

B. B. A.

# Syllabus

## SEMESTER I

English Language Skills (BBAL 1.E)			
<i>Teaching Hours: 4</i>	<i>Total Credit: 4</i>	<i>Total Marks: 80</i>	<i>Group: Language</i>
<b>Objectives:</b> <ul style="list-style-type: none"><li>• Introducing great Entrepreneurs</li><li>• Developing Communication Skills</li><li>• Developing Grammar and Vocabulary Components</li></ul>			

Unit	Contents
I	<b>Great Entrepreneurs</b> Akio Morita, Dhirubhai Ambani, Louis Braille, Rahul Bajaj, Ratan Tata, Steve Jobs
II	<b>Communication:</b> <ul style="list-style-type: none"><li>• Definition, importance, nature , scope</li><li>• Elements of the Communication Process- Sender, Channel, Message, Receiver and Feedback</li><li>• Methods of Communication- Verbal &amp; Non-Verbal</li><li>• Types of Communication- Formal and Informal, Dyadic &amp; Group, Electronic &amp; Print</li><li>• Directions of Communication- Vertical, Horizontal, Diagonal</li><li>• Barriers to effective communication</li><li>• Communication Networks</li></ul>
III	<b>Grammar</b> <ul style="list-style-type: none"><li>• Parts of Speech</li><li>• Types of Sentences</li><li>• Tenses</li><li>• Transformation of Sentences- Interrogative-Assertive; Affirmative-Negative; Exclamatory-Assertive Question tag; Inter-change of Degree etc.</li></ul>
IV	<b>Vocabulary</b> <ul style="list-style-type: none"><li>• Formation of words: Primary words, compound words, primary derivatives, secondary derivatives (Pre-fixes/suffixes)</li><li>• Formation of nouns from verbs/adjectives; adjectives from nouns/verbs</li></ul>

**Books Recommended:**

1. Unit I – A Text-Book on Great Entrepreneurs - 1) 'Modern Trailblazers' Eds- A.Dhote & H.Dhote, Published by- Orient Blackswan.
2. Unit II - Developing Communication Skills – Krishna Mohan & Meera Banerji (Macmillan)
3. Unit III -High School English Grammar & Composition– Wren & Martin Revised & Edited by N.D.V. Prasada Rao (S.Chand)
4. Unit IV -English Vocabulary in Use- Michael McCarthy & Felicity O'Dell
5. Unit IV- Macmillan Foundation English, R. K. Dwivedi, Macmillan Publisher.

**SEMESTER I****Financial Accounting- I (BBAC 1.1)***Teaching Hours: 4**Total Credit: 4**Total Marks: 80**Group: Core*

**Objective:** The objective of this paper is to help students to acquire conceptual knowledge of the financial accounting and to impart skills for recording various kinds of business transactions.

Unit	Contents
I	<p><b>Theoretical framework :</b></p> <p>Meaning and Scope of Accounting, Accounting Concepts, Principles and Conventions Accounting Standards – concepts, objectives, benefits, Accounting Policies Accounting as a measurement discipline – valuation principles, accounting estimates.</p> <p><b>Accounting Process:</b></p> <p>Books of Account leading to the preparation of Trial Balance, Capital and revenue expenditures, Capital and revenue receipts, Contingent assets and contingent liabilities, Fundamental errors including rectifications thereof.</p>
II	<p><b>Bank Reconciliation Statement:</b></p> <p>Meaning; causes of difference between Bank Book Balance and Balance as per Bank Pass Book/ Bank Statement; Need of Bank Reconciliation Statement; Procedure for preparation of Bank Reconciliation Statement.</p>
III	<p><b>Final Account of Joint Stock Companies –</b></p> <p>Final Accounts of Joint Stock Companies – contents, and preparation of Trading and Profit and Loss Account, Profit and Loss Appropriation</p>

	Account and Balance sheet with adjustment, Closing Entries (Simple entries).
IV	<b>Issue of Shares:</b> Entries for issue of shares, Issue of shares at discount and premium, forfeiture and re-issue of forfeited shares.
<b>Books Recommended:</b>	
1. <b>Fundamentals of Accounting &amp; Financial Analysis;</b> Anil Chowdhry, Pearson Education. 2. <b>Financial accounting,</b> Jane Reimers, Pearson Education. 3. <b>Accounting Made Easy,</b> Rajesh Agarwal & R Srinivasan, Tata McGraw –Hill. 4. <b>Financial Accounting For Management,</b> Amrishi Gupta, Pearson Education. 5. <b>Financial Accounting For Management,</b> Dr. S. N. Maheshwari, Vikas Publishing House.	

### SEMESTER I

<b>Principles of Business Management (BBAC 1.2)</b>			
<i>Teaching Hours: 4</i>	<i>Total Credit: 4</i>	<i>Total Marks: 80</i>	<i>Group: Core</i>
<b>Objective:</b> The course aims to provide basic knowledge to the students about the organization and management of a business enterprise.			

Unit	Contents
I	<b>Introduction:</b> Nature, function, definition, scope and importance of management, Functions of a manager, is management a science or art? <b>Development of Management Thought:</b> Scientific management; Contribution of Taylor, Fayol, Mary Follet, Elton Mayo; Hawthorne experiments, Contingency approach, Indian heritage in production and consumption.
II	<b>Management and Administration:</b> Management and administration, Management as a profession, Professionalism of management in India, Management ethics and management culture, Skills required of manager, Classification of

	skills, Methods of skills development.
III	<b>Management Planning:</b> Concept of planning, objectives, Nature, Types of plan, Stages involved in planning, Characteristics of a good plan, Importance, Limitations of planning, Making planning effective, Strategic planning in Indian Industry.
IV	<b>Organisation:</b> Concepts, Principle of organization, Importance, Features of good organization structure, Types of Organisation structure.  <b>Decision Making:</b> Concept, characteristics of decisions, Types of decisions, Steps Involved in decision making, Importance of decision making, Methods of decision making, Committee Decision Making.
<b>Books Recommended:</b>	
1. <b>Essential of Business Administration</b> , K.Aswathapa, Himalaya Publishing House. 2. <b>Management: Concept and Strategies</b> , J. S. Chandan, Vikas Publishing. 3. <b>Principles of Management</b> , Tripathi, Reddy, Tata McGraw Hill. 4. <b>Principles of Management</b> , Ramasamy T, Himalaya Publishing House . 5. <b>Principles of Business Management</b> , Sherlekar, Himalaya Publishing House.	

### SEMESTER I

<b>Business Economics (BBAC 1.3)</b>			
<i>Teaching Hours: 4</i>	<i>Total Credit: 4</i>	<i>Total Marks: 80</i>	<i>Group: Core</i>
<b>Objective:</b> The objective of this paper is to help students to acquire conceptual knowledge of the Micro Economics.			

Unit	Contents
I	<b>Introduction:</b> Problem of scarcity and choice: scarcity, choice and opportunity cost; Economic systems. Nature and scope of micro & macro economics; Utility analysis and indifference curve
II	<b>Demand and Supply Analysis:</b> Determinants of demand and law of demand; Law of equi-marginal utility; Elasticity of Demand; demand forecasting; law of supply, elasticity of supply.

III	<b>Production and Cost Analysis:</b> Short run and long run production functions, laws of returns to scale; Law of variable proportion; Classification of costs; short run and long run cost curves and their interrelationship; Concepts and types of revenue.
IV	<b>Market Structure:</b> Equilibrium of the firm and industry under perfect competition, monopoly, monopolistic competition, discriminating monopoly, aspects of non-price competition; oligopolistic behavior.
<b>Books Recommended:</b>	
1. <b>Principles of Microeconomics</b> , D. Salvatore, Oxford University Press. 2. <b>Managerial Economics</b> , Mark Hirschey, Thomson Publications. 3. <b>Microeconomics for Management Students</b> , R. H. Dholkia and A.N. Oza, Sultan Chand, New Delhi	

### SEMESTER I

<b>Business Organization and Systems (BBAC 1.4)</b>			
<i>Teaching Hours: 4</i>	<i>Total Credit: 4</i>	<i>Total Marks: 80</i>	<i>Group: Core</i>
<b>Objective:</b> The course aims to provide basic knowledge to the students about the organization and management of a business enterprise.			

Unit	Contents
I	<b>Nature and scope of business:</b> Meaning and definition of business, characteristics, objectives of business, classification of business activities, Industry, Service, Commerce & Trade. Social Responsibility of Business towards different groups.
II	<b>Forms of Business Units:</b> Meaning, Characteristics, Advantages and Disadvantages of Sole Trader, Partnership, One Person Company, Private Company, Joint Stock Company Concept, Classification, Service sector business: - meaning, types including BPO and KPO, advantage its role in economy
III	<b>Organization:</b> Meaning, Definition, Concept and functions of Organization, Principles of Organization, Types of Organization- Line and Staff, Modern types of organizations Project, Matrix, Formal and Informal Organization, Advantages and Disadvantages.

IV	<p><b>Recent Trends in Business Organization:</b></p> <p>Internal constituents of the Business Organization; key managerial personnel (KMP); chairman- qualities of a chairman, powers, responsibilities and duties of a chairman; chief executive officer (CEO), role and responsibilities of the CEO; E-commerce, E-business, E-banking.</p>
<b>Books Recommended:</b>	
<p>1. <b>Business Organisation</b>, Jain, Khushpat, HPH, Mumbai</p> <p>2. <b>Business Organisation &amp; Management</b>, C.P Bose, HPH, Mumbai</p> <p>3. <b>Organisation</b>, Sekhri, Arun, Himalaya Publishing House, Mumbai, 2014</p> <p>4. <b>Government and business policy</b>, P.C.Jain, Galgotia Publishing Com, New Delhi</p>	

### SEMESTER I

<b>Business Mathematics and Statistics (BBASFC 1.0)</b>			
<i>Teaching Hours: 4</i>	<i>Total Credit: 4</i>	<i>Total Marks: 80</i>	<i>Group: Core Skill Foundation</i>
<p><b>Objective:</b> The objective of this course is to familiarize students with the applications of mathematics and statistical techniques in business decision-making.</p>			

Unit	Contents
I	<p><b>Introduction</b></p> <p>Meaning, definition &amp; functions of statistics, scope, importance &amp; limitations of statistics.</p> <p><b>Collection of data, Classification &amp; Tabulation of data</b></p> <p>Primary &amp; Secondary data, methods of collection of data &amp; sources of data.</p> <p>Meaning, objects, rules &amp; types of classification of data. Meaning &amp; objects of tabulation of data, difference between classification &amp; tabulation. Types of statistical series (construction &amp; conversion of series – Practical Problems).</p>
II	<p><b>Measures of Central Tendency</b></p> <p>Meaning, definition, functions &amp; characteristics, merits &amp; demerits of mean, median &amp; mode, standard deviation, quartiles, deciles, quartile</p>

	<p>deviation, Skewness. (Theory)</p> <p>Mean, median, mode, standard deviation, quartiles, deciles, quartile deviation, Skewness (Practical Problems)</p>
III	<p><b>Index Number:</b></p> <p>Introduction, meaning, definition, characteristics, uses of index numbers and types of index numbers, merits &amp; demerits, (Theory)</p> <p>Laspeyre's Index Number, Paasche's Index Number, Bowley's Index Number &amp; Fisher's Ideal Index Number (Practical Problems)</p> <p><b>Time Series:</b></p> <p>Meaning of time series, characteristics &amp; merits &amp; demerits of semi-average method &amp; moving average method in time series. (Theory)</p> <p>Semi-average method, moving average method (Practical Problems)</p>
IV	<p><b>Business Mathematics</b></p> <p>Profit &amp; loss, Ratio &amp; proportion, Simple Interest &amp; compound interest (Theory &amp; Practical Problems)</p>
<b>Books Recommended:</b>	
<ol style="list-style-type: none"> <li>1. <b>Fundamentals of statistics</b>, D. V. Elhance &amp; Veena Elhance</li> <li>2. <b>Statistics</b>, V. K. Kapoor, S. Chand &amp; Sons</li> <li>3. <b>Statistics</b>, B. Gupta, Sahitya Bhavan, Agra</li> <li>4. <b>Statistics Methods</b>, S.P. Gupta, S. Chand &amp; Sons</li> <li>5. <b>Fundamental of Statistics</b>, S. C. Gupta, Himalaya Publishing House</li> <li>6. <b>Business Mathematics &amp; Statistics</b>, W.K. Nag &amp; S.C. Chanda, Kalyani Publishers</li> </ol>	

## SEMESTER II

<b>English Language Skills (BBAL 2.E)</b>			
<i>Teaching Hours: 4</i>	<i>Total Credit: 4</i>	<i>Total Marks: 80</i>	<i>Group: Language</i>
<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• Introducing Great Economic Thinkers</li> <li>• Developing knowledge of business communication</li> <li>• Preparing Students for Competitive Examinations</li> </ul>			



Unit	Contents
I	<b>Great Economic Thinkers</b> Adam Smith, David Ricardo, Karl Marx, John Stuart Mill, John Keynes, Amartya Sen (only selected portion of the marked text of each thinkers from the book the 'Great Economic Thinkers' by Jonathan Conlin)
II	<b>Business Correspondence:</b> <ul style="list-style-type: none"> <li>• Application for Job</li> <li>• Preparing Bio-data</li> <li>• Letter of enquiry/Reply to enquiry</li> <li>• Order letter/Reply to Order letter</li> <li>• Complaint (Claims) Letter</li> <li>• Internal Communication (Memorandum, Office Order, Office Circular, Office Note, Correspondence with Branch Offices)</li> </ul>
III	<b>Grammar</b> <ul style="list-style-type: none"> <li>• Active/Passive voice</li> <li>• Direct/Indirect Narration</li> <li>• Simple/compound/complex sentences</li> <li>• Analysis of Sentences (Simple, Compound, Complex)</li> </ul>
IV	<b>Vocabulary</b> <ul style="list-style-type: none"> <li>• Synonyms, Antonyms, homonyms (Homographs/homophones), look-alikes, one word substitution etc.</li> <li>• Idioms and phrases</li> <li>• Business terminology: A select business terms</li> </ul>
<b>Books Recommended:</b>	
<ol style="list-style-type: none"> <li>1. Unit I - Reference book- 'The Worldly Philosophers - The Lives, Times and Ideas of Great Economic Thinkers' Published by Paperback</li> <li>2. Unit II -Business Communication – Urmila Rai, S.M. Rai - (Himalaya Publishing House) &amp; V.K.Jain &amp; Omprakash Biyani (S. Chand)</li> <li>3. Unit II - Business Correspondence and Report Writing – R.C. Sharma &amp; Krishna Mohan (Tata McGraw-Hill)</li> <li>4. Unit II - Developing Communication Skills – Krishna Mohan &amp; Meera Banerji (Macmillan)</li> <li>5. Unit III- High School English Grammar &amp; Composition– Wren &amp; Martin Revised &amp;</li> </ol>	

Edited by N.D.V. Prasada Rao (S.Chand)

6. Unit IV - English Vocabulary in Use- Michael McCarthy & Felicity O'Dell

## SEMESTER II

<b>Financial Accounting - II (BBAC 2.1)</b>			
<i>Teaching Hours: 4</i>	<i>Total Credit: 4</i>	<i>Total Marks: 80</i>	<i>Group: Core</i>
<b>Objective:</b> To give application based accounting knowledge to students.			

Unit	Contents
I	<b>Fire Insurance</b> Claim including loss of stock method and loss of profit method
II	<b>Departmental Accounting</b> including inter departmental transactions
III	<b>Final Accounts of Non- Profit Organization</b> Accounts of Non-profit organization and Accounts of Professionals: Meaning of Non-profit organization, Preparation of Receipts & Payment Account, Income & Expenditure Accounts & Balance Sheet.
IV	<b>Consignment Account</b> including valuation of closing stock and removal of loadings
<b>Books Recommended:</b>	
1. <b>Financial Accounting</b> , V. Bapat and M. Raitha, Tata McGraw Hill Publication. 2. <b>Financial Accounting For Management</b> , Amrish Gupta, Pearson Education 3. <b>Financial Accounting For Management</b> , Dr. S. N. Maheshwari, Vikas Publishing House	

## SEMESTER II

<b>Monetary Economics (BBAC 2.2)</b>			
<i>Teaching Hours: 4</i>	<i>Total Credit: 4</i>	<i>Total Marks: 80</i>	<i>Group: Core</i>
<b>Objective:</b> The objective of this course is to apply the basic theories of economics in critical thinking and problem solving.			

Unit	Contents
I	<b>Money Evolution</b> , Meaning, Definition, Nature and Functions of Money. Paper Currency & Methods of Note Issue- Fixed Fiduciary

	Method, Proportionate Reserve Method, Minimum Reserve Method.
II	<b>Inflation &amp; Deflation:</b> Inflation- Meaning, Nature, Causes, Effects, Impact of Inflation. Deflation - Meaning, Nature, Causes, Effects, Impact of Deflation. Types of Inflation & Deflation.
III	<b>Money Market &amp; Credit control:</b> Concept of Money Market, Objectives, Importance of Money Market, Monetary Policy and Fiscal Policy Concept-Meaning, Objectives, Need, Importance, Impact, Recent Changes/Trends. Credit Control- Meaning, Objectives, Methods: Quantitative- Bank Rate, Open Market Operations, Cash Reserve Ratio (CRR), Statutory Liquidity Ratio (SLR), Repo Rate. Qualitative – Varying margin requirement, Regulation of consumer's credit, Issuing directives, Publicity measure, Moral suasion, Credit rationing.
IV	<b>Public Finance:</b> Concept, Meaning, Importance of Public Finance, Principles of Public Finance, Theory of Maximum Social Advantages & Criticisms. Taxation – Definition, Characteristics & Canons. Types of Taxation- Proportional, Progressive and Regressive Taxation System .Direct and Indirect Taxes- Merits & Demerits.
<b>Books Recommended:</b>	
1. <b>Monetary Economics</b> , RR Paul, Kalyani Publishers. 2. <b>Money, Banking, Trade &amp; Public Finance</b> , M.V.Vaish, New Age International Pvt.Ltd. 3. <b>Money, Banking and International Trade</b> , K.P.M. Sundaram, Sultan Chand, New Delhi. 4. <b>Public Finance</b> , Tyagi, Jai Prakash Nath Publishers. 5. <b>Money and Financial System</b> , P.K. Deshmukh, Phadke Prakashan. 6. <b>Principles of Economics</b> , H.L Ahuja, S Chand Publication.	

## SEMESTER II

<b>Business Environment (BBAC 2.3)</b>			
<i>Teaching Hours: 4</i>	<i>Total Credit: 4</i>	<i>Total Marks: 80</i>	<i>Group: Core</i>
<b>Objective:</b> To generate understanding of business environment and impart knowledge of the function.			

Unit	Contents
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I	<ol style="list-style-type: none"> <li><b>Business Environment:</b> Meaning of business, Concept of Business environment, characteristics of Business environment, components/factors of the Business Environment (internal environment &amp; external environment), types of external environment</li> <li><b>Economic Environment:</b> constituents of economic environment of Business, economic system, classification of economic system, planning process, economic structure and its determinants, constituents of economic structure; Business fluctuations- factors leading to business fluctuations and cycles Global Economic Environment- role and constitution of UNO, IMF and World Bank</li> <li><b>Socio- Cultural Environment:</b> Introduction, nature of culture, impact of culture, Demographic environment</li> </ol>
II	<ol style="list-style-type: none"> <li><b>Political Environment:</b> Introduction to Political Environment, elements of political environment of India, ssBusiness Risks Posed by the Indian Political System, unemployment problem in India</li> <li><b>Legal Environment:</b> Introduction, Laws Impacting Industry in India.</li> <li><b>Economic Role of Government:</b> Regulatory role of Government, objective of regulatory function of government, regulatory authorities, purposes of regulation</li> </ol>
III	<ol style="list-style-type: none"> <li><b>Liberalization:</b> Meaning, Role of liberalisation</li> <li><b>Privatization:</b> Meaning of Privatization, Objectives, routes (measures) of Privatization, conditions for success of privatization, benefits and problems with Privatization, obstacles to privatization in India</li> <li><b>Globalization:</b> Meaning of Globalization, reasons for globalization, features and benefits of Globalization,</li> </ol>
IV	<ol style="list-style-type: none"> <li><b>India, WTO :</b>WTO and India</li> <li><b>Analysis of Business Environment:</b> PESTEL, STEEP, PORTER'S five forces model, SWOT analysis</li> <li><b>Corporate Social Responsibility:</b> Meaning, CSR in India, Need for social responsibility of business, Social responsibility of business towards different groups (i.e. Government, society, shareholders, employees)</li> </ol>
<b>Books Recommended:</b>	

1. **The International Business Environment**, Morrison J, Palgrave.
2. **Business Environment**, Francis Cherunilam, Himalaya Publishing House, New Delhi.
3. **Essentials of Business Environment** Aswathappa, Himalaya Publishing House, New Delhi.
4. **Indian Economy**, Mishra and Puri, Himalaya Publishing House, New Delhi.
5. **Business Environment**, Raj Aggarwal Excel Books, Delhi.
6. **Strategic Planning for Corporate**, Ramaswamy V McMillan.
7. **Economic Environment of Business**, M. Adhikary, Sultan Chand & Sons.

## SEMESTER II

<b>Business Regulatory Framework (BBAC 2.4)</b>			
<i>Teaching Hours: 4</i>	<i>Total Credit: 4</i>	<i>Total Marks: 80</i>	<i>Group: Core</i>
<b>Objective:</b> The objective of the course is to impart basic knowledge of the important business legislation along with relevant case law.			

Unit	Contents
I	<p><b>Constitution of India:</b></p> <p>Salient features of Indian constitution, sources of Indian constitution. Difference between constitutional law and ordinary law. Importance of Indian constitution, fundamental rights and duties.</p> <p><b>Introduction to Business Law:</b></p> <p>Meaning and Philosophy of Law - Object of Law - Classification of Law - Justice Delivery System in India - Classification of Courts in India - Meaning and Sources - Business Law.</p>
II	<p><b>The Indian Contract Act 1872:</b></p> <p>Definition of Contract - Essentials of Valid Contract - Consideration - Free Consent - Void Contracts - Performance of Contract - Termination and Discharge of Contract - Breach of contract and remedies for breach of contract.</p>
III	<p><b>Sale of Goods Act 1930:</b></p> <p>Definition of Contract of Sale of goods - Agreement to sell - Essentials of Contract of Sale - Condition and Warranty - Transfer of Property -</p>

	Transfer of Title - Performance of Contract of Sale - Unpaid Seller and his rights.
IV	<b>The Negotiable Instruments Act, 1881:</b> Negotiable Instruments - Meaning, Characteristics, Types, Parties - Holder and holder in Due Course Negotiation and Types of Endorsements Dishonor of Negotiable Instrument - Noting and Protest Liability of parties on Negotiable Instrument.
<b>Books Recommended:</b>	
1. <b>Elements of Mercantile Law</b> , N. D. Kapoor, Sultan chand& Sons. 2. <b>Indian Contract Act</b> , Avtar Singh, Eastarn Book Company. 3. <b>Business Law for Managers</b> , Prof. (cmde) P. K. Goel, Biztantra. 4. <b>Business Law</b> , M. C. Kuchal, Vikas Publication. 5. <b>Business Law including Company Law</b> , S. S. Gulshan, G. K. Kapoor, New Age International Publishers, New Delhi. 6. <b>Modern Business Law</b> , S. K. Aggarwal, Galgotia Publishing Company.	

## SEMESTER II

<b>Business Ethics &amp; Corporate Culture (BBASFC 2.0)</b>			
<i>Teaching Hours: 4</i>	<i>Total Credit: 5</i>	<i>Total Marks: 80</i>	<i>Group: Core Skill Foundation</i>
<b>Objective:</b> The objective of this paper is to make the students more clear about the importance of ethics in business and practices of good corporate governance.			

<b>Unit</b>	<b>Contents</b>
I	<b>Ethics:</b> Nature, scope, ethical principles, values, morals, Kohlberg's stages of moral development, Ethical theories – deontology, utilitarianism, rights, and virtues, Gandhian concept of Trusteeship
II	<b>Business Ethics:</b> Ethics in Business – Myth & Reality, The Indian Business scene – ethical concerns, LPG & Global trends in business ethics, Corporate code of ethics – Formulating, Advantages, implementation, Business ethics rating in India
III	<b>Business&amp; Society:</b>

	Business & its stakeholders, Social Responsibility – Concept of CSR, CSR provisions in Companies Act 2013 (sec.135), Environmental Ethics – concerns and issues, ethical concerns in business (overview) – marketing, human resource management, financial management, research, gender sensitivity in organizations
IV	<b>Corporate Culture:</b>  Corporate culture - Meaning, importance of a good corporate culture, components of a good corporate culture, types of corporate culture, designing a corporate culture.
<b>Books Recommended:</b>	
1. <b>Business Ethics</b> , CSV Murthy, HPH. 2. <b>Business Ethics-An Indian Perspective</b> ; A.C. Fernando, Pearson.	

### SEMESTER III

<b>Cost Accounting (BBAC 3.1)</b>			
<i>Teaching Hours: 4</i>	<i>Total Credit: 4</i>	<i>Total Marks: 80</i>	<i>Group: Core</i>
<b>Objective:</b> To give basic understanding and calculation of cost and decision making techniques related to it.			

<b>Unit</b>	<b>Contents</b>
I	<b>Introduction:</b> Meaning of Cost, Costing and Cost Accounting, Features, Scope and Functions of Cost Accounting, Advantages and Limitations of Cost Accounting; Concept of Cost; Analysis and Classification of Costs; Elements of Cost; Preparation of Cost Sheet (Statement of Cost); Quotations and tender.
II	<b>Process Costing:</b> Meaning, features and applicability, difference between process and job costing, wastage and by-products, normal and abnormal loss. Preparation of process accounts, Equivalent Units, Inter Process Profits
III	<b>Operating Costing:</b> Classification of costs, Features of operating costing: Transport costing (Standard charge, running and operating cost, maintenance charges and log sheet), Electricity, Hotel and Hospitals
IV	<b>Marginal Costing:</b> Introduction, Application of Marginal costing in

	terms of cost control, level of activity planning- Break-even-analysis: Application of BEP for various business problems.
<b>Books Recommended:</b>	
1. <b>Management Accounting</b> , Bhagwati & Pillai, Second Edition, S. Chand & Company Ltd. 2. <b>Cost &amp; Management Accounting</b> , Ravi M Kishore, Taxmann Publications Pvt. Ltd. 3. <b>Cost and Management Accounting</b> , V. K. Saxena & C. D. Vashist, Sultan Chand & Sons Publication. 4. <b>Cost Accounting</b> , Text and Problems, M.C. Shuka, T.S. Grewal and M.P. Gupta, S. Chand Publications.	

### SEMESTER III

<b>Company Law &amp; Secretarial Practice (BBAC 3.2)</b>			
<i>Teaching Hours: 4</i>	<i>Total Credit: 4</i>	<i>Total Marks: 80</i>	<i>Group: Core</i>
<b>Objective:</b> To impart among the students company law and basic practices of a Secretary.			

Unit	Contents
I	<p><b>Corporate personality/ company</b> - Meaning of a company, characteristics of a company, lifting the corporate veil, Kinds of company;</p> <p><b>Formation, Incorporation and Promotion of a company</b> - Stages in formation of a company, Duties of a secretary regarding Incorporation, Pre-incorporation contracts, Commencement of business.</p> <p><b>Promoters</b> - Meaning and definition, Duties and liabilities of promoters, Importance of promoters;</p> <p><b>Memorandum of Association and Articles of Association</b> – Meaning, Definition, Contents, Alteration</p>
II	<p><b>Prospectus</b> -Definition, Statutory requirement, Contents, Demand Prospectus, Statement in Lieu of Prospectus, Misrepresentation in Prospectus, Consequences of Misrepresentation, Liabilities of Directors and Promoters towards misrepresentation;</p> <p><b>Share Capital</b> -Classification of share Capital, Meaning of Shares,</p>



	<p>Kinds of Shares, Issue of Shares;</p> <p><b>Allotment of shares</b>-Statutory restrictions and procedure on allotment of shares;</p> <p><b>Shareholders and Members</b> -Meaning of shareholder/ Member, Procedure to become a member, kinds of members.</p> <p><b>Directors</b> - Meaning of Directors, Appointment of Directors, Qualifications of Directors, Powers of Directors, Duties of Directors, Remuneration of Directors;</p> <p><b>Managing Directors</b> -Meaning of Managing Directors, Appointment of Managing Directors, Remuneration of Managing Directors, Qualifications of Managing Directors, Term of Managing Directors, Powers and duties of Managing Directors.</p>
III	<p><b>Secretary</b> -Meaning of Secretary, Definition of Secretary, Qualifications of Secretary, Duties of Secretary, Liability of company for secretary Acts;</p> <p><b>Secretary &amp; Correspondence</b> -Correspondence with members - about allotment, call, forfeitures, transfer of shares;</p> <p><b>Company meeting</b> -Statutory meeting, Annual Meeting, Extra ordinary meeting--Meaning, agenda, notice of meeting</p>
IV	<p><b>Report writing</b>-Essentials of good report, contents of statutory report, Progress report, Importance of reports;</p> <p><b>Depositories and Dematerializations of securities</b> -Meaning of depository, Procedure of Depository, Meaning of dematerialization of shares, Procedure of dematerialization of shares;</p> <p><b>E-Governance and E-Filing</b> -Meaning of E- Governance and E-Filing, Advantages of E-Governance and E-Filing -Procedure of E-Governance and E-Filing</p>
<b>Books Recommended:</b>	
<ol style="list-style-type: none"> <li>1. <b>Bare Act</b> , Companies Act 2013.</li> <li>2. <b>Company Law &amp; Secretarial Practice</b>, Appannaian Reddy, Prabhudev, Himalaya Publishing House.</li> <li>3. <b>Company Law and Secretarial Practice</b>, Dr. R.K. Nelakha, Ramesh Book Depot, Jaipur, New Delhi.</li> <li>4. <b>Company Law and Secretarial Practice</b>, Dr. K.R. Dixit, Vishwa Publishers &amp; Distributors, Nagpur.</li> </ol>	

### SEMESTER III

<b>Principles of Human Resource Management (BBAC 3.3)</b>			
<i>Teaching Hours: 4</i>	<i>Total Credit: 4</i>	<i>Total Marks: 80</i>	<i>Group: Core</i>
<b>Objective:</b> To help the students to develop an understanding of the concept & techniques of essential functions of human resource management. The course will use and focus on Indian experiences, approaches and cases			

<b>Unit</b>	<b>Contents</b>
I	<b>Introduction:</b> Concept, Nature, Scope, Objective, Scope and Importance of HRM, role of personnel Manager, evaluation of the concept of HRM in India.
II	<p><b>Human Resource Planning:</b></p> <p>Introduction, process of HRP; recruitment - definition, sources &amp; process; orientation; Selection- selection process, new tools &amp; methods of selection, interview, test &amp; assessment of effectiveness of selecting tools; induction and placement.</p> <p><b>Training &amp; Development –</b></p> <p>Meaning, definition, importance, needs, types of training , evaluation &amp; effectiveness of training, task analysis, man analysis, organizational analysis, responsibility of training areas identified by trainers.</p>
III	<p><b>Employment Remuneration Compensation:</b></p> <p>Introduction, nature &amp; purpose of wage determinations process, incentive plans &amp; profit sharing exit policy – VRS, resignation, termination.</p> <p><b>Job Evaluation and Design:</b> concept, objectives, limitations, importance; methods and procedures. Competency approach to Job evaluation, Job design, job specification &amp; role analysis, factors affecting Job design, Techniques of Job Design. Cases &amp; exercise in understanding Job analysis.</p> <p><b>Personal Records, Audit and Research:</b> introduction, purpose and fundamental principles of record keeping.</p>
IV	<b>Performance Appraisal and Merit Rating:</b> Nature, objective, limitation- various methods- modern & traditional, multiple person evaluation methods, performance test & field review techniques, appraisal, praise, recognition, rewards and incentives, promotion. HR record , MIS, HR report, HR formats, personal files, attendance, leave, medical records, absenteeism, Merit rating- concepts, methods, difference between job evaluation and merit rating.

**Books Recommended:**

1. **A Text book of Human Resource Management**, C. B. Mamoria & S. V. Gankar, Himalaya Publishing House.
2. **Personnel and human Resource management - Text & cases**, P SubbaRao, Himalaya Publishing House.
3. **Human resource Management**, P. Jyothi, Oxford University Press.
4. **Human Resource Management**, Ninth Edition, R. Wayne Mondy, Robert M, Noe, Pearson Education.
5. **Human Resource and Personnel Management – Text and cases**, K. Aswathappa, McGraw- Hill Publishing co. ltd.

**SEMESTER III****Principles of Marketing Management (BBAC 3.4)***Teaching Hours: 4**Total Credit: 4**Total Marks: 80**Group: Core*

**Objective:** This course aims to familiarize students with the marketing function in organizations. It will equip the students with understanding of the Marketing Mix elements and sensitize them to certain emerging issues in Marketing

Unit	Contents
I	<b>Concepts &amp; Application:</b> Core concepts of Marketing, Company orientation towards market place, New Concepts-Relationship Marketing, Database Marketing, Online Marketing, Green Marketing.
II	<b>Market Segmentation-</b> Concept, Types of Market Segmentation (Consumer & Industrial) Marketing Plan: Steps in Marketing Process, Content of Marketing Plan, Marketing Mix.
III	<b>Product Management:</b> Meaning of product, Product classification, Product Policies, Product life Cycle, Importance of Product Life Cycle. <b>Branding:</b> Meaning of Branding, types of branding, benefits of branding. <b>Packaging:</b> Meaning, Types of Packaging, advantages of Packaging, factors that influence packaging decision.
IV	<b>Pricing Strategies:</b> Pricing policies, Objectives of Pricing policy, factors affecting pricing policy, methods of Pricing policies. <b>Distribution Strategies:</b> Channel Design and management, Channels of Distribution, Types of Channels. <b>Promotion Strategies:</b> Promotion

	decisions, Promotion mix, Importance of promotion. Techniques of Promotion: advertising, sales promotion, Public relations ( meaning & objectives)
<b>Books Recommended:</b>	
1. <b>Marketing Management</b> , Philip Kotler, Pearson. 2. <b>Marketing Management</b> , Sherlekar, Himalaya Publishing House. 3. <b>Marketing Management: Text &amp; Cases</b> , Rajagopal, Vikas Publishing House. 4. <b>Modern Marketing</b> , Bhagwati , Pillai, S.Chand Publications. 5. <b>Marketing Management: Text &amp; Cases</b> , Chandrashekar, McGraw Hill.	

### SEMESTER III

<b>International Business Environment (BBAC 3.5)</b>			
<i>Teaching Hours: 4</i>	<i>Total Credit: 4</i>	<i>Total Marks: 80</i>	<i>Group: Core</i>
<b>Objectives:</b> To enable the students learn nature, scope and structure of International Business, and understand the influence of various environmental factors on international business operations.			

<b>Unit</b>	<b>Contents</b>
I	<b>Introduction to International Business:</b> Importance, nature and scope of International business; Modes of entry into International Business; Internationalization process and managerial implications; Multinational Corporations: Concept, Features, System, Operations, Role & importance, impact on Indian economy
II	<b>International Business Environment:</b> Economic, Political, Cultural and Legal environment in International Business, LPG Policy; Liberalisation, Privatisation, Globalisation- Meaning, Features, impact, WTO- Introduction, Organisational structure, working and functions.
III	<b>Balance of Payment Account:</b> Balance of Trade & Balance of Payment: Meaning, Concept and significance; Current and capital account components; Balance of payment deficits, reasons and correction policies. Difference between

	Balance of Trade & Balance of Payment.
IV	<b>Global Trading and Investment Environment:</b> World trade in Indian goods and services – Major trends and developments; World trade and protectionism – Tariff and non-tariff barriers; Foreign investments- Pattern, Structure and effects; Movements in foreign exchange and interest rates and their impact on trade and investment flows.
<b>Books Recommended:</b>	
1. <b>International Business</b> , Bennet, Roger, Financial Times, Pitman Publishing, London. 2. <b>Going International: Response Strategies of the Indian Sector</b> , Bhattacharya, B., Wheeler Publishing, New Delhi. 3. <b>International Business</b> , Czinkota, Michael R., et. al., the Dryden Press, Fortworth.	

### SEMESTER III

<b>Computer Applications in Business (BBASFC 3.0)</b>			
<i>Teaching Hours: 4</i>	<i>Total Credit: 4</i>	<i>Total Marks: 80</i>	<i>Group: Core Skill Foundation</i>
<b>Objective:</b> To provide computer skills and knowledge for commerce students and to enhance the student understands of usefulness of information technology tools for business operations.			

Unit	Contents
I	<b>Fundamentals of Computers:</b> Block diagram of computer, generations of computer. <b>Hardware &amp; Software:</b> operating system, computer memory & storage devices, input devices & output devices, networks. <b>Operating system:</b> - Software needs, system software and application software, WINDOWS: - control panel, calculator, printing manager, settings, find and run.
II	<b>Application Softwares: Word processing</b> – Introduction & working with ms-word, basic formatting, inserting tables & working with graphics & introduction to mail merge. <b>Spread sheet package-</b> working with excel, common mathematical and statistical functions , working with graphs & charts. <b>Power point-</b> Making presentations with power point, working with graphics, sound and animation

	effects, master slides.
III	<b>Introduction to E- Commerce, E- Business &amp; Web Page Designing:</b> Introduction to e-learning, e-business, e-commerce, m-commerce, e-governance. <b>Introduction to basic HTML:</b> using tags in structural formatting. List tag and table tag.
IV	<b>ITES :</b> ITES consulting and outsourcing, working of BPO and Call Centres with examples and their types. <b>MIS:</b> Management Information System: Concept & Definition. Working and application in Hospital management, Banking.
<b>Books Recommended:</b>	
1. <b>Computer Fundamentals</b> , P.K. Sinha, bpb publications. 2. <b>World Wide Web- design with HTML</b> , C. Xavier, TMH. 3. <b>IT enabled Retailing</b> , K. Suresh, McMillan. 4. <b>E-Commerce</b> , Parag Dewan, Excel Books.	

#### SEMESTER IV

<b>Management Accounting (BBAC 4.1)</b>			
<i>Teaching Hours: 4</i>	<i>Total Credit: 4</i>	<i>Total Marks: 80</i>	<i>Group: Core</i>
<b>Objective:</b> To equip the students with different decision making tools of management.			

<b>Unit</b>	<b>Contents</b>
I	<b>Management Accounting:</b> Meaning, Scope, Importance, and Limitations of Management Accounting, Difference between Financial Accounting and Management Accounting  <b>Budgetary Control:</b> Business budgets and budgetary control – Types of budget and its utility, preparation of cash & flexible budgets.
II	<b>FUND FLOW AND CASH FLOW STATEMENT</b>  <b>A. Meaning of Fund flow statement</b> -Uses of fund flow statement, Funds Flow Statement and Income Statement. Preparation of Funds Flow Statement.  <b>B. Meaning of Cash flow statement-</b> Preparation of Cash Flow Statement as per AS - 3. Difference between Cash Flow Analysis and Funds Flow Analysis. Utility of Cash Flow Analysis. Limitations of Cash Flow Analysis.

III	<p><b>FINANCIAL STATEMENT ANALYSIS:</b> Introduction-objectives of analysis of financial statement; tools of financial statement analysis.</p> <p><b>RATIO ANALYSIS:</b> Ratio Analysis-Meaning and rationale, advantages and limitations. Types of Ratios Liquidity Ratios, Solvency Ratios, Profitability Ratios, Efficiency Ratios, Integrated Ratios, Multi – step income statement, Horizontal analysis, Common sized statement, Trend analysis, Analytical Balance Sheet.</p>
IV	<p><b>Working Capital Management:</b> Meaning of working capital, Kinds of working capital, Sources of working capital, Objectives of working capital management, Determinants of working capital requirement, Estimation of working capital requirement.</p>
<b>Books Recommended:</b>	
<p>1. <b>Management Accounting</b>, Bhagwati &amp; Pillai, Second Edition, S. Chand &amp; Company Ltd.</p> <p>2. <b>Modern Cost and Management Accounting</b>, Dr. M. Hanif, McGraw-Hill Education Pvt. Ltd.</p>	

#### SEMESTER IV

<b>Business Laws (BBAC 4.2)</b>			
<i>Teaching Hours: 4</i>	<i>Total Credit: 4</i>	<i>Total Marks: 80</i>	<i>Group: Core</i>
<p><b>Objective:</b> To gain knowledge of the branches of law which relate to business transactions, certain corporate bodies and related matters.</p>			

Unit	Contents
I	<p><b>The Indian Partnership Act, 1932:</b></p> <p>Concept of partnership -Test for determination of existence for partnership -Kinds of partnership - Registration, Effects of Non-Registration -Rights and duties of partners towards other partners - Authority of partner and liabilities towards third parties -Admission, retirement, expulsion of partners and their liabilities - Dissolution of the firm</p>
II	<p><b>The Consumer Protection Act 1986:</b></p> <p>Definitions - Consumer - Service -Complaint - Complainant - Fair and Unfair Trade Practices - Consumer dispute -Consumers dispute</p>

	redressal agencies.
III	<b>Information Technology Act 2005:</b> Information Technology Act 2005 and amendments - Object and Scope of the IT Act, digital signature- digital signature certificate, electronic Governance, Electronic records certifying authorities, penalty and adjudication.
IV	<b>Intellectual Property Rights and Right to Information Act:</b> Intellectual Property Rights - Trade Marks - Patents - Copy Rights - Industrial Design (Only Concepts) Right to Information Act - Nature and Scope - Right to Information Act
<b>Books Recommended:</b>	
1. <b>Bare Acts-</b> Govt. or Private publication 2. <b>Mercantile Law</b> , Shukla, 30th Ed. , S. Chand & Co. 3. <b>Business Law</b> , N. D. Kapoor, S. Chand & Co. 4. <b>Company Law</b> , Singh Avtar, 11th Ed., Eastern Book Co., Lukhnow 5. <b>Business Law</b> , M. C. Kuchhal, 2nd Ed., Vikas Publication House, New Delhi	

#### SEMESTER IV

<b>Entrepreneurship Development (BBAC 4.3)</b>			
<i>Teaching Hours: 4</i>	<i>Total Credit: 4</i>	<i>Total Marks: 80</i>	<i>Group: Core</i>
<b>Objective:</b> The purpose of the paper is to orient the learner toward entrepreneurship as a career option and creative thinking and behavior.			

<b>Unit</b>	<b>Contents</b>
I	<b>Introduction:</b> Concept of entrepreneurship; role of entrepreneurship in economic development; factors impacting emergence of entrepreneurship; types of entrepreneurs; characteristics of successful entrepreneurs; entrepreneurship process; women entrepreneurs; social entrepreneurship; entrepreneurial challenges
II	<b>Development of Entrepreneurial Skills:</b> Characteristics of entrepreneurial leadership, Components of Entrepreneurial Leadership; Entrepreneurship and creativity;



	Techniques for generating ideas, Impediments to creativity.
III	<b>New Venture Planning and Financing:</b> Types of startups; Franchising-how a franchise works, evaluating of franchising opportunities; Developing a Business Plan- need, perspectives in business plan preparation, elements of a business plan; Business plan failures; Financing Venture: Financing Stages; Sources of Finance; Venture Capital; Criteria and process for evaluating new-venture proposals; Sources of financing for Indian entrepreneurs
IV	<b>Special Issues for Entrepreneurs:</b> International entrepreneurship-opportunities and challenges; Disruptive innovation and business models; assistance provided by the government to startups – overview
<b>Books Recommended:</b>	
1. <b>Entrepreneurship: Creating and Leading an Entrepreneurial Organization</b> , Kumar, Arya, Pearson, India 2. <b>Entrepreneurship: Starting, Developing and Managing a New Enterprise</b> , Hishrich, Peters, Irwin. 3. <b>Launching New Ventures: An Entrepreneurial Approach</b> , Allen, K.R., Cengage Learning. 4. <b>Entrepreneurship Development</b> , Ramachandran, K., Tata McGraw Hill, India. 5. <b>Entrepreneurship</b> , Roy, Rajeev, Oxford University Press. 6. <b>Entrepreneurship</b> , Hisrich, Robert D., Michael Peters and Dean Shepherd, Tata McGraw Hill, New Delhi.	

#### SEMESTER IV

<b>Production and Operations Management (BBAC 4.4)</b>			
<i>Teaching Hours: 4</i>	<i>Total Credit: 4</i>	<i>Total Marks: 80</i>	<i>Group: Core</i>
<b>Objective:</b> To understand the production and operation function and familiarize students with the technique for planning and control.			

Unit	Contents
I	<b>Introduction:</b> Nature, Scope, Importance of productions and operations

	management, Evolution of the Production Function system, Difference between production & operations management, Concept & types- Mass, Job based, Assembly line production system.
II	<b>Production Design &amp; Planning:</b> Definition, Importance, Principles of Layout, Types of plant layouts – product layout, process layout, fixed position layout, cellular manufacturing layouts, hybrid layouts, Factors influencing layout changes, Concept of production planning & control, Overview of Capacity planning and aggregate planning.
III	<b>Material Management:</b> Materials Planning and Material Requirement Planning System; Concept of Material Budgeting, Scope of Material Management, Basic concepts of maximum stock, minimum stock, reorder point, buffer stocks, Inventory costs & EOQ Model.
IV	<b>Latest Concepts:</b> Modern concepts in Production & Materials management and Japanese contribution to world class quality manufacturing like single piece flow, JIT, KANBAN, SMED, CAD, CAM, KAIZEN, POKA YOKE, Right First Time, Zero Defects.  Numerical in unit 3 (EOQ & Inventory)
<b>Books Recommended:</b>	
1. <b>Operations Management</b> , Shridhar, Himalaya Publishing House. 2. <b>Operations Management</b> , Nair : TMH. 3. <b>Production and Operations Management</b> , Adam & Ebert, Prentice Hall India. 4. <b>Operations Management</b> , Chary, Mcgraw Publications, 4th edition. 5. <b>Warehouse Management and Inventory Control</b> , JP Saxena, Vikas Publications.	

#### SEMESTER IV

<b>Strategic Management (BBAC 4.5)</b>			
<i>Teaching Hours: 4</i>	<i>Total Credit: 4</i>	<i>Total Marks: 80</i>	<i>Group: Core</i>
<b>Objective:</b> To develop basic knowledge of strategic management and business environment.			

Unit	Contents
I	<b>Introduction to Strategic Management and their Evaluation :</b> Introduction - Meaning and Definition – Need – Process of Strategic Management – Strategic Decision Making – Business Ethics – Strategic Management. Strategy Evaluation and Control - Operational Control - Overview of Management Control – Focus on Key Result Areas.
II	<b>Environmental Appraisal :</b> The concept of Environment – The Company and its Environment – Scanning the Environment, Technological, Social, Cultural, Demographic, Political, Legal and Other Environments Forces. SWOT Analysis – Competitive Advantage – Value Chain Analysis.
III	<b>Strategic Planning :</b> Strategic Planning Process – Strategic Plans during recession, recovery, boom and depression – Stability Strategy – Expansion Strategy – Merger Strategy – Retrenchment Strategy – Restructure Strategy – Levels of Strategy – Corporate Level Strategy – Business Level Strategy and Functional Level Strategy – Competitive Analysis – Porter"s Five Forces Model.
IV	<b>Implementation of Strategy :</b> Aspects of Strategy Implementation – Project Manipulation – Procedural Implementation – Structural Implementation – Structural Considerations –Organizational Design and Change – Organizational Systems. Behavioral Implementation – Leadership Implementation – Corporate Culture – Corporate Policies and Use of Power. Functional and Operational Implementation – Functional Strategies – Functional Plans and Policies. Financial – Marketing – Operational and Personnel dimensions of Functional Plan and Policies – Integration of Functional Plans and Policies.
<b>Books Recommended:</b>	
1. <b>Business Environment for Strategic Management</b> , Dr. Aswathappa, Tata McGraw Hill. 2. <b>Business Policy and Strategic Management</b> , Subbarao, HPH. 3. <b>Strategic Management an Integrated Approach</b> , Charles W.L Hill and Gareth R. Jones, Cengage Learning 4. <b>Business Policy and Strategic Management</b> , Azhar Kazmi, Tata McGraw Hill 5. <b>Strategic Management and Business Policy</b> , C. Appa Rao, Excel Books.	

6. <b>Business Policy and Strategic Planning and Management</b> , Ghosh P.K., Tata McGraw Hill.
7. <b>Strategic Management</b> , Pillai, Jaico Pub.
8. <b>Business Policy and Strategic Management</b> , Lawrence, Tata McGraw Hill.
9. <b>Business Policy and Strategic Management</b> , Sathyashekar : I.K International Publishing House Pvt. Ltd.

#### SEMESTER IV

<b>Environmental Studies (BBASFC 4.0)</b>			
<i>Teaching Hours: 4</i>	<i>Total Credit: 4</i>	<i>Total Marks: 80</i>	<i>Group: Foundation</i>
<b>Objective:</b> The objective of the paper is to understand the bases of diversity and its linkages with the people, livelihood, occupational diversity and socio-economic challenges.			

<b>Unit</b>	<b>Contents</b>
I	<b>Introduction to Environment Management:</b> Definition, Scope & importance, Need for public awareness, Sustainable development – meaning, goals and challenges
II	<b>Natural resources &amp; Conservation:</b> Natural resources (overview, challenges, conservation strategies) – renewable and non-renewable, energy, water, forest, soil, mineral resources; Role of an individual in conservation of natural resources; the rights of animals – basic rights, arguments for and against animal rights
III	<b>Pollution:</b> Types of pollution (overview, causes, risks, remedies) – air pollution, water pollution, land pollution, noise pollution, marine pollution, nuclear pollution; hard and soft water; acid rain; ozone layer depletion; greenhouse effect; global warming
IV	<b>Social issues and environment:</b> Population explosion – overview, causes, risks, remedies; overview – infectious diseases, cancer; adulteration in food; Indian Laws regarding environment protection – basic overview
<b>Books Recommended:</b>	
1. <b>A text book of environmental</b> , K M Agrawal, P K Sikdar, S C Deb”, Macmillan.	
2. <b>Environment management</b> , N K Uberoi, Excel Books.	

3. **Environment management**, Dr. Swapan Deb”, Jaico Publishing House.
4. **Environmental Management**, S K Agrawal”, A.P.H. publishing Corporation.
5. **Environmental Studies** , Rajagopalan, Oxford.

## SEMESTER V

<b>Corporate Accounting (BBAC 5.1)</b>			
<i>Teaching Hours: 4</i>	<i>Total Credit: 4</i>	<i>Total Marks: 80</i>	<i>Group: Core</i>
<b>Objectives:</b> To help the students to acquire the conceptual knowledge of the corporate accounting and to learn the techniques of preparing the financial statements.			

<b>Unit</b>	<b>Contents</b>
I	<b>Amalgamation and Absorption of Companies:</b> Calculation of mode of payment; Various methods of calculating Purchase Consideration; Journal Entries in Transferor and Transferee Companies; Preparation of Balance sheets after amalgamation and absorption
II	<b>Reconstruction and Reorganization of Companies:</b> Preparation of Scheme of Reconstruction; Journal Entries for Reconstruction; Preparation of Balance Sheets after Reconstruction.
III	<b>Valuation of Goodwill</b> - Meaning and features of goodwill, need for valuation of goodwill, factors influencing valuation of goodwill. Methods of valuation of goodwill - Average profit method, Weighted average profit method, Super profit method, Capitalization method. <b>Valuation of shares</b> - Meaning and need for valuation of shares, factors influencing valuation of shares, Methods of valuation of shares - Net asset method, Yield method, Fair value method.
IV	<b>Holding Company Accounts including preparation of consolidated balance sheet, inter company transactions, issue of bonus shares etc.</b>

### **Books Recommended:**

1. **Fudamentals of Corporate Accounting**, J.R. Monga, Mayur Paper Backs, New Delhi.
2. **Advanced Accounts**, M.C. Shukla, T.S. Grewal, and S.C. Gupta. Vol.-II. S. Chand & Co., New Delhi.
3. **Corporate Accounting**, S.N. Maheshwari, and S. K. Maheshwari. Vikas Publishing

House, New Delhi.

4. **Fundamentals of Corporate Accounting**, Ashok Sehgal, Taxman Publication, New Delhi.

5. **Corporate Accounting**, V.K. Goyal and RuchiGoyal, PHI Learning.

6. **Corporate Accounting**, Jain, S.P. and K.L. Narang, Kalyani Publishers, New Delhi.

### SEMESTER V

Indian Financial System (BBAC 5.2)			
<i>Teaching Hours: 4</i>	<i>Total Credit: 4</i>	<i>Total Marks: 80</i>	<i>Group: Core</i>
<b>Objective:</b> To acquire basic knowledge of Indian Financial System and its constituents			

Unit	Contents
I	<b>Financial System-</b> Meaning, Nature, functions, role of financial system in economic development and growth. Meaning, Nature and role of financial institutions and financial markets Pre and post reform scene in financial markets
II	<b>Financial Markets –</b> Money Market: Concept , Instruments, Money market intermediaries, Money markets and monetary policies in India, overview of money markets. Capital Market: Primary Market, Secondary Market, Derivative Market - Meaning, features, Participants
III	<b>Debt Markets–</b> Introduction, History of Indian debt market, Debt market participants, Primary and secondary segment, The private Corporate debt market, The public sector undertaking bond market, The government securities Market, Issuance mechanism – auction, sale, private placement.
IV	<b>Financial regulations &amp; financial services-</b> Financial Regulation - SEBI – Management, powers and functions, Investor protection measures, RBI – objectives, organization, role. Financial services: Meaning, need and importance Factoring, Securitization of debt, Plastic money, Venture Capital, Credit rating

**Books Recommended:**

1. **Financial Markets & Services**, E. Gordon & K. Natarajan, Himalaya Publishing House, 2007.
2. **Banks & Institution Management (A new Orientation)**, Vasant Desai, Himalaya Publishing House, 2006.
3. **Indian Financial System**, M Y Khan, Tata McGraw Hill.
4. **Indian Financial System**, Bharti V. Pathak, Pearson education.
5. **Capital management**, V.A.Avadhani, Himalaya Publishing House, 2007.

**SEMESTER V**

<b>Service Sector Management (BBAC 5.3)</b>			
<i>Teaching Hours: 4</i>	<i>Total Credit: 4</i>	<i>Total Marks: 80</i>	<i>Group: Core</i>
<b>Objective:</b> To develop conceptual understanding of Service Sector and its practical application.			

<b>Unit</b>	<b>Contents</b>
I	<b>Introduction to Service Sector Management:</b> Nature, Concept, Scope & Trends, Importance classification of services, Forms of Service Sector and Their Management Aviation Industry, Transportation Industry, Hospital Management, Housing and Construction, Hospitality, BPO, KPO Industry and their management and benefits to modern business, Changing face of these service sectors with technological advancements.
II	<b>IT and Banking &amp; Insurance sector:</b> Overview of IT industry and its trends, role and importance of ITES, Innovations, Challenges and opportunity in ITES sector, Future of IT industry in India, Banking and Insurance sector, Importance of Banking and Insurance Industry in services sector, challenges and opportunities in financial sectors like banking, insurance and AMC's, Users of Banking & insurance services and their behavioral profiles.
III	<b>Services Quality Management:</b> Development of Quality Management in services sector, Customer Service, Customer focused marketing, The Marketing Concept, Logistics as a Core Strategic Competency, Customer Service Capability,

	Availability, Operational Performance, Reliability, Value added services, Customer Focused Services, Promotion-Focused Services, Manufacturing-Focused Services, Time Focused Services. Basic Service Customer Satisfaction, Cost-Effectiveness, Market Access. Market Extension, Market Creation.
IV	<p><b>Distribution and advertising in service industry:</b></p> <p>Planning and managing service delivery Challenges in distribution of services, advertising and sales promotion in service industry creating delivery systems in price, cyberspace and time, The nature of Service Consumption, Understanding customer's needs and Expectations, Monitoring &amp; measuring customer satisfaction, Employment generation in services sector and its contribution to GDP. Methods and sources of Revenue generation, Utilization of funds in different services sector, Requirement of finances in service sector, Utilization of financial resources in services sector, Government's reforms in various services sector.</p>
<b>Books Recommended:</b>	
<ol style="list-style-type: none"> <li>1. <b>Service Sector Management</b>, Sanjay Patnakar, Himalaya.</li> <li>2. <b>Managing Services</b>, Christopher H. Lovelock, Prentice Hall.</li> <li>3. <b>Total Quality Management</b>, JE Ross, Prentice Hall</li> <li>4. <b>Total Quality Management</b>, DH Besterfield, CB Michna: Prentice Hall</li> <li>5. <b>Services Marketing</b>, Ravi Shankar, TMH</li> <li>6. <b>Services Marketing</b>, S M Jha; Himalaya Publishing House.</li> <li>7. <b>Strategic services Management</b>, Boyle, Pergamon Pub.</li> <li>8. <b>Services marketing and Management</b>, Balaji, A.H. Wheeler.</li> </ol>	

## SEMESTER V

<b>Financial Management (BBAC 5.4)</b>			
<i>Teaching Hours: 4</i>	<i>Total Credit: 4</i>	<i>Total Marks: 80</i>	<i>Group: Core</i>
<b>Objective:</b> To familiarize the students with the principles and practices of financial management.			

Unit	Contents
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I	<p><b>Conceptual Framework:</b></p> <p>Finance - Definition - Nature and scope of finance function. Financial Management - Meaning - Scope and Objectives Organisational framework of financial management- Relationship of finance Department with other department- Role of finance manager</p>
II	<p><b>Sources of financing and Working Capital:</b></p> <p>LONG TERM: shares, debentures, term loans, lease &amp; hire purchase, retained earnings, public deposits, bonds (Types, features &amp; utility). (a) SHORT TERM: bank finance, commercial paper &amp; trade credit &amp; bills discounting. (b) INTERNAL: Retained earnings, Depreciation policies.</p> <p><b>Working capital –</b></p> <p>Concept, significance, types. Adequacy of working capital, Factors affecting working capital needs, Financing approaches for working capital, Methods of forecasting working capital requirements</p>
III	<p><b>Capital Structure :</b></p> <p>Meaning - criteria for determining capital structure. Factors influencing capital structure. Capital Structure Theories</p>
IV	<p><b>Dividend policies :</b></p> <p>Concept, determinants and factors affecting, relevance and irrelevance concept, dividend valuation models – Gordon, Walter and Modigliani-Miller models.</p>
<p><b>Books Recommended:</b></p> <ol style="list-style-type: none"> <li>1. <b>Financial Management</b> , P.V. Kulkarni, Himalaya Publishing House,Mumbai.</li> <li>2. <b>Corporation Finance</b>, S.C. Kucchal,- Chaitanya Publishing House, Allahabad.</li> <li>3. <b>Financial Management</b>, I.M. Pandey, Vikas Publishing House.</li> <li>4. <b>Financial Management</b>, R.M. Shrivastava - PragatiPrakashan, Meerut.</li> <li>5. <b>Financial Management</b>, M.Y. Khan and P.K. Jain - Tata - McGraw Hill Publishing co. Ltd., New Delhi.</li> <li>6. <b>Financial Management</b>, Prasanna Chandra, Tata - McGraw Hill Publishing co. Ltd., New Delhi.</li> </ol>	

## SEMESTER V

<b>Indian Banking &amp; Insurance System (BBADE 5.1)</b>			
<i>Teaching Hours: 4</i>	<i>Total Credit: 4</i>	<i>Total Marks: 80</i>	<i>Group: Discipline Specific Elective</i>
<b>Objective:</b> To familiarize the students with the principles and practices of Banking and Insurance.			

<b>Unit</b>	<b>Contents</b>
I	<b>Introduction to Banking:</b> Basic Concepts: Origin, Need, Types, Scope and Functions of Banking , Brief history, Forms of banking – unit banking, branch banking, Group banking, Chain banking, Satellite and affiliate banking, Correspondent banking, Managerial functions in banks.
II	<b>Principles of Bank Lending &amp; Internet Banking:</b> Types of advances - Loans, Cash Credit, Overdraft, Bills Purchased, Bills Discounted, Letters of Credit - Types of Securities – .Sound principles of Bank Lending, <b>Internet Banking –</b> Meaning, Benefits, Virtual banking, E-payments, ATM Card/ Biometric card, Debit/Credit card, Smart card, NEFT, RTGS, ECS (credit/debit), E-money, Electronic purse, Digital cash.
III	<b>Introduction to Insurance :</b> Need and Scope of insurance - - Basic concept of risk, Life cycle needs including solutions, Kinds of business risks, Principles of insurance - Types of insurance and policies : Life and Non-life, Re-insurance - Risk and Return relationship
IV	<b>Insurance Business Environment in India-</b> Evolution of Insurance -Growth of Insurance Business - Actuarial Role - Claim and Settlement Procedures - Power, functions and Role of IRDA.
<b>Books Recommended:</b>	
1. <b>Principles of Bank Management</b> ,Vasant Desai, Himalaya Publishing house, Delhi 2. <b>Basics of Banking &amp; Finance</b> , Dr. K. M. Bhattacharya, Himalaya Publishing	

House
3. <b>Banking Theory, Law &amp; Practice</b> , Gorden & Natrajan, Himalaya Publishing House
4. <b>Banking Theory &amp; Practice</b> , Dr. P. K. Shrivastava, Himalaya Publishing house, Delhi
5. <b>Insurance &amp; Risk Management</b> , Dr. P. K. Gupta Himalaya Publishing House

## SEMESTER V

<b>International Trade &amp; Business Administration (BBADE 5.2)</b>			
<i>Teaching Hours: 4</i>	<i>Total Credit: 4</i>	<i>Total Marks: 80</i>	<i>Group: Discipline Specific Elective</i>
<b>Objective:</b> The objective of the course is to familiarize the students with the concepts, importance and dynamics of international business and India's involvement with global business.			

Unit	Contents
I	<b>Introduction to International Business:</b> Importance, nature and scope of International Business. Globalization and its importance in world economy; Impact of globalization; International business vs. domestic business: Complexities of international business; Modes of entry into international business.
II	<b>Theories of International Trade:</b> <b>An overview</b> ( Classical Theories, Product Life Cycle theory, Theory of National Competitive Advantage factor endowment theory comparative cost theory); Commercial Policy Instruments - tariff and non-tariff measures – difference in Impact on trade, types of tariff and non tariff barriers ( Subsidy, Quota and Embargo in detail) ; Balance of payment account and its components Balance Of Trade.
III	<b>Regional Economic Co-operation:</b> Forms of regional groupings; Integration efforts among countries in Europe, North America and Asia Structure and functioning of NAFTA, EU , ASEAN and SAARC . International financial system and institutions (IMF and World Bank – Objectives and Functions); Foreign investments - types and flows; Foreign investment in Indian perspective. Measures for promoting foreign investments into and

	from India.
IV	<b>Foreign Exchange Rate and Management:</b> Foreign Exchange Rate : Meaning and importance of foreign exchange rate. Fixed and flexible exchange rate ; Merits and demerits . Foreign exchange market-meaning functions, effects of changes in exchange rate. Foreign Exchange Control : Meaning. Objectives of exchange control.
<b>Books Recommended:</b>	
1. <b>International Business</b> , Charles W.L. Hill and Arun Kumar Jain,. New Delhi: McGraw Hill Education. 2. <b>International Business</b> , Daniels John, D. Lee H. Radenbaugh and David P. Sullivan. Pearson Education. 3. <b>International Business - Themes &amp; Issues in the Modern Global Economy</b> , Johnson, Derbe., and Colin Turner. London: Roulledge. 4. <b>International Business</b> , SumatiVarma, Pearson Education. 5. <b>International Business: Text and Cases</b> , Cherunilam, Francis. PHI Learning 6. <b>International Business</b> , Michael R. Czinkota. et al.. Fortforth: The Dryden Press. 7. <b>International Business</b> , Bennett, Roger. Pearson Education. 8. <b>International Business Environment</b> , Francis Cherunilam – Himalaya Publishing House. 9. <b>The International Business Environment</b> , Anant K. Sundaram/J.Stewart Black-Prentice Hall. 10. <b>International Business</b> , K. Aswathappa, Mcgraw hill education.	

### SEMESTER V

<b>Organizational Behavior (BBADE 5.3)</b>			
<i>Teaching Hours: 4</i>	<i>Total Credit: 4</i>	<i>Total Marks: 80</i>	<i>Group: Discipline Specific Elective</i>
<b>Objective:</b> The objective is to familiarize the students with the concepts and importance organizational behavior.			

Unit	Contents
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I	<b>Introduction to Organizational Behaviours</b> - Organizational Behaviours – Definition, nature, importance & role of Organizational Behavior, relationship of Organizational Behavior with other sciences
II	<p><b>Foundations of Individual Behavior and Group Behavior</b> - Perception Process - Nature &amp; Importance - Perceptual Selectivity - Perceptual Organization</p> <p><b>Personality &amp; Attitudes</b> - Meaning of personality - Development of personality - Nature and dimensions of attitude - Job Satisfaction - Organizational Commitment, Values.</p> <p><b>Learning</b> - Process of Learning - Principles of Learning – Theories of Learning.</p> <p><b>Foundations of Group Behavior:</b> The nature of groups- formal and informal groups, stages of group formation, group dynamics, group norms, group cohesiveness, small groups in organization, leadership and its theories.</p>
III	<p><b>Conflict and Organisational Change Management:</b> Conflict: concept, goal conflict, conflict levels, sources of conflict in organizations, symptoms and causes of conflict, strategies for the management of conflict, functional and dysfunctional aspects of organizational conflict.</p> <p><b>Management of Change</b> - Importance - Forces responsible for change - Resistance to change - Overcoming resistance to change - Introduction of change in the organization -Organizational Development as a tool for introduction of change.</p> <p><b>Work Stress:</b> Concept, Sources of Stress, Effects of stress and stress management.</p>
IV	<p><b>Organizational Development Techniques:</b> Organizational Development Techniques: Goals of organizational development, principles underlying Organizational Development and process of Organizational Development, Organizational Development interventions.</p> <p><b>Organizational Culture</b> - Organizational Effectiveness.</p>
<b>Books Recommended:</b>	
1. <b>Organizational Behaviour</b> , K. Aswathappa, HPH. 2. <b>Management and Behavioural Process</b> , Appanniah&, HPH.	

3. **Organizational Behavioural**, Rekha&Vibha –VBH.
4. **Organizational Behaviour**, Robbins, International Book House.
5. **Organizational Behaviour**, John W. Newstrom&Kieth Davis, McGraw Hill.
6. **Organizational Behavior**, P.G. Aquinas, Excel Books.
7. **Organizational Behaviour**, Fred Luthans, McGraw Hill.
8. **Organizational Behaviour**, M. Gangadhar. V.S.P.Rao and P.S.Narayan, Pearson.
9. **Organisational Behaviour and Corporate Development**, M.N.Mishra: HPH.
10. **Organizational Behaviour**, N.S. Gupta, HPH.
11. **Organisational Behaviour**, Jit. S. Chandan, Vikas Publishing House.
12. **Management and Behaviour Process**, Sharma R.K & Gupta S.K, Kalyani Publishers.
13. **Organisational Behaviour**, K.Venkataramana, , SHBP.

### SEMESTER V

<b>Retail Management (BBADE 5.4)</b>			
<i>Teaching Hours: 4</i>	<i>Total Credit: 4</i>	<i>Total Marks: 80</i>	<i>Group: Discipline Specific Elective</i>
<b>Objective:</b> The objective is to familiarize the students with the management and dynamics of retail trade.			

<b>Unit</b>	<b>Contents</b>
I	<b>Introduction to Retailing :</b> Definition – functions of retailing - types of retailing – forms of retailing based on ownership. Retail theories – Wheel of Retailing – Retail life cycle. Retailing in India – Influencing factors – present Indian retail scenario. Retailing from the International perspective
II	<b>Retail Consumer Behaviour and Operations:</b> Buying decision process and its implication to retailing – influence of group and individual factors. Customer shopping behaviour - Customer Service satisfaction. Retail planning process – Factors to consider – Preparing a complete business plan – implementation – risk analysis.Choice of Store location – Influencing Factors, Market area analysis – Trade area analysis – Rating Plan method - Site evaluation. Retail Operations: Store Layout and visual merchandising – Store designing – Space planning, Retail Operations - Inventory management – Merchandise Management – Category Management.

III	<b>Retail Marketing Mix :</b> Retail marketing mix –Introduction. Product – Decisions related to selection of goods (Merchandise Management revisited) –Decisions related to delivery of service. Pricing – Influencing factors – approaches to pricing – price sensitivity - Value pricing – Markdown pricing. Place – Supply channel – SCM principles – Retail logistics – computerized replenishment system – corporate replenishment policies. Promotion – Setting objectives – communication effects – promotional mix. Human Resource Management in Retailing – Manpower planning – recruitment and training – compensation – performance appraisal.
IV	<b>Impact of it in Retailing :</b> Non store retailing (E tailing) The impact of Information Technology in retailing - Integrated systems and networking – EDI – Bar coding – Electronic article surveillance – Electronic shelf labels – customer database management system. Legal aspects in retailing. Social issues in retailing. Ethical issues in retailing.
<b>Books Recommended:</b>	
1. <b>Retail Management – A Strategic Approach</b> , Barry Bermans and Joel Evans, 8th edition, PHI Private Limited, New Delhi, 2002. 2. <b>Retail Management</b> , Suja Nair: HPH. 3. <b>The Art of Retailing</b> , A.J. Lamba, 1st edition, Tata McGrawHill, New Delhi, 2003. 4. <b>Retailing Management</b> , Swapna Pradhan, 2/e, 2007 & 2008, TMH 5. <b>Retail Management</b> , K. Venkatramana, SHBP. 6. <b>Retail Marketing</b> , A. Siva Kumar; Excel Books. 7. <b>Integrated Retail Management James</b> ,R. Ogden & Denise T. Ogden, , Biztantra Cengage Learning, 2007. 8. <b>Retail Managemen</b> , R.S. Tiwari : HPH. 9. <b>Retail Management</b> , Araif Sakh: HPH. 10. <b>Retail Management</b> , Levy &Weitz, TMH 5th Edition 2002.	

### SEMESTER V

<b>Quantitative Aptitude and Logical Reasoning (BBAGE 5.1)</b>			
<i>Teaching Hours: 4</i>	<i>Total Credit: 4</i>	<i>Total Marks: 80</i>	<i>Group: Generic Elective</i>
<b>Objectives:</b>			
1. To develop an understanding of the basic mathematical and statistical tools and their			

application in business and finance.

2. To develop logical reasoning skills and apply the same in simple problem solving.

3. The students should be able to evaluate various real life situations by resorting to analysis of key issues and factors

Unit	Contents
I	<b>Ratio &amp; Proportion and Indices</b> Ratio - Meaning, properties, the concept & application of inverse ratio. Proportion – Meaning, properties of proportion, laws on proportion (Invertendo, Alternendo, Componendo, Dividendo) Indices – Meaning of indices & laws of indices (Easy applications)
II	<b>Simple &amp; Compound Interest &amp; Annuity</b> Concept of interest, reasons why interest is charged, definition of Interest, Principal, Rate of interest & Accumulated amount. Simple interest & Compound interest, difference between SI & CI, effective rate of interest, basic concept of Annuity & Future value, future value of an annuity regular, basic concept of present value.
III	<b>Statistical Description of Data, Measures of Central Tendency &amp; An introduction to Dispersion</b> Introduction of statistics, collection & presentation of data, frequency distribution of data. Definition of central tendency, arithmetic mean, properties of arithmetic mean, median & its properties, mode. Definition of dispersion, range & coefficient of range.
IV	<b>Logical Reasoning</b> Number series, Alphabet series, letter coding, number coding and blood relations. (Basic & Moderate level)

**Books Recommended:**

1. **Quantitative Aptitude for competitive exams**, Dr. R. S. Agrawal, S. Chand.
2. **A Modern Approach to Logical Reasoning**, Dr. R. S. Agrawal, S. Chand
3. **Quantitative Aptitude for all competitive exams**, Abhijit Guha, Tata Mac Graw Hill.
4. **Quantitative Aptitude for CAT**, Deepak Agrawal & D. P. Gupta.
5. **Quantitative Aptitude**, Shripad Deo, Allied Publishers Pvt. Ltd.
6. **ICAI study module of CA Foundation course**, Paper 3 Business Mathematics &



**SEMESTER V**

<b>Econometrics (BBAGE 5.2)</b>			
<i>Teaching Hours: 4</i>	<i>Total Credit: 4</i>	<i>Total Marks: 80</i>	<i>Group: Generic Elective</i>
<b>Objectives:</b> The course is designed to equip students with basic econometric skills required for applied research in Economics.			

<b>Unit</b>	<b>Contents</b>
I	<b>Introduction</b> Concept, Meaning and Definition; Methodology of Econometrics- Statement of Theory or Hypothesis, Specification of the Econometric Model of Consumption, Forecasting or Prediction, . Use of the Model for Control or Policy Purposes. Types of Econometrics.
II	<b>Classical Linear Regression Model</b> Types of Data: Cross-Section, Time Series, Panel Data; Steps in Empirical Econometric Analysis; Concept of Population Regression Function and Sample Regression Function
III	<b>Estimation and Results</b> Estimation of the SRF using OLS; Analysis of Variance; Coefficient of Determination R <sup>2</sup> ; Assumptions underlying Classical Linear Regression Model; Gauss Markov Theorem
IV	<b>Multiple Linear Regression Model -I</b> Interpretation of Partial Regression Coefficients; Interval Estimation and Hypothesis Testing:

**Books Recommended:**

1. **Basic Econometrics**, Gujarati, Damodar N.; Porter, Dawn C. & Gunasekar, Sangeetha: (5th ed.) New Delhi. Tata Mcgraw Hill Education Private Limited, 2012.
2. **Introduction to econometrics**, Dougherty, Christopher: (4th ed.) New Delhi. Oxford University Press, 2011.
3. **Econometric models, techniques and applications**, Intriligator, Michael D.: New Delhi. Prentice-Hall Of India Private Limited, 1980.
4. **Elements of econometrics**, Kmenta, Jan: (2nd ed.) New York. Macmillan Publishing

Company, 1986.

### SEMESTER V

<b>E-Governance (BBAGE 5.3)</b>			
<i>Teaching Hours: 4</i>	<i>Total Credit: 4</i>	<i>Total Marks: 80</i>	<i>Group: Generic Elective</i>
<b>Objectives:</b> To aware students about the application of information and communication technology (ITC) for delivering government services, exchange of information, communication transaction, etc.			

<b>Unit</b>	<b>Contents</b>
I	Introduction to E-Governance, Concepts and Model of E-Governance
II	ICT Acts and Initiatives, Methods of E-Governance
III	Application in Local Administration and Economic Development, e-Governance in Public Office, e-Governance Initiatives at National Level
IV	Citizen Services, Citizen Services Knowledge Society, e-Governance: Challenges and Trends
<b>Books Recommended:</b>	
1) <b>E-Governance and Social Inclusion – Concepts and Cases</b> , Scott Baum and Arun Mahizhnan, IGI Publications.	
2) <b>E-Governance</b> , Pankaj Sharma, APH Publishing	
3) <b>E-Governance in India – Initiatives and Cases</b> , R. P. Sinha	

### SEMESTER V

<b>Introduction to Travel and Tourism (BBAGE 5.4)</b>			
<i>Teaching Hours: 4</i>	<i>Total Credit: 4</i>	<i>Total Marks: 80</i>	<i>Group: Generic Elective</i>
<b>Objectives:</b> 1. To make students understand the scope in travel and tourism and various aspects related to it. 2. To give brief description about the Indian tourism vis-à-vis world tourism. 3. To aware about basic concepts and types of travel and tourism.			

<b>Unit</b>	<b>Contents</b>
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I	<p><b>Tourism Concepts &amp; Significance</b></p> <p>Definitions, Tourist, Tourism, Leisure, Recreation, Terminology, An overview of Tourism, Historical Development of Tourism, A historical perspective. of travel, Famous travelers, The Industrial revolution and travel, History of transport and its impact on tourism development</p>
II	<p><b>Tourism Systems, Scope, &amp; Impacts</b></p> <p>System approach to Tourism; Tourism Industry; Structure and Components: Attractions, Accommodation, Activities, Transportation, F&amp;B, Shopping, Entertainment, Infrastructure and Hospitality, Ideals of • Responsible Tourism, Alternate Tourism, Tourism Impacts, Tourism Area Life Cycle (TALC), Demonstration Effect, Push and Pull Theory</p>
III	<p><b>Travel Motivations &amp; Types</b></p> <p>Major motivations and deterrents to travel; Typology of Tourism, Emerging areas of tourism - Rural, Eco, Medical, MICE, Literary, Indigenous, Wellness, • Film, Golf, etc., Classification of Tourists; Tourism Destinations of India: Ecotourism, Rural Tourism, Golf Tourism, Wine Tourism, Camping Tourism, Medical Tourism, MICE Tourism, Pilgrimage Tourism</p>
IV	<p><b>Tourism Communication System</b></p> <p>Process of Communication, Formal and Informal Communication, Verbal and non-Verbal Communication, Barriers to Communication, Role of Language in Tourism Communication, Communication Process, Tourism Communication System, Methods of achieving Effective Communication, Measurement of Impact of Communication, Mass Media, Media Relations</p>
<p><b>Books Recommended:</b></p> <ol style="list-style-type: none"> <li>1. <b>International Tourism Management</b>, Bhatia, A.K. (2001), Sterling Publishers, New Delhi.</li> <li>2. <b>Tourism Operations and Management</b>, Sunetra Roday, et al (2009), Oxford University Press.</li> </ol>	

3. **Tourism - Past, Present and Future**, Burkart A.J., Medlik S. (1974), Heinemann, London.
4. **The Travel Industry**, Chuck Y. Gee, James C. Makens & Dexter J. L. Choy (1989), Van Nostrand Reinhold, NewYork.
5. **Effective Business Communication**, Kaul, Asha (2005), PHI, NewDelhi.

## SEMESTER VI

<b>Auditing &amp; Corporate Governance (BBAC 6.1)</b>			
<i>Teaching Hours: 4</i>	<i>Total Credit: 4</i>	<i>Total Marks: 80</i>	<i>Group: Core</i>
<b>Objective:</b> To provide knowledge of auditing principles, procedures and techniques in accordance with current legal requirements and professional standards and to give an overview of the principles of Corporate Governance and Corporate Social Responsibility.			

Unit	Contents
I	<b>Introduction:</b> Introduction to Auditing: Introduction, Meaning, Objectives, Basic Principles and Techniques; Classification of Audit, Audit Planning, Internal Control – Internal Check and Internal Audit; Audit Procedure – Vouching and verification of Assets & Liabilities.
II	<b>Audit of Companies:</b> Audit of Companies Audit of Limited Companies: Company Auditor- Qualifications and disqualifications, Appointment, Rotation, Removal, Remuneration, Rights and Duties Auditor’s Report- Contents and Types. Liabilities of Statutory Auditors under the Companies Act 2013
III	<b>Features and Auditing environment :</b> Special Areas of Audit Special Areas of Audit: Special features of Cost audit, Tax audit, and Management audit; Recent Trends in Auditing: Basic considerations of audit in EDP Environment; Computer aided audit techniques and tools; Auditing Standards; Relevant Case Studies/Problems;
IV	<b>Audit and Corporate Governance:</b> Corporate Governance Conceptual framework of Corporate Governance: Theories & Models, Broad Committees; Corporate

	Governance Reforms. Major Corporate Scandals in India and Abroad: Common Governance Problems Noticed in various Corporate Failures. Codes & Standards on Corporate Governance
<b>Books Recommended:</b>	
1. <b>Auditing Principles and Practice</b> , Ravinder Kumar and Virender Sharma, PHI Learning. 2. <b>Auditing</b> , ArunaJha, Taxmann Publication. 3. <b>Auditing Theory and Practice</b> , A. K. Singh, and Gupta Lovleen. Galgotia Publishing Company. 4. <b>Corporate Governance: Theory and Practice</b> , Anil Kumar, Indian Book House, New Delhi 5. <b>Modern Indian Company Law</b> , MC Kuchhal, Shri Mahaveer Book Depot. Publishers. (Relevant Chapters)	

## SEMESTER VI

<b>Corporate Tax Planning (BBAC 6.2)</b>			
<i>Teaching Hours: 4</i>	<i>Total Credit: 4</i>	<i>Total Marks: 80</i>	<i>Group: Core</i>
<b>Objective:</b> To provide basic knowledge about corporate tax planning and practices and its impact on decision making.			

Unit	Contents
I	Tax planning, tax management, tax evasion, tax avoidance. Types of companies Residential status of companies and tax incidence, clubbing Tax liability and minimum alternate tax, Carry forward and set off of losses in case of certain companies, deductions available to corporate assesses.
II	Tax planning with reference to setting up of a new business: Location of Business, nature of business, form of organisation. Tax planning with reference to financial management decision - Capital structure, dividend and bonus shares
III	Tax planning with reference to specific management decisions - Make or buy; own or lease; repair or replace Tax planning with reference to employees' remuneration Tax planning with reference to receipt of insurance Compensation Tax planning with reference to distribution

	of assets at the time of liquidation
IV	Tax planning with reference to business restructuring - Amalgamation - Demerger - Slump sale - Conversion of sole proprietary concern/partnership firm into Company - Conversion of company into LLP - Transfer of assets between holding and subsidiary companies
<b>Books Recommended:</b>	
1. <b>Corporate Tax Planning</b> , Singhania, Vinod K. and Monica Singhania. Taxmann Publications Pvt. Ltd., New Delhi. 2. <b>Corporate Tax Planning and Management</b> , Ahuja, Girish. and Ravi Gupta. Bharat Law House, Delhi 3. <b>Tax Planning under Direct Taxes</b> , Acharya, Shuklendra and M.G. Gurha. Modern Law Publication, Allahabad. 4. <b>Law of Transfer Pricing</b> , D.P. Mittal, Taxmann Publications Pvt. Ltd., New Delhi. 5. <b>IFRSs, IAS – 12 and AS – 22. 6</b> , T.P. Ghosh, Taxmann Publications Pvt. Ltd. New Delhi.	

## SEMESTER VI

<b>Financial Markets, Institutions &amp; Services (BBAC 6.3)</b>			
<i>Teaching Hours: 4</i>	<i>Total Credit: 4</i>	<i>Total Marks: 80</i>	<i>Group: Core</i>
<b>Objective:</b> To provide basic knowledge about framework of financial markets, institutions and services and their interrelationship.			

<b>Unit</b>	<b>Contents</b>
I	<b>Financial Markets :</b> a. Introduction-meaning-features-Role of financial markets-financial system-financial crises. b. Money and capital markets: organization, functions & instruments, structure and reforms in India; Indian equity market – primary and secondary markets
II	<b>SEBI :</b> Objectives of SEBI – Organization - Functions and Functioning of SEBI - Powers of SEBI - Role of SEBI in marketing of Securities and Protection of Investor Interest.

III	<b>Financial Institutions:</b> Commercial banking – introduction, its role in project finance and working capital finance; Life and non-life insurance companies in India; Mutual Funds – Introduction-Concept of Mutual Funds - Growth of Mutual Funds in India - Mutual Fund Schemes – Money Market, Non-banking financial companies (NBFCs).
IV	<b>Financial Services :</b> a) Overview of financial services industry: Consumer and housing finance; Venture capital finance; Factoring services, bank guarantees and letter of credit; Credit rating b) Recent trends-Personalized Banking – ATM – Tele-banking & E-banking - Credit & Debit Card - Customization of Investment Portfolio - Financial Advisors.
<b>Books Recommended:</b>	
1. <b>Financial Markets &amp; Services</b> , E Gardon& K Natarajan, HPH. 2. <b>Financial Markets &amp; Financial Services</b> , Vasant Desai, Himalaya Publishing House. 3. <b>Financial Markets &amp; Financial Services</b> , K. Nanje Gowda, VBH. 4. <b>Financial Services in India</b> , V.A. Avadhani , HPH. 5. <b>Financial Institutions and Markets</b> , Meir Kohn, Tata McGraw Hill. 6. <b>Dynamics of Financial Markets &amp; Institutions in India</b> , R.M Srivastava / D. Nigam; Excel Books. 7. <b>Financial Institutions and Markets</b> , L M Bhole, Tata McGraw Hill.	

## SEMESTER VI

<b>Security Analysis and Portfolio Management (BBADE 6.1)</b>			
<i>Teaching Hours: 4</i>	<i>Total Credit: 4</i>	<i>Total Marks: 80</i>	<i>Group: Discipline Specific Elective</i>
<b>Objective:</b> The aim of this course is to provide a conceptual framework for analysis from an investor's perspective of maximizing return on investment – a sound theoretical base with examples and references related to the Indian financial system.			

Unit	Contents
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I	Basics of risk and return: concept of returns, application of standard deviation, coefficient of variation, beta, alpha. Systematic and Unsystematic Risk, Fundamental analysis: EIC framework.
II	Share valuation: Dividend discount models- no growth, constant growth, two stage growth model, multiple stages; Relative valuation models using P/E ratio, book value to market value. Technical analysis: meaning, assumptions, difference between technical and fundamental analysis; Efficient market hypothesis; Concept of efficiency: Random walk, Three forms of EMH and implications for investment decisions.
III	Portfolio analysis: portfolio risk and return, Markowitz portfolio model: risk and return for 2 and 3 asset portfolios, concept of efficient frontier & optimum portfolio. Market Model: concept of beta systematic and unsystematic risk. Investor risk and return preferences: Indifference curves and the efficient frontier
IV	Capital asset pricing model (CAPM): Efficient frontier with a combination of risky and risk free assets. Assumptions of single period classical CAPM model. Characteristic line, Capital Market Line, Security market Line.
<b>Books Recommended:</b>	
1. <b>Security Analysis &amp; Portfolio Management</b> , Fischer, D.E. & Jordan, R.J., Pearson Education. 2. <b>Investments</b> , Sharpe, W.F., Alexander, G.J. & Bailey, J Prentice Hall of India. 3. <b>Security Analysis &amp; Portfolio Management</b> , Singh R., Excel Books. 4. <b>Investment Analysis and Portfolio Management</b> , Frank K Reilly & Keith C Brown: Cenage India Pvt. Ltd.	

## SEMESTER VI

<b>Regulatory Aspect of Banking and Finance (BBADE 6.2)</b>			
<i>Teaching Hours: 4</i>	<i>Total Credit: 4</i>	<i>Total Marks: 80</i>	<i>Group: Discipline Specific Elective</i>
<b>Objective:</b> To know the basic regulatory aspects of Banking and Finance			

Unit	Contents
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I	<b>Indian Financial System :</b> Indian Financial System – An Overview Role of RBI, Commercial Banks, NBFCs, PDs, FIs, Cooperative Banks, CRR, SLR; Equity & Debt Market; IRDA Banking Regulation Constitution, Objectives, Functions of RBI; Tools of Monetary Control;
II	<b>Regulatory Framework:</b> Regulatory Restrictions on Lending Retail Banking, Wholesale and International Banking Retail Banking-Products, Opportunities; Wholesale Banking, Products; International Banking, Requirements of Importers & Exporters, Remittance Services;
III	<b>Universal Banking:</b> ADRs; GDRs; Participatory Notes Role of Money Markets, Debt Markets & Forex Market Types of Money & Debt Market Instruments incl. G-Secs; ADs, FEMA, LIBOR, MIBOR, etc.
IV	<b>Capital Market:</b> Role and Functions of Capital Markets, SEBI Overview of Capital Market; Stock Exchange; Commonly used Terms; Types of Capital Issues; Financial Products / Instruments including ASBA, QIP; SEBI; Registration of Stock Brokers, Sub-brokers, Share Transfer Agents, etc
<b>Books Recommended:</b>	
1. <b>Principles and Practices of Banking</b> , Indian Institute of Banking and Finance, Macmillan Education.	
2. <b>Elements of Banking and Insurance</b> , Jyotsna Sethi and Nishwan Bhatia, PHI Publication.	

## SEMESTER VI

<b>Industrial &amp; Labour Laws (BBADE 6.3)</b>			
<i>Teaching Hours: 4</i>	<i>Total Credit: 4</i>	<i>Total Marks: 80</i>	<i>Group: Discipline Specific Elective</i>
<b>Objective:</b> To develop conceptual knowledge about industrial law			

Unit	Contents
I	Indian Factories Act 1948: Meaning, Objectives; Provisions regarding Health, Safety and welfare; Employment of young persons, women, adult; Hours of work for adult and young person; Rules of leave.
II	Payment Of Gratuity Act, 1972: Scope; Definitions of – Appropriate

	Govt., Continuous service, Employer, Employee, Family & wages; payment of gratuity.
III	Workmen's Compensation Act, 1923- Definitions; Employers liability for compensation; Total disablement; Partial disablement; 'Arising out of and in the course of employment' (Sec.3); Occupational diseases, Employees' Provident Fund and Miscellaneous Provisions Act, 1952- Definitions- employer and employee, application of the Act; EPF scheme.
IV	Concept Of Wages- Minimum, Fair, Living wages, Trade Unions Act, 1926:- definitions- trade union, trade dispute; Registration of trade union; Characteristics of registered trade union; Rights and liabilities of office bearers; General funds and Political funds of trade unions. Recognition of Trade union in Maharashtra and Prevention of Unfair Labor Practice.
<b>Books Recommended:</b>	
1. <b>Labour Legislation</b> , Dr. M. M.Verma & R. K. Agrawal, King Books, New Delhi 2. <b>General &amp; Commercial Laws</b> , Taxmann Publication 3. <b>Industrial Relation &amp; Labour Law</b> , P.C. Tripathi, C.B Gupta & N. D. Kapoor, S. Chand & Sons.	

## SEMESTER VI

<b>E-Commerce (BBADE 6.4)</b>			
<i>Teaching Hours: 4</i>	<i>Total Credit: 4</i>	<i>Total Marks: 80</i>	<i>Group: Discipline Specific Elective</i>
<b>Objective:</b> To develop application based understanding and knowledge about E-commerce.			

<b>Unit</b>	<b>Contents</b>
I	<b>Introduction:</b> Conceptual Framework Of E-Commerce, Defining E-Commerce-Emergence Of E-Commerce on Private Networks, Forces Effecting E-Commerce. Definition of E-Business, E-Business Opportunities for Businesses, E-Business Vs the Traditional Business Mechanism, Advantages of E-Business, Disadvantages of E-Business, Main Goals of E-Business.

II	<b>Evolution and Types of E-Commerce:</b> Evolution of E-commerce Global and Indian scenario, Origin of E-Business, History of the Internet. Types of E-Commerce: Inter Organization (B2B) E-Commerce, Intra- Organizational E Commerce, Business to Consumer (B2C) E-Commerce.
III	<b>E-commerce Infrastructure:</b> Need for an Intelligent Website, technology Infrastructure Required, Basic Web Languages for Web Designing, Corporate Strategic Infrastructure Required, Design Criteria and attracting customers, Site Content and Traffic Management
IV	<b>Payment, Security and Privacy Issues in Online Business</b> - Electronic payment systems- credit cards, debit cards, smart cards, e-credit accounts, e-money. E- Commerce Security- privacy, integrity, non-repudiation, encryption. Issue relating to privacy and security in online trading.
<b>Books Recommended:</b>	
1. <b>E-Commerce</b> , Agarwala & Agarwala, Wiley Publications.	
2.. <b>E-Business</b> , Bajaj & Nag, TMH, New Delhi.	

## SEMESTER VI

<b>Gandhian Economics (BBAOE 6.1)</b>			
<i>Teaching Hours: 4</i>	<i>Total Credit: 4</i>	<i>Total Marks: 80</i>	<i>Group: Open Elective</i>
<b>Objectives:</b> 1. To familiarize the students with the application of Gandhiji's principles and value in economics. 2. To imbibe the teaching and thoughts of Gandhiji that are applicable to present day economic and financial aspect in overall economy.			

<b>Unit</b>	<b>Contents</b>
I	Introduction & basic concepts underlying Gandhian Thought, Truth, Non-violence and purity of ends and means. Fundamental Principles of Gandhian Economic thought. Labour capital relations, Theory of trusteeship, use of local energy sources. Gandhi's views on distribution of wealth. Concept of Economic Equality. Economic problems of India, Welfare Economics.

II	Gandhian Concept of Rural Economic development, Role of Co-operative Sector in Rural Development, Micro planning and Village Swaraj, Community Development, Concept of Self-sufficient Villages through local industries development, Economics of Khadi and Small-Scale Industries Development, Agricultural Sector Reforms, Economic Reconstruction of Villages.
III	Swadeshi Economic Pattern And Sarvodaya Economics; Decentralisation and its present relevance; Economics ideas of Gandhi; Gandhian theory and Business Ethics; Social Responsibility of Corporates; Economics and Ethics; Relevance of Gandhian Economic Thought in Indian and Global Content.
IV	Ethical Man vs Economic Man; Simplicity of Life and Limitation of wants; Use of Appropriate Technology; and Alternative Development; Sustainable Development. Importance and Co-operation in Economic Development; Economic Value Based Approach.
<b>Books Recommended:</b>	
<ol style="list-style-type: none"> <li>1. <b>“Foundations and Gandhian Thought”</b>, Mahajan P. M. and Bhakti K. S. – Dattson, Nagpur</li> <li>2. <b>“Gandhian Economics: A Human Approach”</b>, Sharma R: Deep &amp; Deep Publishers, New Delhi</li> <li>3. <b>“A Critical Study of Gandhian Economic Thought”</b>, Jha S. N.: Agra Publication.</li> <li>4. <b>Gandhi M.K.: “The Story of my Experiments with Truth”</b>, Navjeevan Publishing House, Ahmedabad.</li> </ol>	

## SEMESTER VI

<b>Introduction to Public Administration (BBAOE 6.2)</b>			
<i>Teaching Hours: 4</i>	<i>Total Credit: 4</i>	<i>Total Marks: 80</i>	<i>Group: Open Elective</i>
<b>Objectives:</b> <ol style="list-style-type: none"> <li>1. To introduce to the students three types of administration in India Democratic Republic.</li> <li>2. To acquaint students of principles of administration.</li> <li>3. To acquaint the students the scalar chain applicable in Indian Government.</li> </ol>			

<b>Unit</b>	<b>Contents</b>
I	Meaning, Nature, Scope and Significance of Public Administration;

	Public and Private Administration; Indianization of public services, Central, State and Local Government
II	Constitutional framework of government: Salient features and value premises; Constitutionalism; Political culture; Bureaucracy and democracy; Fundamental rights and duties; Directive principles of State policy.
III	Public administration and governance: government and governance; Good Governance-concept, evolution and applications; Democratic Governance-concept and contextualization; E-Governance and M-Governance.
IV	Union Government and Administration: Executive, Parliament, Judiciary- structure, functions, work processes; The Prime Minister's Office; Central Secretariat; Ministries and Departments.

#### **Books Recommended:**

1. **Indian Public Administration: Institutions and Issues**, Ramesh K Arora and Rajani Goyal: Vishwa Prakashan, New Delhi, 1996.
2. **From Government to Governance**, Kuldeep Mathur: National Book Trust, New Delhi, 2010.
3. **Indian Administration**, Hoshiar Singh: Kitab Mahal, New Delhi, 2004.
4. **Indian Administration**, S.R. Maheshwari: Orient Longman, Delhi, 2005.
5. **Public Administration in India**, S.R. Maheshwari: Oxford University Press New Delhi, 2005.
6. **Public Administration in India**, Padma Ramchandran: National Book Trust, New Delhi, 2006.
7. **Indian Administration**, Ashok Chanda: George Allen & Unwin, London, 1958.
8. **State Governments in India**, S.R. Maheshwari: Orient Longman, Delhi, 2005.
9. **Agenda for Improving Governance**, Bibek Debroy (ed.): New Delhi, Academic Foundation, New Delhi, 2004.
10. **Public Institutions in India**, Devesh Kapur and Pratap Bhanu Mehta (eds.): OUP, New Delhi, 2005.
11. **District Administration in India**, M.I. Khan: Anmol Publication, New Delhi, 1997.
12. **Indian Administration-Politics, Policies and Prospects** Kamala Prasad:, Pearson Education, New Delhi, 2000.

13. **BharatiyaPrashashan**, K. R. Bang: Vidya Books, Aurangabad, 2004. (Marathi)
14. **BharatiyaPrashashan**, Satish Dandge: Chinmay Prakashan, Aurangabad, 2007. (Marathi)
15. **PrashashanachePailu, Vol. I and II**, Mahav Godbole: ShreevidyaPrakashan, Pune, 1999 and 2000. (Marathi)
16. **Bhartiya Prashasanachi Roopresha**, Shyamsunder Waghmare and others: RajmudraPrakashan, Latur, 2008. (Marathi)

## SEMESTER VI

<b>Intellectual Property Rights (BBAOE 6.3)</b>			
<i>Teaching Hours: 4</i>	<i>Total Credit: 4</i>	<i>Total Marks: 80</i>	<i>Group: Open Elective</i>
<b>Objectives:</b> <ol style="list-style-type: none"> <li>1. To introduce fundamental aspects of intellectual property rights to students who are going to play major role in developing and management of innovative project in industries.</li> <li>2. To aware students about the procedure of registration and protection of intellectual property rights such as trademarks, copyrights, patents and designs etc.</li> <li>3. To aware students about the practice aspects of registration of intellectual property in order to protect their research work and get it registered under regulations of IPR.</li> </ol>			

<b>Unit</b>	<b>Contents</b>
I	<b>Overview of Intellectual Property</b> Introduction of IPR, Need for intellectual property right (IPR), IPR in India – Genesis and Development IPR in abroad, Case Study
II	<b>Patents</b> Need for patent, Macro-economic impact of the patent system, Classification of patents in India, Classification of patents by WIPO, Categories of Patent, Special Patents, Patenting Biological products, Patent document, Granting of patent, Rights of a patent, Patent Searching, Patent Drafting, filing of a patent, different layers of the international patent system, Utility models, Case Study
III	<b>Copyrights</b> Overview of Copyright, Importance of Copyrights, Process for copyright, Related rights, case study.

IV	<b>Trademark and Trade Secrets</b> Overview of Trademarks & Trade Secret, Importance of Trademarks & Trademark, Rights of Trademark & Trade Secret, Types of Trademarks, Registration process for Trademark & Trade Secret, Duration of Trademark and trade secret, Case Study
<b>Books Recommended:</b>	
1) <b>Indian Patents Law – Legal &amp; Business Implications</b> , Ajit Parulekar and Sarita D' Souza, Macmillan India Ltd., 2006 2) <b>Law Relating to Patents, Trade Marks, Copyright, Designs &amp; Geographical Indications</b> , B. L. Wadehra; Universal law Publishing Pvt. Ltd., India 2000 3) <b>Law of Copyright and Industrial Designs</b> , P. Narayanan; Eastern law House, Delhi, 2010. 4) <b>Handbook of Indian Patent Law and Practice</b> , Subbaram N. R., S. Viswanathan, Printers and Publishers Pvt. Ltd., 1998.	

### SEMESTER VI

<b>Constitution of India and Human Rights (BBAOE 6.4)</b>			
<i>Teaching Hours: 4</i>	<i>Total Credit: 4</i>	<i>Total Marks: 80</i>	<i>Group: Open Elective</i>
<b>Objectives:</b> 1. To understand the significance of constitution of India. 2. To understand the concept of Human rights. 3. To understand the role of constitution of India in protection and promotion of human rights			

Unit	Contents
I	Meaning and Significance of Constitution, Classification of Constitution, Union and State Legislatures - Composition, Powers, Functions and Privileges, President and Union Council of Ministers, Governor and State Council of Ministers - Powers of President and Governor
II	Citizenship under Indian Constitution - Person vis-s-vis Citizen; Rights of citizens Fundamental Rights- Meaning, Nature and Significance, Relationship of Human Rights and Fundamental

	<p>Rights</p> <p>Right to Equality: Concept and Significance; Equality before Law and Equal Protection of Law; Freedoms and Restrictions under Art.19; Article 21- Right to Life and Personal Liberty;</p>
III	<p>Meaning and definition of Human Rights, Theories of Human Rights</p> <p>Classification of rights; Right to development, Right to Self determination, Right to Healthy Environment</p> <p>Steps taken to protect human rights in India</p> <p>Adoption of Human Rights by the UN Charter, U.N. Commission on Human Rights</p>
IV	<p>Human Rights Protection in India - Human Rights Commissions, Salient features of National Human Rights Commission of India (NHRC); State Human Rights Commissions, Human Right Courts in Districts,</p> <p>International Commission of Human Rights</p>

**Books Recommended:**

1. **Indian Constitutional Law**, M.P. Jain, Wadhwa & Co, Nagpur
2. **Constitution of India**, V.N. Shukla, Eastern Book Company, Lucknow
3. **Indian Constitutional Law**, G.C. V. Subba Rao, S.Gogia & Co., Hyderabad
4. **Constitutional Law of India**, N.Pandey, Central Law Agency, Allahabad
5. **Human Rights and International Law: Legal and Policy Issues**, Meron Theodor
6. **Human rights Under International Law and Indian Law**, S.K. Kapoor
7. **Human Rights in India**, C. J. Nirmal, Oxford
8. **International Human Rights Documents**, P.R. Gandhi, Universal, Delhi

**SEMESTER VI**

<p align="center"><b>Project Work (BBAPR 6.0)</b> <b>(Any one – FIN/ MM/HRM/BM)</b></p>			
<i>Teaching Hours: 4</i>	<i>Total Credit: 4</i>	<i>Total Marks: 80</i>	<i>Group: Core</i>



**PATTERN OF QUESTION PAPER (THEORY/NUMERICAL)**

**Time: 3.00 Hours**

**Marks: 80**

- **Note: All questions are compulsory.**

		<b>THEORY SUBJECTS</b>	<b>NUMERICAL SUBJECTS</b>		
Q. No.	Sub-Question	Nature		Unit	Marks
<b>1.</b>		<b>LAQ</b>	<b>LAQ</b>	-	
	A	Theory	Problem	Unit No. I	10
	OR		OR		
	B	Theory	Problem	Unit No. I	10
<b>2.</b>		<b>LAQ</b>	<b>LAQ</b>		
	A	Theory	Problem	Unit No. II	10
	OR		OR		
	B	Theory	Problem	Unit No. II	10
<b>3.</b>		<b>LAQ</b>	<b>LAQ</b>		
	A	Theory	Problem	Unit No. III	10
	OR		OR		
	B	Theory	Problem	Unit No. III	10
<b>4.</b>		<b>LAQ</b>	<b>LAQ</b>		
	A	Theory	Problem	Unit No. IV	10
	OR		OR		
	B	Theory	Problem	Unit No. IV	10
<b>5.</b>		<b>SAQ (Any Two)</b>	<b>SAQ (Any Two)</b>	-	
	A	Theory	Theory	Unit No. I	4
	B	Theory	Theory	Unit No. I	4
	C	Theory	Theory	Unit No. I	4
<b>6.</b>		<b>SAQ (Any Two)</b>	<b>SAQ (Any Two)</b>		
	A	Theory	Theory	Unit No. II	4
	B	Theory	Theory	Unit No. II	4
	C	Theory	Theory	Unit No. II	4
<b>7.</b>		<b>SAQ (Any Two)</b>	<b>SAQ (Any Two)</b>		

	A	Theory	Theory	Unit No. III	4
	B	Theory	Theory	Unit No. III	4
	C	Theory	Theory	Unit No. III	4
8.		<b>SAQ (Any Two)</b>	<b>SAQ (Any Two)</b>		
	A	Theory	Theory	Unit No. IV	4
	B	Theory	Theory	Unit No. IV	4
	C	Theory	Theory	Unit No. IV	4
9.		<b>VSAQ/OBJECTIVE (All)</b>	<b>VSAQ/OBJECTIVE (All)</b>		
	A & B	Theory	Theory	Unit No. I	2
	C & D	Theory	Theory	Unit No. II	2
	E & F	Theory	Theory	Unit No. II	2
	G & H	Theory	Theory	Unit No. IV	2
TOTAL					80

**B.B.A. (Semester I)**

**(Time: 3 Hours)**

**English Language Skills**

**(Total Marks: 80)**

Unit	Unit Marks	Q. No.	Sub.Q. No.		Marks
I	48	1	<b>Answer the following questions in about 150-200 words each:</b>		
			A	Lesson 1	8
				OR	
				Lesson 2	
			B	Lesson 3	8
				OR	
				Lesson 4	
		2	<b>Answer the following questions in about 75-100 words each (Any Four).</b>		16
			a.	Lesson 5	
			b.	Lesson 5	
			c.	Lesson 6	
			d.	Lesson 6	
			e.	Lesson 1	
			f.	Lesson 2	
		3	A	<b>Answer the following questions in about 3-4 sentences each:</b>	
			a.	Lesson 3	8
			b.	Lesson 4	
			c.	Lesson 5	
			d.	Lesson 6	
			B	<b>Use the following idioms and phrases into sentences of your own (Any FOUR)</b>	8
				Six options; idioms/phrases from the text-book.	
II	16	4	A	<b>Answer the following question in about 150-200 words:</b>	

				Topic 1 (LAQ)	
				OR	8
				Topic 2(LAQ)	
			B	Give short notes on the following in about 75-100 words (Any Two):	8
			a.		
			b.		
			c.		
			d.		
III	8	5	Do as directed:		
			A	Grammar	8
			a.		
			b.		
			c.		
			d.		
			e.		
			f.		
			g.		
			h.		
IV	8	5	B	Vocabulary: e.g. Noun from verbs (Any Four):	4
			C	Vocabulary: e.g. Adjectives from nouns (Any Four):	4
	TOTAL		80		