



PANJAB UNIVERSITY, CHANDIGARH-160014 (INDIA)
(Estd. under the Panjab University Act VII of 1947-enacted by the Govt. of India)

**FACULTY OF BUSINESS MANAGEMENT
AND COMMERCIAL**

**OUTLINES OF TESTS SYLLABI AND COURSES OF READING
FOR
BACHELOR OF BUSINESS ADMINISTRATION
(Semester System)**

For the Examination 2018-19

SYLLABI FOR B.B.A. FOR THE EXAMINATION OF 2018-2019 ONWARDS

Note:

1. Examination in each subject for B.B.A. will be of 3 hours duration.
2. There will be no objective type questions.
3. Students are required to have the knowledge of the developments in the subject up to 6 months before the examination.
4. Use of non-programmable calculators by the students in the Examination Hall is allowed. The calculators will not be provided by the University/College to the examinees
5. Tutorial classes will be held for the subjects marked with an asterisk (*). Apart from 5- Regular periods per week, 1-additional tutorial period shall be required to give practical exposure to the students.
6. The following categories of the students shall be entitled to take the option of History and culture of Punjab in lieu of Punjabi as compulsory subject:
 - (a) Students who have not studied Punjabi up to Class-Xth.
 - (b) Wards of defence personnel and Central government employee/employees, who are transferable on all India basis.
 - (c) Foreigners.
7. 20% marks in each paper will be internal assessment based on the following parameters:
 - a. Mid-Semester Test : 50%
 - b. Academic Activity : 30%
(Seminar, Project & Assignment)
 - c. Attendance : 20%

INSTRUCTIONS FOR THE PAPER SETTERS

Note : The question paper of each subject covering the entire course shall be divided into three sections :

Section A (20 marks)

This section will have 6 short-answer questions from the entire syllabus. Students are required to attempt 4 questions from this section. Each question will carry 5 marks; the total weightage being 20 marks.

Section B (30 marks)

This section will consist of essay type/numerical questions from Unit-I of the syllabus. The candidate will be required to attempt two questions out of four questions. Each question will carry 15 marks; the total weightage being 30 marks.

Section C (30 marks)

This section will consist of essay type/numerical questions from Unit-II of the syllabus. The candidate will be required to attempt two questions out of four questions. Each question will carry 15 marks; the total weightage being 30 marks.

Important Note : In all numerical papers the paper setter is required to set numerical questions as follows:

- | | | |
|-----------------|---|---|
| Section A | : | Four numerical questions out of six questions. |
| Section B and C | : | At least two numerical questions out of four questions. |

SCHEME OF EXAMINATION FOR B.B.A (2018-2019)

Subject Code	Paper Title	M.Marks	No. of lectures Per week	Tutorials Per Week***
FIRST SEMESTER				
BBA 101A/ BBA 101B	PUNJABI / HISTORY AND CULTURE OF PUNJAB	50	3	
BBA 102	BUSINESS STATISTICS*	100	5	1
BBA 103	FUNDAMENTALS OF INFORMATION TECHNOLOGY	100	6	
BBA 104	MANAGEMENT CONCEPTS AND PRACTICES	100	6	
BBA 105	FINANCIAL ACCOUNTING*	100	5	1
BBA 106	ESSENTIALS OF BUSINESS ECONOMICS ó I	100	6	
	TOTAL	550		
SECOND SEMESTER				
BBA 121A/ BBA 121B	PUNJABI / HISTORY AND CULTURE OF PUNJAB	50	3	
BBA 122	MANAGERIAL & SOFT SKILLS MANAGEMENT	100	6	
BBA 123	ESSENTIALS OF BUSINESS ECONOMICS ó II	100	6	
BBA 124	BUSINESS LAWS	100	6	
BBA 125	PSYCOLOGY FOR MANAGERS	100	6	
BBA 126	FINANCIAL MANAGEMENT*	100	5	1
	TOTAL	550		
	ENVIRONMENT, ROAD SAFETY EDUCATION, VIOLENCE AGAINST WOMEN/ CHILDREN AND DRUG ABUSE**	100+50		
THIRD SEMESTER				
BBA 201	ENGLISH & BUSINESS COMMUNICATION SKILLS	50	3	
BBA 202	OPERATION RESEARCH*	100	5	1
BBA 203	MARKETING MANAGEMENT	100	6	
BBA 204	ECONOMICS OF MONEY AND BANKING	100	6	

BBA 205	REGULATORY FRAMEWORK FOR COMPANIES	100	6	
BBA 206	DIRECT TAX LAWS*	100	5	1
		<u>550</u>		

FORTH SEMESTER

BBA 221	ENGLISH & BUSINESS COMMUNICATION SKILLS	50	3	
BBA 222	PROJECT MANAGEMENT	100	6	
BBA 223	RESEARCH METHODOLOGY	100	6	
BBA 224	HUMAN RESOURCE MANAGEMENT	100	6	
BBA 225	GOODS AND SERVICES TAX (GST)*	100	5	1
BBA 226	DATABASE MANAGEMENT SYSTEM	100	6	
	TOTAL	<u>550</u>		

FIFTH SEMESTER

BBA 301	INSURANCE AND RISK MANAGEMENT
BBA 302	INTERNATIONAL BUSINESS
BBA 303	BUSINESS ENVIRONMENT
BBA 304	ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

FOR NEXT TWO PAPERS, STUDENT CAN OPT ONE AREA OUT OF THE THREE AREAS:

MARKETING MANAGEMENT

BBA 305	CONSUMER BEHAVIOR
BBA 306	SALES AND DISTRIBUTION MANAGEMENT

FINANCIAL MANAGEMENT

BBA 307	FINANCIAL MARKETS AND SERVICES
BBA 308	INVESTMENT MANAGEMENT

HUMAN RESOURCE MANAGEMENT

BBA 309	SOCIAL SECURITY AND LABOUR WELFARE
BBA 310	INDUSTRIAL RELATIONS AND LABOUR LEGISLATION

SIXTH SEMESTER

BBA 321	BUSINESS POLICY AND STRATEGY
BBA 322	PRODUCTION AND OPERATIONS MANAGEMENT
BBA 323	SOCIAL AND ETHICAL ISSUES IN BUSINESS
BBA 324	PROJECT REPORT & VIVA- VOCE

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 (2nd Semester). If the student/s failed to qualify the paper during the 2nd Semester, he/she/ they be allowed to appear/qualify the same in the 4th or 6th Semester/s.

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

BBA101A phapha Já Gkr gfj bk

; w? No gfj bk

e/b næ l 50

fETph l 45

fJNoBb n; ? wN l 05

; wK l 3 xN/

f; bp;

1a nkXfBe gā kph ethnk dhnk uDthnk eftsktk dk nfXnB

2a uDthnk gā kph ej kDhnk dk nfXnB

3a uDtAgā kph byek dk ; yg i htB s/ouBk\$: 'r dkB

eb;

1a BtA fd; jld/ ; gkl vka rpd/t f; x ftuA uDthnk 15 eftsktk, gpkōe l gā kp : Bhtof; Nh, gpbheðB fpUo', uwhrVQ (Gkjh tho f; xF fgi ol fgnk gSh, fJbw nwb, ebA d/ rb b'rh tb, gpb f; xFwbk N'Nk fi j k rhs, gā kp d/ dfonk, gā kp d/ wi p, XBh okw ukfseF ukBD i h, ; kTD, ft; kyh dk wbk, wj B f; x F wABj hAofj Dk sb/frok, nXtkN/, ski wj b ns/nfwsk ghsWF ; Bj M/, uSo ns/oks wbh i kr dh eftsktk)

2a eEFgqkj , ; gkal gh ; fodo e/wko dtoto ftuA uDthnk 6 ej kDhnk, gpkōe l gā kp : Bhtof; Nh, gpbheðB fpUo', uwhrVQ (nkbD/d/pN, Glsk, =hBs nkgk, ; tb j D sle, obBhnk ns/r'jh ej kDhnk)

: fBN ns/Ehw

1a BtAfd; jld/g; se ftuA gq r ; fj s ftnkfyk (2 ftuA1)

5 næ

2a fe; fJZe eftsk dk ; ko i K eidoH Gkt (4 ftuA1)

5 næ

3a fJe ej kDh dk ; ko (eEkFgqkj ftuA)

5 næ

4a fe; fJZe eth i K ej kDheko dk i htB, ouBk ns/: 'r dkB

8 næ

(Gkjh tho f; x, wj B f; x, nfwsk ghsW, eosko f; x d/r b, ; sy f; x Xho ns/epT f; x ftoe)

(2 ftuA1, fJZe eth ns/fJZe ej kDheko ftuA)

5a b/y l ; wki e, ; fGnkukoe ns/nkw tkeøh Bkb ; pXs (500 opdk sle)

7 næ

6a tke øXh (10 ftuA7)

7 næ

7a seBheh opdktbh (10 ftuA8)

8 næ

ftôô BN l ; wlu/gkm epw bJh j øs/ftu 6 ghohnv

phhphhUll Gkr gfj bk
; w? No gfj bk

Business Vocabulary

1. Acceptance	gŕtkBrh ; thfeŕh
2. Access	gj lu
3. Account	bŕyk
4. Accountant	bŕykeko
5. Account Book	tj h yksk
6. Acknowledgement	gj lu o; hd
7. Advance	gŕrh
8. Alternative Cost	ftebgh bkrs
9. Amalgamation	; fwŕoD
10. Amortization of Debts	eof÷nk dk feŕstko GŕskB
11. Amortization of fixed Assets	nub ; gsh dh feŕstko gŕsh
12. Annuity	tkofŕeh
13. Anticipated Prices	nBŕwŕfBs ehwsK
14. Arbitration	; kb; h, ftubr h
15. Assessed Tax	fBoXkos eo
16. Assets	; gsh
17. Assets and Liabilities	bDdkohnk ns/dDdkohnk
18. Authorized Capital	nfXekfos gŕ h
19. Audit	bŕyk gVskb
20. Audit Staff	bŕyk gVskb nwbk
21. Average	n ^h ; s
22. Average Productivity	n ^h ; s Tŕsgkdesk
23. Average Income	n ^h ; s nkwdB
24. Back Log	fgSbk pekfJnk
25. Balance Sheet	ŕŕb ; koDh
26. Bankrupt	fdtkbŕnk
27. Barter	t; s tNKdok

28. Beneficial	bkGdkfJe
29. Bilateral Agreement	d' fXoh ; wM'Sk
30. Bill of Exchange	j v h
31. Bond	foDFgZso
32. Book Value	feskph wfb
33. Book Keeping	tj h ykSk
34. Break-Even Point	; wkB fpd{
35. Breach of Trust	nwkBs ftu fönkBs
36. Broker	dbkb
37. Capital Account	gf h r s ykSk
38. Capital Expenditure	gf h og you
39. Capital Formation	gf h fBowkD
40. Capital Investment	gf h fBtö
41. Capital Gains	gf h og bkG
42. Capital Goods	gf h og t ; sK
43. Cash Account	oeV ykSk
44. Cash Balance	Bed pekfJnk
45. Cash Book	oeV tj h
46. Census	i BrDBk
47. Circulating Capital	wkoehN ftu bZrh gf h
48. Commerce	ekwo; , tDi , tgko
49. Commercial Capital	tDi h gf h
50. Commodity	TgGrsk t ; s
51. Company	egBh
52. Competition	gsh: rsk
53. Corporation	fBrw
54. Cost Account	bkr s byk
55. Cost of Production	TfsgkdB dh bkr s
56. Current Account	ukb{ykSk
57. Current Liabilities	ubs dDdkohnK
58. Debenture	foD gZso

59. Debt Management	foDFgpX
60. Deduct	eN'sh
61. Deferred Payment	; Efr s Gf rskB
62. Deflation	wfdok ft ; chsh
63. Demand for payment	ndkfJr h bJh wr
64. Demonstration Effect	gplôBh gGkt
65. Depreciation	wfb xNkJh
66. Depression	nkofEe wdk
67. Devaluation	eo; h dk ntwfD
68. Discount Rate	eN'sh do
69. Disinvestment	ftfBtô
70. Dividend	bkGFnô
71. Distribution	ftsoD
72. Documentary proof	d; skt h ; pſ
73. Double Entry	dj ok fJdoki
74. Draftsman	Beôk Bth;
75. Economic Indicator	nkofEe ; ſe
76. Entrepreneur	Tfdwh
77. Excise Duty	TſgkdB eo
78. Export Tax	fBo: ks eo
79. Expenditure	you
80. Fair Trade	Tfus tgko
81. Finance	ftſ
82. Finance affairs	ftſh wkwb/
83. Financial Penalty	ftſh dv
84. Fine Paper	Tſw j ſh
85. Firm	cow
86. Firm Offer	gleh gbeô
87. Fiscal Policy	ftſh Bhsh
88. Fiscal Year	ftſh ; kb
89. Fixed Capital	; EkJh gſ h

90. Fixed Costs	; EkJh you/
91. Floatation	eo÷k ukb{eoBk
92. Foreign Exchange	ft dðh w dok
93. Fringe Benefits	Tgob/bkG
94. Glut	Gowko
95. Goods Account	wkb b yk
96. Gross Profit	e b bkG
97. Hidden Tax	b gs eo
98. Hoarding	÷yhokpk÷h
99. Holding Company	fB: ÷oe egBh
100. Human Capital	wB yh gf h

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-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.

PAPER : HISTORY AND CULTURE OF PUNJAB FROM THE EARLIEST TIMES TO 1849

Max. Marks	:	50
Theory	:	45
Internal Assessment	:	05
Time	:	3 Hours

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

Pedagogy: Lectures, library work and discussions.

UNIT I

1. Harappan Civilization: extent and town planning and socio-economic life.
2. Life in Vedic Age: socio-economic and religious.
3. Growth of Jainism and Buddhism in Punjab on the region.

UNIT II

4. Society and Culture under Maurayas
5. Society and Culture under Gupta
6. Cultural Reorientation: main features of Bhakti; origin and development of Sufism

UNIT III

7. Evolution of Sikhism: teaching of Guru Nanak; Institutional Development -Manji, Masand, Sangat and pangat.
8. Transformation of Sikhism: martyrdom of Guru Arjan; martyrdom of Guru Tegh Bahadur; impact.
9. Institution of Khalsa: new baptism; significance

UNIT IV

10. Changes in Society in 18th century: social unrest; emergence of misls and institutions-rakhi, gurmata, dal khalsa.
11. Society and Culture of the people under Maharaja Ranjit Singh
12. MAP (of undivided physical geographical map of Punjab): 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 Culture of the Punjab, Part-I,
Publication Bureau, Punjabi
University, Patiala, 1989 (3rd edn.)
2. Joshi, L.M and Singh, : History and Culture of the Punjab, Vol. I,
Punjabi University,
Fauja (ed.) Patiala, 1977
3. Prakash, Buddha : Glimpses of Ancient Punjab, P.U., Patiala, 1983
4. Thapar, Romila : A History of India, Vol. I, Penguin Books, 1966
5. Basham, A.L : The Wonder That was India, Rupa Books,
Calcutta (18th rep.),1992
6. Sharma, B.N : Life in Northern India, Munshi Ram Manohar
Lal, Delhi, 1966
7. Singh, Kirpal : History and Culture of the Punjab, Part
II(Medieval Period),
Publication Bureau, Punjabi University, Patiala
1990(3rd edn.).
8. Singh, Fauja(ed.) : History of the Punjab, Vol.III, Punjabi University,
Patiala 1972
9. Grewal, J.S. : The Sikhs of the Punjab, the New Cambridge History
of India, Orient
Orient Longman, Hyderabad,1990.
10. Singh, Khuwant : A History of the Sikhs, vol I: 1469-1839,
Oxford University Press
Delhi, 1991.
11. Chopra, P.N.,Puri, B.N. :A Social, Cultural and Economic History
of India, Vol. II, and Das,
M.N. Macmillan, Delhi, 1974.
12. Hussain ,Yusuf : Glimpse of Medieval Indian Culture, Asia
Publishing House, Bombay, 1973(rep.).

Note: The following categories of the students shall be entitled to take option
of History & Culture of Punjab in lieu of Punjabi as compulsory
subject:

- A. That the students who have not studied Punjabi upto class 10th.
- B. Ward of / and Defence Personnel and Central Govt.
Employee/Employees who are transferrable on all India basis.
- C. Foreigners

BBAS102: 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- Arithmetic Mean (Simple and Weighted), Median and Mode, Harmonic and Geometric Mean.

Measures of Dispersion: Range, Quartile Deviation, Mean Deviation, Standard Deviation and Coefficient of Variation.

Correlation Analysis: Meaning, Types, Measurement of Simple Linear Correlation, Karl Persons Correlation Coefficient Method, Rank Correlation Method (Excluding multiple correlations).

Regression Analysis: Simple Linear Regression, Why there are two Regression Lines, Estimation of Coefficient (Intercept and Slope Parameters). Properties of Regression Coefficient.

UNIT -II

Probability Theory: Addition & Multiplication Theorems, Probability Distribution: Binomial, Poisson and Normal.

Index Numbers: Meaning and Importance, Methods of Construction of Index Numbers: Weighted and Unweighted; Simple Aggregative Method, Simple Average of Price Relatives Method, Weighted Index Method: Laspeyres Method, Paasches Method and Fisher's Ideal Method including Time and Factor Reversal Tests, Consumer Price Index.

Time Series Analysis: Components, Estimation of Trends (Graphical Method, Semi Average Method, Moving Averages Method and Method of Least Squares), Seasonal Variation.

Suggested Readings:

1. Sundaresan and Jayaseelan - An Introduction to Business Mathematics and Statistical Methods
2. Dr. A K Arte & R V Prabhakar: A textbook of Business Mathematics.
3. Sanchethi and Kapoor, Business Mathematics.
4. Gupta S.P. - Statistical Methods
5. Navaneethan P. - Business Mathematics
6. Statistics - R.S.N. Pillai, Mrs. Bhagavathi
7. P.R. Vittal - Business Mathematics and Statistics.

BBAS103: FUNDAMENTALS OF INFORMATION TECHNOLOGY

Objectives: One cannot 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, Changing Margins, Using Preset Tabs, Showing Hidden Characters, Checking Spelling, Finding Help, Typing a Business Letter, Formatting the Paragraphs, Double-Spacing and Single Spacing, Moving and Copying Text, Creating a Poster, Using Word Art, Drawing Tools, Clip Art, Copying a Picture from a File.

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.

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? Introduction to E- Commerce : Meaning and Concept ó E- Commerce v/s Traditional Commerce- E- Business & E- Commerce ó History of E- Commerce ó EDI ó Importance , Features & Benefits of E- Commerce ó Impacts, Challenges & Limitations of E-Commerce.

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

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. Willam 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

Staffing: Concept, Manpower Planning, Recruitment; Concept and Sources Selection; Concept, Selection Process and Tests, Placement and Induction.

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

Motivation: Content Theories of Motivation, Current Issues in Motivation. **Leadership:** Concept, Difference between Leadership & Management, Theories of Leadership (Trait Theory, Behavioural Theory, Managerial Grid), Contemporary Issues in Leadership (Transformational, Transaction, Charismatic and Visionary Leadership).

Coordination: Concepts, Importance, Internal ó External Coordination.

Control: Concept, Steps, Types of Controlling, Techniques of Controlling.

Management in Perspective (A Brief Overview) Management of Strategic Change, Knowledge Management, Learning Organization, Managing Diversity.

Suggested Readings:

1. Peter F. Drucker, -The Practice of Managementø
2. Wehrich and Koontz, -Essentials of Managementø
3. Stoner and Freeman, -Managementø
4. David R Hampton, -Modern Managementø
5. Stephen P Robbins, David A DeCenzo, -Fundamentals of Management- Essential Concepts and Applicationsø
6. VSP Rao & V. Hari Krishna, -Management Text & Casesø

BBAS105: FINANCIAL ACCOUNTING

Objective: The primary objective of the paper is to familiarize the students with the basic accounting principles and techniques of preparing and presenting the accounts for user of accounting information.

UNIT- I

Meaning and Uses of Accounting Information: Objectives and Nature of Accounting, Definition and Functions of Accounting, Book Keeping and Accounting, Interrelationship of Accounting with other Disciplines, Branches of Accounting, Limitations of Accounting, Accounting Equation. Accounting Principles, Accounting Concepts and Conventions, Accounting cycle, Journals, Ledger, and Trial Balance.

Cash Book and Bank Reconciliation Statement.

Depreciation Provisions and Reserves: Methods, Types and Accounting.

Final Accounts: Trading, Profit and Loss Account and Balance Sheet of a Sole Proprietary Concern.

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.

Practical Work: Computer Software Programs for Accounting and Preparation of Financial Statements.

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 : phapha Já Gkr gfj bk
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| 2a | uDthnk gi kph ej kDhnk dk nfXnB | |
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| 2a | fe; /fJle eftsk dk ; ko i K ekdoh Gkt (4 ftuA1) | 5 næ |
| 3a | fJe ej kDh dk ; ko (eEkFgøkj ftuA) | 5 næ |
| 4a | fe; /fJle eth i K ej kDheko dk i htB, ouBk ns/: 'r dkB
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ns/rþpuB f; x G/b0)
(2 ftuA1, fJle eth ns/fJe ej kDheko ftuA) | 8 næ |
| 5a | ekopkoh fJðfsj ko i K ekbi Bkb ; pXs gð FBN (2 ftuA1) | 8 næ |
| 6a | ftôokw fuB | 6 næ |
| 7a | seBheh ôpdktbh (10 ftuA8) | 8 næ |

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Business Vocabulary

1. Imperfect Market	ngpD wvñ
2. Imports	nk: ks
3. Import Duty	nk: ks eo
4. Imputed Income	nkofgs nkwdB
5. Imprest Account	; oekoh gðr h byk
6. Income Statement	nkwdB fuñk
7. Index of Profit	bkG ; ðe
8. Income Tax	nkwdB eo
9. Inflation	wðok ; chsh
10. Intangible Assets	n; Eþ bDdkohnk
11. Investment	fBtð
12. Invoice	phue
13. Jobber	; Nke nkVðh
14. Job Casting	bkr s fBoXkoD
15. Joint Venture	; KMK Tðdw
16. Labour	feos
17. Laissez Fair	yðbi ft t; Ek
18. Lease Holding Building and Property	gñV/ðs/fJwkos ns/i kfJdkd
19. Ledger	ðksk
20. Ledger Folio	yksk gBk
21. Liabilities	dDdkohnk
22. Liquidator	fBoXkoe
23. Market	wvñ
24. Marketable Goods	fteD: r t; sk
25. Mechanization	wðhBheoB
26. Mercantilism	tgkotkd
27. Monetary System	wðok gðX
28. Money of Account	by/dh wðok

29. Monopoly	JëkfXeko
30. Mortgage	ofj D, froth
31. Net Investment	fBob fBtð
32. Net Profit	fBob bkG
33. Notice of Stoppage	o'e ; ðBk
34. Office Expenses Account	døsoh öou byk
35. Open Market Operations	y b wv h ftj ko
36. Over Due	fwnkd g r h
37. Over Head Cost	pM h bkr s
38. Partnership	fj l; ðkoh, ; KMhðkoh
39. Payable Accounts	dD: 'r by/
40. Preference Shares	soi hj h fj l; /
41. Premium	g w h n w
42. Price Control	ehws fB: soD
43. Production	T sgkdB
44. Profit Margin	bkG nð
45. Proprietor	; gsh wkbe
46. Quasi Negotiable Instrument	noX ftZeoh: 'r j v h
47. Quotation	w b ; ðh
48. Rate of Exchange	tNKdok do
49. Ready Delivery	fsnko wkb
50. Real Wages	tk; sft e wi dðh
51. Rebate	SN, eN'sh
52. Recession	nkofEe wðh dk dð
53. Receivable Accounts	bD: 'r by/
54. Redemption of Mortgage	ofj D S vkT Dk
55. Receipts and Payment Account	g gsh ns/ndkfJr h byk
56. Rent	feokfJnk
57. Rent Account	brkB byk, feokfJnk byk
58. Reserve Price	okyth ehws
59. Revenue	nkwdB

60. Sales Tax	ftleoh eo
61. Sales Transfer Order	ftleoh fJsekb j jw
62. Security Bond	i wkBsBkwk
63. Service Goods	; /tk t; sK
64. Shares	ôho, fj l; /
65. Share Capital	ôho gfi h
66. Share Holder	fj l; /kko
67. Share Market	ôho pki ko
68. Short Bills	nbgekbbh j jhNK
69. Slump	wzk
70. Sole Proprietorship	Jeb wkbek
71. Speculation	; NK nBjwkB
72. Statutory Company	ekBß nXhB ; Ekfgs egBh
73. Stipulated	fBôfus ehsk
74. Stock	Gvko, ; Nke
75. Stock Exchange	ôho pki ko
76. Subsidiary Company	; j kfJe egBh
77. Surety	÷kwB
78. Tariff	do ; ÷h
79. Tax Exemption	eo SN
80. Tax Base	eo nkXko
81. Tax Evasion	eo uoh
82. Tax Equity	eo ; wBhsh
83. Tender	Nvvo
84. Tender money	Nvvo dh oew
85. Terms of Payment	Gf skB dhNK ôosK
86. Terms of Trade	tgko dhNK ôosK
87. Trademark	wkoek
88. Transactions	; /l; bD dD
89. Transfer Book	fJsekb ysk
90. Under Value	xN wjbnæD

91. Unproductive Expenditure	nD-Tgi kT{you
92. Unproductive Labour	nD-Tgi kT{feos
93. Validity Period	gwkfDs fwnkd
94. Vertical Integration	; woG ; xNB
95. Wages	wi dph
96. Wages Account	Ti os byk
97. Wage Goods	wi dph t ; sK
98. Wage Book	Ti os tj h
99. Wharf age	TsokJh
100. Write Off	tN/yks/gkTpk
101. Working Capital	ubs gfi h
102. Yield	Tgi
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)

- 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.
- 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.
- 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	:	6 Marks
Explanatory Note	:	4 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.

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; Ahmadiyahs.
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 mass movements ó non co-operation, civil disobedience, Quit India.

UNIT IV

10. Partition and its Aftermath: resettlement; rehabilitation
11. Social Concerns In Post Independence Punjab: language; immigration; socio-economic issues.
12. MAP: 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(3rd edn.).
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; The Self Concept, Self Management Techniques. Significance of Interpersonal Relationship in Personal Life, Tips to Enhance Interpersonal Relationship, Team Building, Ethical Dilemmas, Exposure to Work Environment and Culture in Job, Improving Personal Memory and Other Skills (Rapid Reading, Notes Taking, Complex Problem Solving, Creativity), Sources and Skills involved in Managing Stress.

Career Development: The Career Autobiography, Developing Career Portfolio, the Job Search Process, Organizational Career and Upward Mobility, the Global Leaders Study, Alternative Career Paths, Resume Writing.

Unit II

Communication Skills:

Verbal Communication: Planning, Preparation, Delivery, Feedback and Assessment of Activities like óPublic 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. Devesh, Self Development.
4. Sukiennik, D., Raufman,L., and Bendat, W. The Career Fitness Programme: Exercising Your Options Boston: Pearson.
5. John Collin, õPerfect Presentationö, Video Arts MARSHAL.
6. Hory Shankar, Business Communication, Tata McGraw Hill.

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.

Sayø 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

Marginal Efficiency of Capital: Meaning, Determinants, Theory of Secular Stagnation.

Investment: Meaning, Types, Factors Affecting Investment, Importance of Investment.

Multiplier: Meaning, Keynesian Income or Investment Multiplier, Leakages, Uses, Limitations of Multiplier.

Government Policies: Monetary Policy and Fiscal Policy.

Inflation: Meaning, Types, Causes, Effects, Measures to control it.

Suggested Readings:

- | | |
|--|---|
| 1.Shapiro. E | Macroeconomic analysis Galotia publications, New Delhi. |
| 2.Eugene Diulio | Macro economics, 4 th Edition, Tata McGraw Hills, Publishing Col. Ltd, New Delhi. |
| 3.Dornbusch R, Fisher, S and Startz, R | Macro Economics, 8 th Edition, Tata McGraw Hills Publishing Co. Ltd., New Delhi. |
| 4.Ackley,G. | Macroeconomics: Theory and Policy, Macmillan, New York |
| 5.Baye, Jansen | Money Banking and Financial Markets: An Economic Approach, AITBS Publishers and Distributors New Delhi. |
| 6.Dennis, Geoffrey EJ | Monetary Economics, Longman Ltd, London and New York. |
| 7.Khan, MY | Indian Financial Systems, Tata McGraw Hill, New Delhi. |

BBAS124: BUSINESS LAWS

Objective: The objective of the paper is to impart basic knowledge of the important business laws.

UNIT- I

The Indian Contract Act, 1972: Contract- Meaning, Characteristics and Kinds, Essentials of a Valid Contract- Offer and Acceptance, Consideration, Contractual Capacity, Free Consent, Legality of Objectives. Void Agreements, Discharge of Contract- Modes of Discharge including Breach and its Remedies.

Special Contracts: Contingent Contracts, Quasi- Contracts, Contract of Indemnity and Guarantee, Contract of Bailment, Contract of Agency.

UNIT- II

The Indian Sale of Goods Act, 1932: 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 ó Issues and Problems, Leave with Wages, Penalties and Procedure.

Suggested Readings:

1. Kucchal, M.C., *Business Law*, Vikas Publishing, House (P) Ltd., New Delhi,.
2. Singh, Avtar, *The Principles of Mercantile Law*, Eastern Book Company, Lucknow.
3. Maheshwari & Maheshwari, *Business Law*, National Publishing House, New Delhi.
4. Kapoor, N. D., *Business Law*, Sultan Chand & Sons, New Delhi.
5. *Information Technology Rules 2000 & Cyber Regulations Appellate Tribunal Rules 2000 with Information Technology Act 2000* Taxmann Publications Pvt. Ltd., New Delhi.
6. Painttal, D., *Law of Information Technology* Taxmann Publications Pvt. Ltd., New Delhi.

BBAS125: PSYCHOLOGY FOR MANAGERS

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

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 óMaslow, Herzberg , Mc Gregor and Mc Clenland.

Work Team and Conflict: Stages of Team Development; Team Norms. Team Cohesiveness; Social Loafing, Conflict: Types; Sources of Conflict; Resolving conflict.

Leadership: Concept of Transformational, Transactional and Charismatic Leadership; Behavioural Theory of Leadership; Managerial Grid Style; Gender Issues in Leadership.

Organisational Culture and Stress: Components of Culture; Strategies to Merge Different Culture; Strengthening Organisational Culture. Stress- Causes of Stress; Consequences; Stress Management Strategies.

Organisational Change: Forces for Change; Resistance to Change; Overcoming Resistance to Change.

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 Cocepts, controversies and Applications
5. Mc Shane and Von Glinow., Organisational Behavior.

BBAS126: FINANCIAL MANAGEMENT

Objective: The objective of the paper is to familiarize the students with principles and practices of financial management.

UNIT- I

Financial Management: Meaning, Scope and Objectives of Financial Management, Time Value of Money- Compounding Techniques and Discounting Techniques, Risk and Return.

Capital Budgeting: Meaning, Types, Process, Techniques of Capital Budgeting - Payback Period Method, Accounting Rate of Return, Net Present Value (NPV) Net Terminal Value Method, Internal rate of Return (IRR), Profitability Index.

Cost of Capital: Determination of Cost of Capital, Components of Cost of Capital, Computation of Cost of Debt, Equity Capital, Preference Share Capital and Retained Earnings, Weighted Average Cost of Capital (WACC) and Marginal Cost of Capital.

UNIT- II

Sources of Finance.

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

Working Capital Management: Meaning, Types, Factors Affecting Working Capitals, 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. R A Brealey and S C Myers, "Principles of Corporate Finance", Tata McGraw Hill.
6. I M Pandey, "Financial Management", Vikas Publishing House.

ENVIRONMENT, ROAD SAFETY EDUCATION, VIOLENCE AGAINST WOMEN/ CHILDREN AND DRUG ABUSE

UNIT I (Environment)

Note: The syllabus has 15 topics to be covered in 25 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 ó lithosphere, hydrosphere, atmosphere; Natural resources ó 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 of the hydrosphere, fresh water shortage; pollution and pollutants of water, permissible limits, risks and possible control measures.

4. Lithosphere:

Earth crust, soil ó a life support system, its texture, types, components, pollution and pollutants, reasons of soil erosion and possible control measures.

5. Forests:

Concept of forests and plantations, types of vegetation and forests, factors governing vegetation, role of trees and forests in environment, various forestry programmes of the Govt. of India, Urban Forests, Chipko Andolan.

6. Conservation of Environment:

The concepts of conservation and sustainable development, why to conserve, aims and objectives of conservation, policies of conservation; conservation of life support systems ó soil, water , air, wildlife, forests.

7. Management of Solid Waste:

Merits and demerits of different ways of solid waste managementó open dumping, landfill, incineration, resource reduction, recycling and reuse, vermicomposting and vermiculture, organic farming.

8. Indoor Environment:

Pollutants and contaminants of the in-house environment; problems of the environment linked to urban and rural lifestyles; possible adulterants of the food; uses and harms of plastics and polythene; hazardous chemicals, solvents and cosmetics.

9. Global Environmental Issues:

Global concern, creation of UNEP; Conventions on climate change, Convention on biodiversity; Stratospheric ozone depletion, dangers associated and possible solutions.

10. Indian Laws on Environment:

Indian laws pertaining to Environmental protection: Environment (Protection) Act, 1986; General information about laws relating to control of air, water and noise pollution. What to do to seek redressal.

11. Biodiversity:

What is biodiversity, levels and types of biodiversity, importance of biodiversity, causes of its loss, how to check its loss; Hotspot zones of the world and India, Biodiversity Act, 2002.

12. Noise and Microbial Pollution:

Pollution due to noise and microbes and their effects.

13. Human Population and Environment:

Population growth and family welfare programme, Human Health. HIV-AIDS. Human Rights.

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 of 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 eco-friendly site or planting/caring of vegetation/trees could be taken.

Examination Pattern:

A qualifying paper of 50 marks comprising of fifty multiple choice questions (with one correct and three incorrect alternatives and no deduction for wrong answer or un-attempted question), and of 1 hour duration.

The students have to obtain 33% marks to qualify the paper. The marks are not added / included in the final mark sheet.

UNIT II (ROAD SAFETY)

1. Concept and Significance of Road Safety.
2. Role of Traffic Police in Road Safety.
3. Traffic Engineering ó Concept & Significance.
4. Traffic Rules & Traffic Signs.
5. How to obtain Driving License.
6. Traffic Offences, Penalties and Procedures.
7. Common Driving mistakes.
8. Significance of First-aid in Road Safety.
9. Role of Civil Society in Road Safety.
10. Traffic Police-Public Relationship.

Note : Examination Pattern :

- The Environment and Road Safety paper is 70 marks.
- Seventy multiple choice questions (with one correct and three incorrect alternatives and no deduction for wrong or un-attempted questions).
- The paper shall have two units: **Unit I (Environment) and Unit II (Road Safety).**
- Unit II shall comprise of 20 questions with minimum of 1 question from each topics 1 to 10.

- 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
- (b) www.punjabpolice.gov.in
- (c) www.harjanapolice.gov.in
- (d) www.hppolice.nic.in

“VIOLENCE AGAINST WOMEN /CHILDREN”

SEMESTER - II Unit – III

VIOLENCE AGAINST WOMEN & CHILDREN

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

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

Dowry Death ó Section 304B;

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

Cruelty ó Section 498A;

Insult to Modesty ó 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 ó (Obscene acts and songs) and Section 354 (Assault or criminal force to woman with intent to outrage her modesty);

Hurt & Grievous Hurt Provisions ó Sections 319 to 326;

Acid Attacks ó Sections 326A and 326B;

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

Sexual Harassment ó 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 ó 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 ó 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 (procurement 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 30 Marks.
- It shall have 30 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
 UNO, *United Nations Secretary-General's Study on Violence against Children*, adapted for Children and Young People
www.slideshare.net/HRLNIndia/a-life-free-from-violence
http://hrln.org/admin/issue/subpdf/Sexual_Harrassment_at_Workplace.pdf

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 for the society. The students would get an understanding of why drug abuse is such a serious problem to our society. The course also appraises them of how to prevent and manage this menace.

Learning objectives of the course

1. Understand the meaning of the term drug.
2. Understand the difference between use, misuse and abuse of drugs.
3. Differentiate between commonly abused legal and illegal drugs.
4. Become aware of common signs and symptoms of drug abuse.
5. Understand the causes and consequences of drug abuse
6. Identify and access safety measures for support to stay away/give up drug abuse
7. Become aware of the interventions for the prevention and management of drug abuse.

Pedagogy of the course work

1. 70 % Lectures (Including expert lectures)

2. 30% assignments, discussion, seminars and class tests.

- A visit to drug de-addiction centre could also be undertaken

Course content

UNIT I: Problem of Drug Abuse

a) Concept and overview : what are drugs? Meaning of use, misuse and abuse of drugs. Misuse of prescription drugs with special emphasis on antibiotics and steroids. Historical perspective of drug abuse. How drug abuse is different from drug dependence and drug addiction? Physical and psychological dependence: concepts of drug tolerance and withdrawal symptoms.

b) Types of drugs often abused and their effects

Stimulants: tobacco Amphetamines: dl-amphetamine (Benzedrine ®), dextroamphetamine (Dexedrine®). Cocaine.

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: diphenhydramine (Benadryl®), chlorpheniramine maleate+ codeine+alcohol (Corex®). Iodex®, Vicks®, Amrutanjan® 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 abuse: For individuals, families, society and economy.

Unit III: Extent and nature of the problem

Magnitude of the menace of drug abuse. Vulnerable age groups. Characteristic and features 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 cure of drug abuse. Prevention of drug abuse. Management of drug abuse. Medical management. Working of drug De-addiction Centres. Role of Family, School and media.

Suggested readings:

1. Clayton, J.M and Scott, M.A (2014). Drugs and Drugs Policy: the control of consciousness alteration. New Delhi: Sage Publications India Pvt. Ltd.
2. Kapoor, T. (1985). Drug epidemic among Indian Youth, New Delhi: Mittal Pub
3. Modi, I and Modi S.(1997). Drugs: Addiction and prevention, Jaipur: Rawat Publication.
4. Ahuja, R (2003). Social problems in India, Rawat Publication, Jaipur
5. 2003 National Household survey of Alcohol and Drug Abuse. New Delhi, Clinical Epidemiological Unit, AIIMS, 2004
6. World Drug Report, (updated every year), United Nations office of Drug and Crime.
7. Extent, pattern and Trend of Drug use in India, Ministry of Social Justice and Empowerment, Government of India, 2004.
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 Justice and Empowerment. New Delhi.
10. NCERT(2010). Training Resource Materials (Adolescence Education Programme)

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:

Business Communication: It shall focus on different aspects of communication in general and business communication in particular, communication within organizations, types of communication, obstacles in communication.

Writing Skills: All types of Business letters, tender notices, auction notices, public notices; memos and advertisements relating to sales/marketing.

Testing Scheme:

The examination paper shall be divided into two sections, corresponding to two units already proposed in the syllabus. The distribution of questions and marks in Section I shall be as follows:

Q. 1.	It shall consist of 4 question/answers (not exceeding 100-120 words) out of which a student will be expected to attempt any 2. This question shall be based upon the prescribed text Ten Mighty Pens .	5 marks
Q. 2.	It shall consist of two long question/answers (not exceeding 300-350 words) out of which a student will be expected to attempt only one. This question shall have internal choice and will be based upon the prescribed text Ten Mighty Pens .	10 Marks
Note: The questions 1& 2 should be so designed as to cover all the chapters prescribed.		
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	5 Marks

	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 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*, Ken Taylor, Hyderabad: Orient Blackswan.

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

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 ó Definition, Contents, Procedure for Alteration. Doctrine of Indoor Management, Constructive Notice, Distinction between Memorandum and Articles of Association Prospectus ó 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, *õCompany Law Procedure*”, Taxman& Allied Services (P) Ltd., New Delhi,.
2. Kapoor, G.K., *õCorporate Laws & Secretarial Practice*”, Premier Book Company, New Delhi.
3. Datey, V.S., *õStudents Guide to Corporate Laws*”, Taxman& Allied Services (P), Ltd., New Delhi.
4. *“Manual of Companies Act, Corporate Laws and SEBI Guidelines”*, Bharat Law House, New Delhi.
5. *õBharat& Companies Actö*, Bharat Law House, New Delhi.
6. *õBharat& Company Rule and Formsö*, Bharat Law House, New Delhi..
7. Singh, Avtar., *õCompany Law*”, Eastern Book Company Luchnow.
8. Kuchhal, M.C., *õModern Indian Company Law*”, Shree Mahavir Book Depot, Delhi. or latest edition.

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 Incomes), Set-Off and Carry Forward of Losses, Deductions to be made in Computing the Gross Total Income, Assessment of Individual.

Note: The paper setter will consider the changes up to 30th September of relevant year.

Practical Work:

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

Suggested Readings:

1. Income Tax Law and Pracice - Dr. Vinod K. Singhanian & Dr. Monica Singhanian. (Taxmann Publications, New Delhi)
2. Income Tax Law and Accounts ó Dr. H. C. Mehrotra & Dr. S.P. Goyal (Sahitya Bhawan Publications, Agra)
3. Income Tax ó 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: *Rabindranath 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 sub-units:

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, Power-Point Presentations and Non-Verbal Communication.

Testing Scheme: The examination paper shall be divided into two sections, corresponding to two units already proposed in the syllabus. The distribution of questions and marks in Section I shall be as follows:

Section I (*It is text-based and corresponds to Unit I in the syllabus*)

Q. 1.	It shall consist of 4 short question/answers (not exceeding 100-120 words) out of which a student will be expected to attempt any two. This question shall be based upon the prescribed text Ten Mighty Pens .	5 marks 2 ½ x2= 5
Q. 2.	It shall consist of two long question/answers (not exceeding 300-350 words) out of which a student will be expected to attempt only one. This question shall have internal choice, and will be based upon the prescribed text Ten Mighty Pens .	10 marks

Note: The questions 1& 2 should be so designed as to cover all the chapters prescribed.

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 ó Steps, Monitoring the Environment, Scouting for Project Ideas, Preliminarily Screening, Project Rating Index.

Feasibility Studies ó Technical, Financial, Economic, Social, Legal and Managerial.

UNIT – II

Project Appraisal Techniques: Objectives, Types and Methods.

Project Risks: Meaning, Types, Measurement of Risk, Sensitivity Analysis, Stimulation, Monte Carlo. Decision Tree Analysis (Basic Concepts only).

Project Evaluation ó Meaning, Evaluation v/s Appraisal, Objectives of Project Evaluation, Types of Evaluation, Essential of Sound Evaluation, Techniques, Agency for Evaluation, Scope of Evaluation.

Project Organisation and Control ó Project Network Analysis (Basic concepts of PERT, CPM, Cost and Time Over Run).

Project Reporting: Meaning, Purpose, Process, Requirements of a Good Report, Methods, Principles of Good Reporting System.

Suggested readings:

1. Project Management - Choudhary - TataMcGraw Hill Pub.
2. Project Management: The Managerial Process (Special Indian Edit.) -Clifford F Gray, Oregon State University.
3. Projects : Planning, Analysis, Selection, Financing, implementation and Review -Chandra, Prasanna.

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. Kothari, C.R., Research Methods and Techniques, Wiley Eastern.
2. Bryman, A. and Bell, E., Business Research Methods, Oxford University Press, New York.
3. Carver, R.H. and Nash, J.G., Data analysis with SPSS, Cengage learning, New Delhi.
4. Kumar, R., Research Methodology- A Step by Step Guide for Beginners, Pearson Education.
5. Zikmund, W.G., Business Research Methods, Cengage Learning, Singapore.

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 ó Organisational Design of HR Department, Composition, Functions, HRM Environment.

HR Information System ó Meaning, Need, Objectives, Process, Designing of HRIS, Computerized HRIS, Personnel Inventory.

HR Records ó Meaning, Purpose, Essentials of Good Record Keeping, Significance, Description.

HR Research ó Objectives, Kinds and Techniques.

HR & Audit ó 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 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) 12th April, 2017) published in The Gazette of India dated 12th April, 2017.
2. Taxmann's GST Ready Reckoner Updated till 18th June, 2017.
3. Taxmann's GST Manual-Enforced w.e.f. 1.7.2017.
4. GST Ready Reckoner by CA Kesha R Garg, Bharat Law House, Delhi.
5. Goods and Services Tax in India -----Notifications by Government of India
6. GST Bill 2012
7. Integrated Goods and Services Tax Act 2017

BBA 226: DATABASE MANAGEMENT SYSTEM

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

UNIT – I

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

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

Relational Algebra and Relational Calculus:

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

Relational Calculus:

Triple Relational Calculus, Domain Relational Calculus, Basic Operations of Relational Calculus, Writing Queries in Relational Calculus, Difference between Triple Relations Calculus and Domain Relational Calculus and Between Relational Algebra and Relational Calculus.

UNIT – II

Relational Database Design: Normalization, its Need, Normal Forms, Functional Dependencies, Anomalies, Example of Normalization.

Securing the Database, Threats to Database, Concepts of Database Securing, Integrity, Difference between Securing and Integrity, Database Failures and Recovery Techniques.

Using DDL Commands to Create, Alter, Rename, Delete Tables, DML Commands to Insert, Update, Delete the Records, Giving Queries to RDBMS, DCLA Commands for Granting Revoking Privileges and Creating Users, Any RDBMS in Usage.

Suggested Readings:

1. Database System Concept ó Korth et. Al.
2. An Introduction o Database Design ó Date.
3. Object ó Oriented Database Design ó Harrington.
4. Fundamentals of Database System ó Elmasri and Navethe.
5. Database management and Design ó Hansen and Hansen.

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 applicationsópropertyóliabilityó commercial property insurance different policies and contractsóbusiness liability and risk management insuranceóworkers' compensation and risk financing.

Suggested Readings:

1. Black K. Jr., Skipper. H. D. Jr, òLife and Health Insuranceö, Pearson Education.
2. Palande P.S., Shah R.S. and Lunawat M.L., òInsurance in Indiaö, Response Books, Sage Publications Ltd.
3. Gupta, P.K., òInsurance and Risk Managementö, Himalaya Publishing House, New Delhi.
4. Holyoake J. & Weiper B., òInsuranceö, CIB Publications, Delhi.
5. Ganguly A., òInsurance Managementö, New Age Publications, New Delhi.
6. Rejda, George E: òPrinciples of Risk Management and Insuranceö, Pearson Education India.
7. Heins W., òRisk Management and Insuranceö, McGraw Hill Pub.

Note: Latest edition of text book must be used.

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 Legal environments; Global Trading environment ó recent trends in world trade in goods and services.

Theories of International Trade (a brief overview) - Mercantilism, Absolute Advantage, Comparative Advantage, Factor Endowment, Product life cycle, Porter's 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 Co-operation: Forms of regional groupings; Integration efforts among countries in Europe, North America and Asia. India's recent 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- volume, composition and direction of trade. Balance of payment crisis.

Foreign Trade Promotion Measures in India: Latest EXIM Policy.

Suggested Readings:

1. Charles W L Hill, Arun Kumar Jain, "International Business- Competing in the Global Marketplace", Tata McGraw Hill
2. Francis Cherunilam, "International Business: Text and Cases", Prentice Hall of India
3. John D Daniels and Lee H Radebaugh, Daniel P Sullivan, "International Business Environment and Operations", Pearson Education

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 ó Economic factors, Economic Systems, Economic Planning ó Objectives & Strategies of Current Five Year Plan, Formation and Functions of NITI Aayog, Economic Policies ó 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: Nature and Impact of Culture on Business, Social Responsibilities of Business, Social audit, Emergence of Middle Class and its influence on Business

Natural Environment: Ecological Issues and Indian Business.

Technological Environment: Innovation, The Technological Policy, Features & Impact of Technology on Business, Role of Research & Development in Business, Import of technology and Problems relating to it, Current Status of technology in India.

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 Project Appraisal and clearance for availing financial support;

UNIT-II

Small Business: Small Business as a Seed Bed of Entrepreneurship: Evolution and development of Small Business, SSI, concept, definition, characteristics, classification, advantages and problems; Role of Small Business in the national economy;

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

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 ó Buying, Having, and Being by M R Solomon, Pearson Prentice Hall
3. Consumer Behaviour ó 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 and in organizing and managing sales force and marketing channels.

UNIT-I

Introduction to Sales Management & Importance of Sales Force. 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 J. Babin, 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 of financial markets, financial instruments in various markets and important financial services.

Unit – I

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

Money Market ó Structure of Indian Money Market (Organized, Co-operative and Unorganized Sectors); Instruments of Money Market ó 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 ó 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 Role of Securities and Exchange Board of India.

Introduction to Commodity Markets

Overview of Euromarkets with special reference to Eurocurrency and Eurobonds

Unit - II

Financial Services ó Meaning and Importance.

Merchant Banking and Investment Banking ó A brief overview of Issue Management, Underwriting Services, Corporate Debt Restructuring, Project Counselling, Portfolio Management and Loan Syndication

Mutual Funds ó concept, advantages, mutual funds schemes (growth, income, balanced, gilt ó edged, equity ó linked and money market mutual funds)

Factoring Services ó concept, functions of a factor, and types of factoring.

Venture Capital Financing – concept, features, and stages of financing

Securitization of Debt – concept and process of securitisation

Suggested Readings:

1. Financial Markets, Institutions and Financial Institutions by Clifford Gomez ó Prentice Hall of India.
2. Financial Services by M.Y.Khan ó Tata McGraw Hill.
3. Financial Services and Markets by Dr.PunithavathyPandian ó Vikas Publishing House.
4. Management of Financial Services by V.K.Bhalla ó Anmol Publications.
5. Financial Institutions and Markets by L.M.Bhole ó 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 ó Meaning, Nature, Objectives and Process; Investment Avenues; Investment vs. Gambling; Investment vs. Speculation.

Security Analysis ó Meaning of Security Analysis

Fundamental Analysis ó 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 Tradersø Index, Price Indicators- Relative Strength Index, Average Directional Index and Momentum, and Volume Indicators- On Balance Volume.

Efficient Market Hypothesisó Concept, Forms and Random Walk Theory

Unit - II

Portfolio Management ó 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 ó Sharpe, Treynor and Jensen Models

Value vs. Growth Investing

Suggested Readings:

1. Investment Management by V.K.Bhalla ó S. Chand Publishing
2. Investment Management by Preeti Singh ó Himalaya Publishing.
3. Security Analysis and Portfolio Management by Dr.PunithavathyPandian ó Vikas Publishing House.
4. Security Analysis and Portfolio Management by Fischer and Jordan ó Pearson Publications
5. Investment Analysis and Portfolio Management by Prasanna Chandra ó 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, Employer, Partial Disablement, Total Disablement, -Arising Out Of and -In the course of Employment, Notional Extension, Liability of Employer,

Compensation Calculation, Compensation Commissioner.

The Industrial Employment (Standing Order) Act, 1946 - Scope and coverage of the Act, Concept of Standing Order - Certification Process ó 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 ó 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. Chabbra and R.K. Suri, Industrial Relations ó 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 ó 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, legal, social, political and technological). Environmental scanning techniques- ETOP, QUEST and SWOT (TOWS).

Internal Appraisal: The internal environment, organizational capabilities in various functional areas. Methods and techniques used for organizational appraisal (A brief 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 Nine-cell, McKinsey's 7-S Framework). Industry level analysis, Porter's five forces model.

Strategy implementation: Resource allocation, Projects and Procedural issues. Organisation structure and systems in strategy implementation.

Strategic control and operational Control. Organisational systems and Techniques of strategic evaluation.

Suggested Readings:

1. William J Gluek & Jauch G&J, Business Policy & Strategic Management, Tata McGraw Hill
2. Kazmi, Business Policy & Strategic Management, Tata McGraw Hill
3. Thomson & Strickland, Strategic Management: Concept & Cases , Tata McGraw Hill
4. Ghemawat, Strategy & The Business Landscape, Pearson Education Asia

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 ó Importance, Factors in Location Analysis, Location Analysis Techniques, Facility Layout ó 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

Stores Management - Types of Stores; Functions; Coding Methods

Inventory Management - Concepts; Classification; Objectives; Factors Affecting

Inventory Control Policy; Inventory Costs; Inventory Control tools and techniques

Quality Management and Statistical Quality Control

Maintenance Management - Concepts; Objectives; Functions; Types of Maintenance

TQM, Quality Specification, Design

Meaning and objectives of Statistical Quality Control.

Suggested readings:

1. Nair, Production & Operation Management, Tata McGraw Hill
2. Adam & Ebert, Production & Operation Management, Prentice Hall India

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 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 324: PROJECT REPORT AND VIVA VOCE

The projects have to be submitted during 6th Semester. Projects have to be submitted in duplicate. For conducting research, a structured and scientific approach should be followed by students. Apart from introduction chapter, research project should have chapters related to review of literature (in brief), research methodology, data analysis and interpretation and summary and conclusion.

Viva Voce is to be conducted by an external examiner.

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 media planning; setting media objectives, media decisions; media class, media vehicle & media option; Scheduling: flighting, pulsing & continuous; developing media strategies, evaluation of different media and media selection, media buying, measuring advertising effectiveness

UNIT II

Brands and Brand Management: concept, nature, importance, brand evolution, brand life cycle, brand v/s generics, associating feelings with a brand; branding challenges and opportunities; Brand Identity: conceiving, planning and executing (Aaker model); Brand Loyalty: concept and measures of brand loyalty

Brand Equity: concept and measures of brand equity, cost, price and consumer based methods, sustaining brand equity

Brand Personality: concept, measures and formulation of brand personality; Brand Image Vs Brand Personality

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

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, SuchitaPrakashanPvt. 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 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, 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 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.

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 University Press
8. Human Resource Management: An experiential approach by H John Bernardin, McGraw Hill
9. Human Resource Management: Text and cases by V.S.P. Rao, Excel Books

Note: Latest edition of text book must be used.

BBA 330: COMPENSATION MANAGEMENT

Objectives: The objective of this course is to help the students understand basics of managing compensation systems of an organization and understand its application.

Unit I

Compensation management: concept, objectives, principles, importance of good compensation system, factors influencing compensation levels.

Theoretical dimensions of Compensation: economic theories, behavioral theories: content theories, process theories.

Job Evaluation: meaning, features, importance and methods, job evaluation and performance appraisal.

Unit II

Components of pay: basic pay, dearness allowance, Incentive plans: features, individual, group incentive plans, profit sharing schemes, Employee Stock Ownership.

Fringe benefits: need, objectives, types of fringe benefits, retirement benefits: provident fund, gratuity and pension.

Executive Compensation: meaning, components, and strategies: skill based pay, competency based pay, broad banding and variable pay system, new trends in compensation management.

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.
