1926: Introduction, Objectives, Provisions regarding Registration of Trade Union, Cancellation of Trade Union, Duties, Liabilities, Rights & Privileges of a Registered Trade Union.

Payment of Wages Act, 1936: Introduction, Scope, Objectives, Definitions, Rules of payment of wages and deductions from wage.

Minimum Wages Act, 1948: Meaning of 'wage' under the Act, Procedure for fixing Minimum Wage, Obligation of employer to pay Minimum Wage, Authorities and Remedies under the Act.

SUGGESTED READINGS:

1. Dr. C.B. Mamoria and Dr. Satish Mamoria, Dynamics of Industrial Relations, Himalaya Publications
2. P. Venkataramana, Industrial Relations, APH Pub. Corp.
3. T.N. Chhabra and R.K. Suri, Industrial Relations – Concepts & Issues, Dhanpat Rai & Company
4. Arun Monappa, Industrial Relations, Tata McGraw Hill
5. S C Srivastava, Industrial Relations and Labor Laws, Vikas Publishing House
6. P.R.N.Sinha, Indu Bala Sinha & Seema Priyadarshini Shekhar, Industrial Relations, Trade Unions, and Labor Legislation, Pearson Publishing House
7. B.D.Singh, Industrial Relations and Labor Laws, Excel Books

Note: Latest edition of text book must be used.

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,

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 familiarize 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 – Objectives, Advantages, Basic Types of Layouts

Production Planning & Control (PPC): Concepts, Objectives, Steps
Work Study - Productivity; Method Study; Work Measurement.

Unit- II

Production Techniques: Introduction to modern productivity techniques-Just in Time, Kanban system, Total Quality Management and Six Sigma.Make or Buy decisions.

Inventory Control and Management

Purchase Management - Objectives; Functions; Methods; Procedure

3. Krajewski&Ritzman, Operations Management Pearson
4. Buffa&Sarin, Modern Production/Operations Management, John Wiley
5. Muhleman,Production and Operations Management, Pearson Education.
6. B.Mahadevan,Operations Management, Theory and Practical, Pearson Education.
7. Kachru, Upender,Production and Operation Management, Excel Books.
8. Chary, S.N and Paneerselvam R., Production and Operations Management,McGraw Hill Ed
9. Stevenson, W. J, Operations Management, McGraw Hill Education.
10. Gaither, Norman and Frazier, G., Operations Management, Cengage Learning.

Note: Latest edition of text book must be used.

BBA 323: SOCIAL AND ETHICAL ISSUES IN BUSINESS

Objective: The objective of this paper is to familiarize the students with the importance of ethics in business and understanding of issues related to corporate social responsibility and corporate governance.

Unit 1

Business Ethics: Meaning and Concept, Principles of Business Ethics, Characteristics of Ethical Organisations, Theories of Business Ethics, Globalization and Business Ethics, Stakeholder's Protection, Corporate Governance and Business Ethics. Ethical Issues in Indian Business.

Corporate Social Responsibility: Social Responsibility of business with respect to different stakeholders, Arguments for and against social responsibility of business, Social Audit,Corporate Social Responsibility and Corporate Governance.

Unit 2

Corporate Governance: Conceptual framework of Corporate Governance, Need for Corporate Governance, Benefits, Historical background, Theories of Corporate Governance, OECD principles, Cadbury Committee Report, Corporate Governance Vs Corporate Excellence, Corporate Governance Reforms and Initiatives in India.

Suggested Readings:

1. J.P. Sharma, *Corporate Governance, Business Ethics & CSR*, Ane Books Pvt. Ltd., New Delhi.
2. Bob Tricker, *Corporate Governance – Principles, Policies and Practice (Indian Edition)*, Oxford University Press, New Delhi.
3. Andrew Crane, Dirk Matten, *Business Ethics*, Oxford University Press, New Delhi.
4. Daniel Albuquerque, *Business Ethics, Principles and Practices (Indian Edition)*, Oxford University Press, New Delhi
5. D Getta Rani and R K Mishra, *Corporate Governance – Theory and Practice*, Excel Books, New Delhi.
6. Christine A Mallin, *Corporate Governance (Indian Edition)*, Oxford University Press, New Delhi.
7. Fr. Floriano C. Roa, *Business Ethics and Social Responsibility*, Rexestore.
8. O. C. Ferrell, John Fraedrich, Linda Ferrell, *Business Ethics: Ethical Decision Making & Cases*, Cengage Learning
9. Michael Blowfield, Alan Murray, *Corporate Responsibility – A Critical Introduction*, Oxford University Press, New Delhi.

Note: Latest edition of text book must be used.

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 in brand management, faced by firmsoperating in competitive markets.

UNIT I

Advertising & Advertising Management: Introduction, scope, need & importance; types & classification of advertisement, advertising & the promotion mix, Role of advertising in Social & Economic development, Ethics in Indian advertising.

Advertising Planning: Advertising Objectives-DAGMAR, determining advertising budgets: percentage of sales method, objective to task method, competitive parity & all you can afford; Advertising planning and strategy, creative strategy development and implementation

Media planning & Scheduling: broadcast & non-broadcast media; Key factors influencing

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

Suggested Readings:

1. Advertising Management by Rajeev Batra, John G Myers, David A Aaker, Pearson Education Pub.
2. Advertising Principles & Practices by Wells, Moriarity& Burnett, Prentice Hall
3. Advertising and Promotion by George E.Belch& Michael A. Balch, McGraw Hill Irwin Publication
4. Advertising And Sales Promotion by S.H.H Kazmi and Satish K. Batra, Excel books
5. Advertising Planning and Implementation by Sangeeta Sharma and Raghuvir Singh, PHI
6. Kleppner's Advertising Procedure by W. Ronald Lane, Kane Whitehill King and J. Thomas Russell, Pearson Education
7. Contemporary Advertising, Promotion and Marketing Communications by Kenneth K Clow, Donald Baac, PHI Learning Private Limited, New Delhi
8. Advertising Theory & Practice by Sandage, Fryburger, Ratroll Longman Group

Note: Latest edition of text book must be used.

BBA 326: MARKETING OF SERVICES

Objectives: This course aims at enabling students to apply marketing concepts and principles to the unique challenges and opportunities of services marketing to create customer value.

UNIT I

Introduction to Services Marketing:

Meaning and Nature of Services, Growing Importance of Services Sector; Classification of Services; Differentiating goods from services; Introduction to services marketing: Growth and importance of services marketing.

Understanding Consumer Behavior and markets:

Consumer purchase process; consumer behaviour in service encounters; Customer Expectations and Perceptions; Market Segmentation and positioning of services.

UNIT- II

Services Design and Development: Creating new service, Identifying and classifying supplementary services, Service blue printing.

Pricing of services: Objectives and foundations for setting prices, Value based pricing.

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

Implementing Services Marketing:

Defining and Measuring Service Quality; The GAP Model; Customer Feedback and Service Recovery; Managing relationships and building loyalty.

Suggested Readings:

1. Lovelock C. H., Wirtz, J. and Chatterjee, J. Service Marketing: People, Technology, Strategy, Pearson Education, New Delhi.
2. Zeithaml V. A., Bitner M. J. and Pandit, A., Services Marketing, Tata McGraw Hill Publishing Co. Ltd. New Delhi.
3. Verma H.V., Services Marketing, Pearson Education, New Delhi.
4. Hoffman, K. D. & Bateson, J. E.G., Marketing of Services, Cengage Learning
5. Kurtz D. L. and Clow K. E., Services Marketing. Biztantra, New Delhi.
6. Nargundkar, Rajendra, Services Marketing Text and Cases, Tata McGraw Hill Publishing Co. Ltd. New Delhi.

Note: Latest edition of text book must be used.

BBA 327: COST ANALYSIS AND CONTROL

OBJECTIVE: The objective of this paper is to provide knowledge to the students about the various components of the cost and techniques of cost control.

UNIT I

Introduction: Nature, Scope and Advantages of Cost Accounting, Installation of Costing system, Difference between Cost and Financial accounting, Classification of Costs. Material: Purchase, Storage and Control of Material, stock levels, Inventory Control Techniques. Methods of Pricing Material Issues

Labour: Meaning and Components of Labour Cost. Concept, Accounting and Control of Idle Time and overtime. Methods of Wage Payment and Incentive Plans, Labour Turnover

UNIT II

Overheads: Collection, Classification, Allocation, Apportionment and Absorption of Overheads (Primary and Secondary Distribution), Machine Hour Rate. Standard Costing and Variance Analysis, Budgetary control

11. Horngren, Charles T., Introduction to Management Accounting, Prentice Hall of India Private Ltd., New Delhi.
12. Anthony Robert, and David Hawkins; Accounting: Text and Cases, McGraw-Hill.
13. Bhattacharya, S.K. and JonnDearden, Accounting for Management, Vikas Publishing House, New Delhi.
14. JawaharLal, Seema Srivastava: Cost Accounting, Tata McGraw Hill
15. S.N.Maheshwari: Cost and Management Accounting, Sultan Chand and Sons.
16. 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

Human Resource Planning: Meaning, Features, Factors affecting HRP, Objectives, importance, types.

Human resource planning process: HRP Process, techniques of demand and supply forecasting, Problems in HRP and suggestions to effective HRP.

Career Planning and Development: Meaning, objectives, individual career planning, elements of career management programme, career stages, benefits and limitations.

Succession Planning: importance, challenges, components and suggestions.

Unit- II

Performance Management: Meaning, pre-requisites, principles, objectives, process, challenges, Performance appraisal and performance management.

Performance Planning: Features, objectives, goal setting, expectancy theory, competency mapping.

Performance Appraisal: Objectives, methods, limitations, potential appraisal.

Ethics in Performance Management: Ethical issues and dilemmas.

Suggested Readings:

1. Human Resource Planning: The Indian Dynamic by SujataMangaraj and PratimaJaiswal, Mahamaya Publishing House
2. Human Resource Planning by Dipak Kumar Bhattacharya, Excel 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. Strategic Human Resource Management by TanujaAgarwala, Oxford Universi

Suggested Readings:

1. Armstrong M., and Murlis, H., Reward Management: A handbook of salary administration, Kogan Page, London.
2. Singh, B. D., Compensation and Reward Management, Excel Books.
3. Bhattacharya, D. K., Compensation Management, Second Edition, Oxford University Press.
4. Gerhart B., and Rynes, S. L., Compensation: Theory, Evidence and Strategic Implications, Sage South Asia Paperback Edition.
5. Henderson, R., Compensation Management-Rewarding Performance, Prentice Hall Inc.
6. Milkovich, G., Newman, J., and Venkataratnam, C. S., Compensation, Special Indian Edition, McGraw Hill Education.
7. V.S.P. Rao, Human Resource Management: Text and cases, Excel Books.

Note: Latest edition of text book must be used.
