School of Management
Course Structure and Syllabi
for
Bachelor of Business Administration (BBA)

Academic Programmes
July, 2013
# BBA Course Structure

## SEMESTER-I

<table>
<thead>
<tr>
<th>PAPER CODE</th>
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<tbody>
<tr>
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<td>Principles of Management</td>
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<td>M1002</td>
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<td>Business Statistics</td>
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<td>Basics of Accounting</td>
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<td>Industrial Relations &amp; Labor laws</td>
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# SEMESTER-VI

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Total Credits = 150
Detailed Syllabus of BBA

Semester – I

Code: M1001 PRINCIPLES OF MANAGEMENT

Objective: The objective is to provide an understanding of basic concepts, principles and practices of management. The aim is to inculcate the ability to apply multifunctional approach to organizational objectives.

Unit I


Unit II


Unit III
Organizing: Concept, Importance and Elements of Organization, Process and Principles of organization, Theories of Organization, Organization structure, Organization charts and manuals.

Unit IV

Directing and Communication: Concept, Nature, Scope, Principles and Techniques of direction, Concept and Process of communication, Channel / Media of communication, Barriers to effective communication.

Unit V

Controlling: Concept, Objectives, Process and Principles of control, Various control techniques

References:


Code: M1002 BUSINESS ORGANISATION

Objectives: The Objective is to provide understanding of the nature of business and organization, promotion and forms of business organization.

UNIT I

Introduction: Concept and Nature of business and organization, Objectives of business, Classification of business activities, Environment of business system, Social responsibility of business.

UNIT II


UNIT III

Location:Theories of industrial location, Factors affecting the location of industry. Government policy towards the localization. Concept of combination, Merits, Demerits and Types of combination.
UNIT IV


UNIT V

Organizational challenge

Goods vs services, global and contemporary challenges of business organization, competition concept, organization performance measurement.

References:


Code: M1003  

**BUSINESS STATISTICS**

**Objectives:** To understand & apply various statistical methods of data summarisation and analysis, to gain ability to take decision in diverse aspects of business environment.

**UNIT I**

Meaning & Definition of Statistics, Functions, Applications, Limitations and Distrust of Statistics. Census and sampling, methods of sampling, Methods of collections of Primary and secondary data, Schedule & Questionnaire, classification and tabulation of Data, Diagrams and Graphs, concept of central tendency : meaning, definition, determination of Mean including Geometric Mean and Harmonic Mean, Median, Mode.

**UNIT II**

Measures of Dispersion and Skewness: Meaning, Objectives, Importance, Absolute and relative measure of dispersion, essential characteristics of a good measure of dispersion, selective of an appropriate measure of dispersion. Skewness: meaning, measures of Skewness, difference between Dispersion and Skewness.

**UNIT III**
Correlation: meaning, Definition, types, methods of determining correlation. Regression Analysis: meaning, utility, types, difference between correlation and regression, methods of computing regression lines, conceptual frame work and their application in business.

References:


**Code: M1004 BUSINESS ECONOMICS**

**Objectives:** To enable the students to have conceptual understand in economic analysis which has bearing on Decision making by business organization. To gain working knowledge of production function, cost, revenue, demand, and supply & price determination in various markets. The objective of this paper is to give exposure to the current problems of the Indian economy and how these problems affect the working of business organization and how the economic policies helps an economy to overcome these problems.

**UNIT I**


**UNIT II**


**UNIT III**

UNIT IV


UNIT V

Central Bank functions, Monetary and Fiscal Policy, Basic concepts of Economic growth & development, Basic concepts of Trade Cycle, Basic concepts of Balance of Payments.

References:

- Damodaran Suma, Managerial Economics, Oxford University Press, 2010.

Code: G1001 CURRENT AFFAIRS (INDIAN CONSTITUTION)

1. Making of Indian Constitution, Constituent Assembly: Composition and Working.
2. Preamble and Salient Features of Indian Constitution.
4. President, Prime Minister & Parliament
5. Supreme Court, Judicial Review and Judicial Activism.
6. Governor, Chief Minister and State Legislatures.
7. Panchayati Raj and Municipal Governments
10. Indian Penal Code – Significant Sections
Reference Books


Code: G1002 COMPUTER APPLICATIONS (Presentation, Publication and Graphing Techniques)

Presentation Techniques


Documentation and Publication Techniques


Graphing Techniques


Suggested Books

1. MATLAB (An Introduction with Application): Amos Gilat, Wiley India.
2. Getting Started with MATLAB: Rudra Pratap, Oxford University Press.
Code: G1003 COMPUTER APPLICATION (Computer Lab – I)

List of Experiments

**PowerPoint:**
Introduction to the IDE of Power Point, Introduction to various toolbars like – Quick access, Placeholders, Creating title slides, slide shows, Introduction to layouts, themes, Clipboard, font paragraph, Drawing & Editing, Animations, Transitions, Spell Check, Outline, Tab, slides tabs, Sorter view and Printing

**MS Word:**
Introduction to IDE of Microsoft Word, Functionality of various tool bars – Quick Access, Title, Ribbon, Ruler, and Status Bars. Understanding document Views, Formatting, Editing and Understanding non printing characters, Using AutoText, Using Indentation & Alignment, and Style set Page breaks, Page numbers and Setting Page Layouts and Printing Documents

**MS Excel:**
Introduction to Electronic Spreadsheet, Worksheet, Cells, Quick Access Toolbar, Formula Bar, Status Bar, Clipboard, Font, Alignment, Number, Cells, Styles, Editing, Perform Mathematical Calculations, Working with Headers & Footers, Perform Automatic Calculations, Perform Advanced Mathematical Calculations, Work with Long Text, format Numbers, Excel Functions, Using Reference Operators and Printing
Charts: Creating and applying chart layout, Adding Labels, Switching Data, Changing the Chart Style, Size and Position, Chart Type

G1004 COMMUNICATION SKILLS

**Unit-I**
**Stepping Stones (Vocabulary Building)**

**Unit-II**
**Constructing Sentences**

Activities: Role Plays, Dialogue Speaking, Skit, Pictures Description.

Unit- III
Speak Well (Speech Mechanism)
Phonetics

Activities: Self- Introduction, Practicing through video and audio clippings, Reading and comprehending through various channels like newspaper and magazines.

Unit- IV
Composition

Unit-V
Drama
Indian Drama- Kanyadaan by Vijay Tendulkar.

Suggested Books

1. Communication Skills for Engineers and Scientists, Sangeeta Sharma and Binod Mishra, PHI Learning Pvt. Ltd. (New Delhi)
2. English Grammar and Composition, Gurudas Mukherjee, Ane Books Pvt. Ltd.(New Delhi)
4. Effective Technical Communication, M Ashraf Rizvi, Tata McGraw Hill (New Delhi)
SEMESTER II

Code: M2001 ELEMENTS OF HUMAN RESOURCE MANAGEMENT

Objectives: The objective is to develop an understanding of the Management of Human Resource with reference to various aspects of Personnel Management and Industrial Relations.

UNIT I

UNIT II
Trends in HRM: Change in labor force, composition, knowledge workers, employee empowerment. HRM challenges, strategic issues mergers & acquisitions, TQM, Downsizing, Reengineering, outsourcing, expanding into global marketing, Global workforce.

UNIT III

UNIT IV
Training & Development: Training Need, system approach to training, Education, Training & Development, Training calendar.

UNIT V

References:

Code: M2002  BASICS OF ACCOUNTING

Objective: The objective is to provide conceptual knowledge of the tools of financial and analysis and management and various long term and short term sources of finance. It also aims at helping them to develop skills for making financial decisions in practical business situations.

UNIT I


UNIT II


UNIT III

Final Accounts (Trading & P.&L. a/c, Balance Sheet), Bank Reconciliation statement, Accounts of Non- Trading Institutions.

References:


Code: M2003  BUSINESS ENVIRONMENT
**Objectives:** The objective of the course is to develop an understanding of the methods for analyzing Business Environment and implications of changes in micro and macro environment for businesses.

**UNIT – I**


**UNIT - II**


**UNIT - III**


**UNIT - IV**

Natural Environment and Value of Life:- The concept of Value of Life Used in Economic Analysis, Environmental Regulation for Pollution Control, Recycling and Disposal of Industrial Waste.

**UNIT - V**


1) **References:**

3. Francis Cherunillam, Business Environment, Himalaya Publishing House
5. J.Bhagwati, India In Transition, Oxford University Press, 1994
Code: M2004 QUANTITATIVE TECHNIQUES

Objective: The objective is to provide basic knowledge of the concept of quantitative techniques having their application in the field of Business.

UNIT I

Quantitative Techniques - An Introduction, Classifications of quantitative techniques; applications of quantitative techniques to business and industry; limitations of quantitative techniques, Linear programming- Graphical and simplex method, sensitivity analysis; assignment and transportation problems.

UNIT II

Decision theory; game theory; replacement analysis; elementary queuing theory; simulation.

UNIT III

Networking techniques- PERT & CPM, crashing; Simulation and Markov Analysis.

References:


Code: G2001: CURRENT AFFAIRS (HISTORY)

1. A broad survey of Indian History, with emphasis on Culture and Civilisation.
2. Freedom Movement in India.
3. Elementary study of Indian Constitution and Administration.
4. Elementary knowledge of Five Year Plans of India.
5. Panchayati Raj, Co-operatives and Community Development.
7. Forces shaping the modern world; Renaissance, Exploration and Discovery; War of American Independence.
G2002: COMPUTER APPLICATION (Introduction to Computer Programming (Programming with C))

**Introduction**
Stored Program Architecture of Computers, Evolution of Processors (In terms of word length & Speed only), Storage Device- Primary Memory and Secondary Storage, Working Principle of Primary Storage devices- RAM, ROM, PROM, EPROM, EEPROM, Random, Direct, Sequential access methods.

**Number System**
Data Representation, Concept of radix and representation of numbers in radix r with special cases of r=2, 8, 10 and 16 with conversion from radix r1 to radix r2. r’s and (r-1)’s complement. Representation of Integer in sign-magnitude, signed 1’s and 2’s complement. Floating point representation. Concept of bias and normalization. Representation of alphabets.

**Binary Codes**
Binary arithmetic, Addition and subtraction of Integers and floating point numbers. Multiplication of Integers. Gray code, BCD 8421 and 2421, Excess-3 and Excess-3 gray codes. (Not

**Programming in C**

Suggested Books

1. Let Us C: Bala Guruswami, TATA McGraw Hill.

G2003: COMPUTER APPLICATION (COMPUTER LAB – II)

List of Exercises

The lab is to be conducted on Linux platform. vi editor is to be used.

1. Simple OS Commands, vi editor, compiling program, compiler options, linking libraries.
2. Simple input output program integer, real character and string. (Formatted & Unformatted)
3. Conditional statement programs (if, if-else-if, switch-case)
4. Looping Program. (for, while, do-while)
5. Program based on array (one, two and three dimensions)
6. Program using Structure and Union.
7. Program using Function (with and without recursion)
8. Simple programs using pointers.

II Semester

Code: G2004  COMMUNICATION SKILLS

Unit-I
Vocabulary related to Processes and Projects
Phrasal Verbs

Unit-II
Connecting sentences through coordination
Connecting sentences through subordination
Conditional Sentences
Passivization

Unit-III
Aspiration
Intonation
Extempore
Word Stress

Unit-IV
Short Story- How Much Land Does a Man Need? - Leo Tolstoy
Essay- The Gandhian Outlook- S. Radhakrishnan
Poem- The Unknown Citizen- W. H. Auden

Books Suggested

1. Communication Skills for Engineers and Scientists, Sangeeta Sharma and Binod Mishra, PHI Learning Pvt. Ltd. (New Delhi)
2. English Grammar and Composition, Gurudas Mukherjee, Ane Books Pvt. Ltd.(New Delhi)
SEMESTER – III

Code: M3001 ORGANIZATION BEHAVIOR

Objectives: The objective is to develop and understanding of an individual personality motivational as well their impact on organization. It also aims to develop skills in team building, leadership, managerial effectiveness and conflict resolutions.

UNIT I
Introduction: meaning of organizational behavior and its relevance in today’s business environment.

UNIT II
Individual behavior in organization: understanding self; perception – nature and importance, perceptual selectivity, stereotyping, halo effect. Learning and its theories, behavior modification, attitudes, personality; meaning, self-concept, Self-esteem, major determinants of personality.

UNIT III
Motivation: types of motivation, theories of work motivation given by Maslow, Herzberg, McGregor, Vroom and Porter – Lawler. Group behavior in organization: group dynamics, types of groups, group norms and roles, group cohesiveness, group development and facilitation.

UNIT IV
Dynamics of managerial leadership: leadership styles, trait approach, behavioral approaches, and managerial grid. Inter- personal behavior in organization:
   a. Transactional analysis
   b. Management conflict
c. Stress management

References:


Code: M3002 MARKETING MANAGEMENT

Objective: The Program is designed to provide a learning opportunity and train prospects who would like to pursue their career in the field. Students on this program will get an exciting opportunity to combine business knowledge with professional expertise and develop the confidence to look forward to a career to understand, create, communicate, and deliver value and satisfaction to customers.

UNIT I

UNIT II
Levels and Bases of Market Segmentation, Selecting Market Segments and Targeting.

UNIT III
Distribution: channel decisions, types & factors, physical distribution system & its Components Positioning Strategy, Differentiation Strategies, Product Life-Cycle.

UNIT IV
The concept and mediums of integrated Marketing Channels.

UNIT V
Analyzing role of marketing to compete, Market potential

References:

Code: M3003 FINANCIAL MANAGEMENT

Objective: To familiarize the students with the principles and practice of financial management.
UNIT I


UNIT II


UNIT III

Working Capital Management: Meaning, Components of WC, Operating Cycles Method, Basic meaning of Inventory Management, Receivable Management (Excluding practical), Capital Budgeting (Traditional & modern Techniques).

References:


Code: G3001 CURRENT AFFAIRS (Geography)

1. The Earth, its shape and size. Latitudes and Longitudes, Concept of time. International Date Line. Movements of Earth and their effects.
3. Ocean Currents and Tides
4. Atmosphere and its composition; Temperature and Atmospheric Pressure, Planetary Winds, cyclones and Anti-cyclones;
5. Humidity; Condensation and Precipitation; Types of Climate. Major Natural regions of the World.
6. Regional Geography of India - Climate, Natural vegetation.
7. Mineral and Power resources; location and distribution of agricultural and industrial activities.
8. Important Sea ports and main sea, land and air routes of India.
9. Main items of Imports and Exports of India.
10. Global warming

Code: G3002  COMPUTER APPLICATION (Programming with C++ and JAVA)

Programming in C++

C++ Overview, C++ Characteristics, Object-Oriented Terminology, Polymorphism, Object-Oriented Paradigm, Abstract Data Types, I/O Services, Standard Template Library, Standards Compliance, Functions and Variables, Functions: Declaration and Definition, Variables: Definition, Declaration, and Scope, Variables: Dynamic Creation and Derived Data, Arrays and Strings in C++, Qualifiers, Classes in C++, Defining Classes in C++, Classes and Encapsulation, Member Functions, Instantiating and Using Classes, Using Constructors, Multiple Constructors and Initialization Lists, Using Destructors to Destroy Instances, Using Destructors to Destroy Instances, Operator Overloading, Operator Overloading, Working with Overloaded Operator Methods, Initialization and Assignment, Initialization vs. Assignment, The Copy Constructor, Assigning Values, Specialized Constructors and Methods, Constant and Static Class Members, Inheritance, Overview of Inheritance, Defining Base and Derived Classes, Constructor and Destructor Calls, Input and Output in C++ Programs, Input and Output in C++ Programs, Standard Streams, Manipulators, Unformatted Input and Output.

Introduction to JAVA Tools

Introduction to Object Orientated Programming, Abstraction, Object Oriented Programming Principles, Features of JAVA, Introduction to Java byte code, Java Virtual machine. Differences between C++ and JAVA

Suggested Books

Let Us C: Bala Guruswami, TATA McGraw Hill.
Programming with C, C++: Yashwant Kanitkar

Code: G3003  COMPUTER APPLICATION (Computer Lab-III (Object Oriented Programming))

List of Experiments
1. To write a simple program for understanding of C++ program structure without any CLASS declaration. Program may be based on simple input output, understanding of keyword using.

2. Write a C++ program to demonstrate concept of declaration of class with public & private member, constructors, object creation using constructors, access restrictions, defining member functions within and outside a class. Scope resolution operators, accessing an object’s data members and functions through different type of object handle name of object, reference to object, pointer to object, assigning class objects to each other.

3. Program involving multiple classes (without inheritance) to accomplish a task. Demonstrate composition of class.

4. Demonstration Friend function friend classes and this pointer.

5. Demonstration dynamic memory management using new & delete & static class members.

6. Demonstration of restrictions an operator overloading, operator functions as member function and/or friend function, overloading stream insertion and stream extraction, operators, overloading operators etc.

7. Demonstrator use of protected members, public & private protected classes, multilevel inheritance etc.

8. Demonstrating multiple inheritance, virtual functions, virtual base classes, abstract classes

Code: G3004 ENVIRONMENTAL STUDIES

The Multidisciplinary nature of environmental studies: Definition, scope and importance

a) Need for public awareness

b) History of environmental studies

c) Important personalities in the world and India contributing to environmental concepts

d) NGOs working in the field of environmental conservation in India.

Ecosystems

a) Concept of an ecosystem.

b) Structure and function of an ecosystem
c) Producers, consumers and decomposers

d) Energy flow in ecosystem

e) Food chains, food webs and ecological pyramids

f) Introduction, types, characteristic features, structure and function of the following ecosystem:

1) Forest ecosystem

2) Grassland ecosystem

3) Desert ecosystem.

4) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries) Environmental ethics: Issues and possible solutions

g) Environmental ethics: Issues and possible solutions

**Natural Resources: Renewable and non-renewable resources:**

a) Forest resources: Use and over-exploitation, deforestation case studies. Timber extraction, mining, dams and their effects on forest and tribal people

b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems. Water conservation, rain water harvesting, watershed management

c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.

d) Food resources: World food problems, changes, caused by agriculture and overgrazing, effects of Modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.

e) Energy resources: Growing energy need, renewable and non-renewable energy sources, use of alternate energy sources. Case studies

f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.

g) Role of an individual in conservation of natural resources.

h) Equitable use of resources for sustainable lifestyles.

**Biodiversity and its conservation**
a) Biogeographical classification of India

b) Value of Biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values

c) Biodiversity at global, National and local level

d) India as a mega-diversity nation

e) Hot-spot of biodiversity

f) Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts

g) Endangered and endemic species of India

h) Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity

i) Population growth, variation among nations.

j) Environment and human health.

**Environmental Pollution**

Causes and effects and control measures of :-

a. Air pollution
b. Water pollution
c. Soil pollution
d. Marine pollution
e. Noise pollution
f. Thermal pollution
g. Nuclear hazards

**Social Issues and the Environment**

a) Solid waste management: Causes, effects and control measures of urban and industrial wastes.

b) Disaster management: floods, earthquake, cyclone and land-slides

c) From Unsustainable to Sustainable development

d) Urban problems related to energy

e) Climate change, global warming, acid rain, ozone layer depletion nuclear accidents and holocaust.
f) Consumerism and waste product

g) Environmental Protection laws in India

**Suggested Books**

2. Bharucha Erach, The Biodiversity of India, Map in Publishing Pvt. Ltd. Ahemdabad-380013, India, E-mail: Mapincenet, net
7. Down to Earth, Centre for Science and Environment
22. (M) Magazine  
   (R) Reference  
   (TB) Textbook

**Code:** M3004  
**INDUSTRIAL VISIT**
The Students of BBA will get the opportunity to explore nearby establishments like Post office, Banks, hotels, courier offices, NGOs, local factories etc, to incorporate live industry insights along with theoretical frameworks. Students are then given unique opportunity to visit leading indigenous, national and international organization for a two-week study trip to different parts of India. This allows them to widen their horizon through experiential learning in understanding various forces within which an Organization work and bring together the practicable insights with broader national and global perspectives. Students are required to present seminar on the industrial visit which will be assessed by a panel of experts (appointed by Dean, Management of the University).

**SEMESTER - IV**

**CODE: M4001  BUSINESS ETHICS & CORPORATE SOCIAL RESPONSIBILITY**

**Objectives:**

To improve ethical reasoning by correlating moral concepts to business practices and clarification of the values that determine managerial behaviour and to understand Indian Ethos & Values, practices of Indian industry and business.

**UNIT I**

Corporate Governance An Overview:- Management of corporate governance, duties, responsibilities, attributes and liabilities of corporate board, models of corporate governance, recent development in corporate governance, corporate governance in India – corporate governance reforms, corporate governance standards and practices in Indian industries.

**UNIT – II**


**UNIT - III**

UNIT - IV

Gandhian approach in Management and Relevance of Bhagvad Gita in Management, Gandhiji’s doctrine of Satya&Ahimsa, Concept, importance, Doctrine of Karma i.e NishkamaKarmayoga, Guna Theory (SRT i.e. Sat, Raj & Tam Model), Theory of Sanskaras, Bhagvad Gita & Self-Management.

UNIT - V

Business Ethics: - Nature, scope and purpose of ethics; Relevance of values; Importance of Ethics & moral standards; Ethics & Moral Decision Making, Corporate Social Responsibility

References:


Code: M4002 INDUSTRIAL RELATION AND LABOR LAWS

Objectives: To provide basic knowledge in industrial relations and labour laws and to enable the students understand the various provisions of Trade Union.

UNIT I

Industrial Relations: Definition, Importance & Scope. Trade Union-Growth, Objective, Function & Role in globalize Content. Governmental Measures – Ministry for labor, Commissioner of labor, Deputy Commissioner & labor Offices.

UNIT II


UNIT III
Workers Participation in Management: Concept & Pre-requisites. Forms & Levels of Participation. Benefit of workers participation in management. Role of workers participation in Labor welfare & Industrial hygiene Causes of Industrial Dispute

UNIT IV


UNIT V


Recommended Books:

Code: M4003 MANAGEMENT ACCOUNTING

Objective: The objective is to provide basic knowledge of the science of Accounting, interpretation of financial statements and to develop an Understanding of Accounting Tools, Techniques and information and their Uses in Managerial Decision Making.

UNIT I

Meaning, Scope and limitation of management accounting, distinction between financial accounting, management accounting and cost accounting; role of management accountant in decision-making; Cost analysis: understanding about cost behavior i.e., fixed, variable and semi-variable cost.

UNIT II


UNIT III
Business budget: Concept and use budget in planning and control, types of budget—fixed and flexible and cash budget, Master Budget, Production Budget, Rolling budget. Variance analysis using standard costing system.

References:


Code: G4001 CURRENT AFFAIRS (English language & comprehension)

1. Grammar and usage
2. Vocabulary
3. Spot the error, fill in the blanks.
4. Synonyms, antonyms.
5. Spelling/ detecting miss-spelt words.
6. Idioms & phrases, one word substitution, improvement of sentences.
7. Active/ passive voice of verbs, conversion into direct/indirect narration.
8. Shuffling of sentence parts, shuffling of sentences in a passage.
10. Comprehension and cohesion in extended text to test the candidate’s proficiency in English.

Code: G4002 COMPUTER APPLICATION (Web Designing Techniques)

**Introduction to Networking Technology**


**The World Wide Web (WWW)**


**List**: Numbered list, Non-Numbered lists, Definition lists

**Formatting HTML Documents**: Logical styles (source code, text enhancements, variables), Physical Styles (Bold, Italic, underlined, crossed),
Managing images in html: Image format (quality, size, type), Importing images (scanners), Tags used to insert images.

Frames
Tables in HTML documents: Tags used in table definition, Tags used for border thickness,
Tags used for cell spacing, Tags used for table size, Dividing table with lines, Dividing lines with
cells, Cell types: Titles cells, Data cells

Hypertext and Link in HTML Documents
URL/FTP/HTTP
Types of links: Internal Links, External Link, Link Tags, Links with images and buttons, Links
that send email messages Special effects in HTML documents.

Web Designing with PHP (Introduction)

Orientation and First Steps: PHP's Place in the Web World, Basic Rules of PHP Programs,
Application of PHP on the internet. Advantages of PHP.

Code: G4003 COMPUTER APPLICATION (Computer Lab-IV (Web Development))

List of Exercises

Develop a static html page using style sheet to show your own profile.
• Add a page to show 5 photos and
• Add a page to show your academics in a table
• Add a page containing 5 links to your favorite website
• Add navigational links to all above pages (add menu).
2. Update your homepage, by creating few html file.
3. Use Cascading Style Sheets to format your all pages in a common format.
4. Basic programs:
• Write a simple "hello word" program.
• Write a program to accept two strings (name and age) from user. Print welcome statement.
• Write a program to create a calculator, which can support add, subtraction and multiply and division
operation.
• Write a program to take input parameters for a table (no. of rows and no. of columns), and create the
desired table.
• Create a "Contact Me" page -
• Ask user to enter his name, email ID,
• Use Java-Script to verify entered email address.
Code: G4004 VALUE EDUCATION

UNIT – I
How to be a better person and manager. Interpersonal relationship - how to co-exists with family and colleagues, Teamwork that facilitate productivity and interpersonal relations, Conflict with people in the Family and work place and its management.

UNIT – II

Professional Ethics – Ethics and Values for person in the work place.

Seven Habits for being an Effective Professional – Be proactive, Begin with the end in mind, Put first things first , Think win – win, Seek first to understand than to be understood, Synergize, Sharpen the saw.

UNIT- III
Professionals with Social Responsibility – Poverty, Unemployment, Dowry system

Out of Box Thinking – Daring to Dream Different and Accomplish it.


UNIT IV
Understanding value education

1. Self-exploration as the Process for value education
2. The Basic Human Aspirations – Continuous Happiness and Prosperity
3. The Program to ful-fill Basic Human Aspirations

UNIT V
Understanding The Harmony At Various Levels :
1. Understanding in the Human being as Co-existence of Self (‘I’) and Body
2. Harmony in the Self (‘I’) - Understanding Myself
3. Harmony with the Body
4. Harmony with the family
5. Harmony in the Society
6. Harmony in Nature
7. Harmony inexistence

UNIT VI

Implications of the Right Understanding:

1. Providing the Basis for Universal Human Values and Ethical Human Conduct
2. Professional Ethics in the Light of Right Understanding

Historical /Ideological Basis of Education in India

Suggested Books

2. How to Win Over Depression, LaHaye Tim, Zondervan, Grand Rapids, MI, USA, 1984
4. Living With Honour, Khera Shiv, Mac Millan India Limited, New Delhi, 2003
6. Practical ways to a Powerful Personality, Weinberg George, Orient paperbacks, USA, 2002
8. Seven Habits of Highly Effective People, Covey Stephen, Free Press, United States, 1989
9. The Power to be Your Best, Duncan Todd, Magna publishers limited, Mumbai, 2001

Code: *****

OPEN ELECTIVE

Students are required to select one open elective from the other departments offered.

SEMESTER – V

Code: M5001 HUMAN RESOURCES DEVELOPMENT
Objectives: The objective is to develop an understanding of the Management of Human Resource with reference to various aspects of Personnel Management and Industrial Relations.

UNIT I


UNIT II

Role Analysis-Overview, Importance Different Job Terminologies, Key Performance Area, and Competency Mapping

UNIT III

Performance Appraisal: Performance Review and Counseling, Counseling - objectives, components, Process in Performance Counseling, Marketing Counseling Effective, Potential Appraisal, Career Development, Succession Planning, Man power inventory - personal budget,

UNIT IV

Training and Development, meaning, need, objectives; Methods of Training, Identifying Training Needs, Designing Training Programs, Development Concepts, objectives and process, Methods of Development

References Books:


Code: M5002 INTERNATIONAL BUSINESS MANAGEMENT

Objectives:
The basis objective of this course is to provide understanding to the students with the global dimensions of management.

UNIT I

Overview: International Business- Introduction, Concept, Definition, Scope, Trends, Challenges and opportunities; Nature, Meaning and Importance of International competitive advantage, Multidimensional view of Competitiveness- Financial Perspectives- International monetary systems and financial markets, IMF, World Bank, IBRD, IFC, IDA, existing international
arrangements; Globalization and foreign investment- Introduction FDI, national FDI policy framework, FPI, Impact of globalization.

UNIT II


UNIT III

Strategy making and international business- Structure of global organizations, Types of strategies used in strategic planning for achieving global competitive advantage, Meaning, Concept and scope of distinctive competitive advantage, Financial Integration, Cross border merger and acquisitions.

UNIT IV

Socio cultural Environment- Managing Diversity within and across cultures, Country risk analysis, Macro environmental risk assessment, Need for risk evaluation; Corporate governance, globalization with social responsibility- Introduction, Social responsibility of TNC, Recent development in corporate social responsibility and policy implications.

UNIT V


Reference Books:


Code: M5003 BUSINESS LAWS
Objective: The objective is to provide knowledge about important business laws relevant to Business and Corporate World.

UNIT I

Meaning and Importance of Business Laws, Laws and Business managers, Government and Business Relationship in India

UNIT II


UNIT III


UNIT IV

Indian Partnership Act, 1932: Definition of Partnership, Partner, Firm, Kinds of partnership, Duties and Rights of partners, Dissolution of a Firm, Major as a Partner.

UNIT V


Recommended Books:


Code: G5001 CURRENT AFFAIRS (Current Events)

1. Knowledge of Important events that have happened in India in the recent years.
2. Current important world events.
3. Prominent personalities - both Indian and International including those connected with cultural activities and sports.
4. Current National issues and topics of social relevance
5. The Indian economy and issues relating to planning, mobilization of resources, growth, development and employment.
6. Issues arising from the social and economic exclusion of large sections from the benefits of development.
7. Other issues relating to the development and management of human resource.
8. Health issues including the management of Public Health, Health education and ethical concerns regarding health-care, medical research and pharmaceuticals.
9. Issues relating to good governance and accountability to the citizens including the maintenance of human rights, and of probity in public life.
10. Environmental issues, ecological preservation, conservation of natural resources and national heritage.

Code: ***** OPEN ELECTIVE

Students are required to select one open elective from the other departments offered

Code: G5004 COMMUNICATION SKILLS Communication in English (Technical Writing)

Unit- 1
Communication: Language and communication, differences between speech and writing, distinct features of speech, distinct features of writing.

Unit- 2
Writing Skills: Selection of topic, thesis statement, developing the thesis; introductory, developmental, transitional and concluding paragraphs, linguistic unity, coherence and cohesion, descriptive, narrative, expository and argumentative writing.

Unit- 3
Technical Writing: Scientific and technical subjects; formal and informal writings; formal writings/reports, handbooks, manuals, letters, memorandum, notices, agenda, minutes; common errors to be avoided.

Suggested Books

2. L. Hamp-Lyons and B. Heasely: Study Writing; A course in written English. For academic and professional purposes, Cambridge Univ. Press.

Additional Reference Books


**Code: M5004** PRESENTATION AND VIVA VOICE

All the students shall undergo a summer project during the course of the BBA programme as a partial fulfillment of their BBA degree. The students of BBA second year undergo summer project at the end of IV semester for a period of 10 weeks. BBA students get the opportunity to work on live consulting assignment and not simple summer / winter projects with leading companies in India that helps them to get real time exposures through experiential learning by hands-on projects. On completion of the study, the report will be submitted to the company. The students return to the institute and present the same, which is being evaluated again by the faculty members according to some pre-decided criteria.

**SEMESTER – VI**

**Code: M6001** MEDIA MANAGEMENT

**Objectives:** Student will understand the role of management in past and present media.

**UNIT I**

Pre- print era:- Characteristics of oral cultures and communication, Brief history of printing, Development of newspapers and magazines, Growth of Indian press, Post independent press Language newspapers and magazines in India, Business of the press today.

**UNIT II**

Content for Mobile Devices: Client focused content development for business, Basic underlying creative processes for delivery of content on mobile devices, Interactive Mobile content: consumption, design, animation, multimedia, games, video, photographs and images, sound and music on mobile, Conceptual design and creativity for the marketing campaign, Short Form Mobile Content, Blended Mobile Video.
UNIT III


UNIT IV

The rise of television, Experimental work with educational television in Latin America and Africa, Television in India. A tool for education and public service, SITE and post SITE developments, Emergence of foreign satellite channels and cable network, Current issues of autonomy, deregulation and DTH. Business of the television industry today

UNIT V

The internet and future of mass media, Historical background and issues of convergence and new media

References:


Code: M6002 STRATEGIC MANAGEMENT

Objective: The objective is to develop an understanding of the concept of corporate strategy- formulation, implementation and its evaluation.

UNIT I


UNIT II

Corporate Planning, Concept of Planning, Planning Process, Types of Planning, Strategic Planning, Strategic Decision Making, Mission, Objectives and Goals.
UNIT III


UNIT IV

Strategy Evaluation and Strategic Controls, an Overview of Strategic Evaluation and Control, Strategic Control.

Recommended Books:

Code: M6003 E – COMMERCE

Objectives: Student will learn about finding and evaluating web hosting services.

UNIT I


UNIT II


UNIT III

Building on E-Commerce Enterprise: Ascertain the Need for E-Commerce, Competition, Global Reach, Customer Service, Value Additions, Operations Oriented Process, Products Setting up a Website, Domain Name Registration, Developing Static Web Pages, Integration with
Operational Databases, Dynamic Websites, Registering the Website with Search Engines
Introduction to legal and Security Issues in E-Commerce.

UNIT IV
Electronic Payment Systems: Overview of Electronic Payment Technology

UNIT V
Legal issues : Laws for E-Commerce, Issues of Trademarks & Domain Names, E-commerce in India: The Internet in India, Barriers to Growth of E-Commerce in India

References:

Code: G6001 CURRENT AFFAIRS (India’s international interaction)

1. Foreign Affairs with special emphasis on India’s relations with neighbouring countries and in the region.
2. Security and defense related matters.
3. Nuclear policy, issues, and conflicts.
4. The Indian Diaspora and its contribution to India and the world.
5. Economic and trade issues such as foreign trade, foreign investment;
6. Economic and diplomacy issues relating to oil, gas and energy flows.
7. The role and functions of I.M.F.
8. The role and functions of World Bank
9. The role and functions of W.T.O.
10. The role and functions of WIPO which influence India’s economic interaction with other countries and international institutions.

Code: G6004 COMMUNICATION SKILLS (Personality Development)

Objectives: To help students develop skills and attributes necessary for successful transition into professional life.

UNIT I
Personality Development: The concept personality - Dimensions of personality - Term personality development - Significance.

UNIT II

UNIT III

UNIT IV
Interpersonal Relationships Interpersonal relationships - Teaming - Developing positive personality - Analysis of strengths and weaknesses.

UNIT V
The concept of Motivation & achievement: Concept of motivation - Significance – Intrinsic and extrinsic motives - Importance of self-motivation - Factors leading to motivation. What is achievement? - Obstacles in achieving a goal - Overcoming obstacles – Qualities of achievement oriented individuals.

Attitude: Meaning and formation of attitude; Positive attitude and ways to develop positive attitude. Prejudices and stereotypes, inter-group conflict and its management. Assertiveness,

Communication & Interpersonal relationships: Meaning, types and process of communication. Verbal & Non-verbal Communication ,Barriers in communication; Stages in Interpersonal Relationships, Types of Interpersonal relationships, Factors affecting Relationship, Role of Communication in Relationship, Interpersonal Relationship at Workplace, Managing Conflict in Relationship, Ways of improving Interpersonal Skills.


UNIT VI
Topics prescribed for workshop
   a) Group discussion
   b) Presentation skill
   c) Problem-solving
   d) Decision-making
   e) Creativity
   f) Leadership
   g) Time management
h) Body language

Suggested Books


Code: M6004 DISSENTATION

It will be prepared by 3rd Year Students of BBA at the end of their VI semester. It will help the students to foster and broaden the area of knowledge in the realms of marketing, finance, human resource, general management and business policy. It is prepared looking at the developmental and managerial paradigms of Indian perspectives.

Procedure:

(i) Students will be assigned different topics of their interest.
(ii) Topics are then discussed with the students from the point of Indian and global perspectives.
(iii) Students prepare dissertation based on the topics assigned.
(iv) The students will be asked to give presentation on their respective topics.
(v) They will submit a copy of dissertation to the institute.
(vi) A viva is taken based on the dissertation.

Code: ***** OPEN ELECTIVE

Students are required to select one open elective from the other departments offered