

# Barkatullah University, Bhopal

## BBA Course Curriculum (W.E.F Session)

### Scheme of Examination

#### Semester - I

Sub. Code	Subject	Marks
B – 101	English Languages	50
B – 102	Business Communication	50
B – 103	Economics	50
B – 104	Accountancy	50
B – 105	Introduction to Computer	50
←		
<b>Total Marks</b>		<b>250</b>

#### Semester - II

Sub. Code	Subject	Marks
B – 106	Principal of Management	50
B – 107	Business Statistics	50
B – 108	Financial Accounting	50
B – 109	Business	50
B – 110	Indian Culture & Business Ethics	50
←		
<b>Total Marks</b>		<b>250</b>

#### Distribution Marks :-

Semester – I – 250

Semester – II – 250

Semester – III – 250

Semester – IV – 250

Semester – V – 250

Semester – VI – 250

#### Scheme of Examination :-

**Total Marks :- (Internal 15, External 35) = 50 Marks for Each Paper**

#### Pattern for External Valuation :-

Sec. A :	(Objective) 4 Out of 8	5 x 1 = 5
Sec. B :	(Short Answers) 3 Out of 8	3 x 3 = 9
Sec. C :	(Essay Type & Case) 3 Out of 5	3 x 7 = 21

# BARKATULLAH UNIVERSITY ,BHOPAL

BBA COURS CURRICULUM (w.e.f. session 2009-2010)

SCHEME OF EXAMINATION (From bath admitted in july, 2009)

## Semester –III

B-111	Marketing management	50
B-112	Personnel Management	50
B-113	Financial management	50
B-114	Production management	50
B-115	Business Organization	50
Total Marks		250

## Semester-IV

B-116	Organization Behaviors	50
B-117	Business Polisy	50
B-118	Quantitative Techniques	50
B-119	Research Methodology	50
B-120	Entrepreneurship	50
Total Marks		250

## Semester-V

B-121	Management Information System	50
B-122	Retail Concepts & Strategies	50
B-123	Marketing of Financial Services	50
B-124	Specialization I-Paper I	50
B-125	Specialization II-Paper I	50
Total Marks		250

## Semester-V

B-126	Business Environment	50
B-127	Environmental Studies	50
B-128	Specialization I-Paper 2	50
B-129	Specialization II-Paper 2	50
B-130	Field work & Comprehensive ViVa-Voce	50
Total Marks		250

Grand Total Marks

150

- Note:**I. Student Are To Choose Any Two Specialization Areas Out of Four Viz. Marketing, Finance , Human Resource And Production Management.  
 II Out of The Two Papers of Each Specialization, The Student Has To Study Paper 1 In Sem . V and Paper 2 In Sem. VI.

Marketing Management			Finance Management		
BSM-I	Consumer Behaviors	Sem.V	BSF-1	Management of Working Capital	Sem.V
BSM-2	Sales Management.	Sem.VI	BSF-2	Security Analysis & Portfolio Mgt.	Sem.VI

### Distribution of Marks:

Sem. I-250  
Sem. IV-250

Sem.II-250  
Sem.V-250

Sem. III-250  
Sem. VI-250

**Total Marks-1500**

### Scheme of Examination:

Total Marks: (Internal 15, External 35) = 50 Marks for each paper.

### Pattern for External Valuation:

Sec.A: (Objective) 5 out of 8  $5 \times 1 = 5$   
 Sec.B: (Short answer) 3 out of 5  $3 \times 3 = 9$   
 Sec.C: (Essay type & case) 3 out of 5  $3 \times 7 = 21$

# BBA. First Semester

## ENGLISH LANGUAGE

Paper Code : B – 101

Max . Marks : 35  
Min Marks : 14

### Course Objectives :

The Objectives of This Course Is to Improve The Competence of The Student In Basic Language Skills and to Acquaint The Students With The Working of Official English Language's.

### Course Content:-

#### Unit – I

##### Language Content

(a) **Structural Items :**

- Simple, Compound and Complex Sentences.
- Co-ordinate Clauses (With, But, or Neither-Nor, Otherwise, Else)
- Sub-Ordinate clauses-noun clauses-as subjects, objects and Complement .
- Relative Clauses (Restrictive and non Restrictive clauses)
- Adverb clauses (open and hypothetical, conditional: With Because, though, Where, So that as long as, as soon)
- Comparative clauses (as + adjective/adverb + as no sooner -----that)

(b) **Tense:**

- Simple Present, Progressive and Present Perfect.
- Simple Past, Progressive and Past Perfect
- Indication of futurity

(c) - **The Passive** (Simple Present and Past, Present and Perfect and to Infinitive Structure)

(d) - **Reported speech**

- Declarative Sentences
- Imperatives
- Interrogative wh Question, Yes/No Questions.
- Exclamatory sentences.

(e) - **Module** (Will, shall, would, ought, to have to/have to/ have got to/ can could, may-might and need )

(f) - **Verb Structures** (Infinitive and gerundial)

(g) - **Linking devices**

**Note :-** The above Language Items will be Introduced to Express the Following Communicative Functions :

- (a) - Seeking and imparting information.
- (b) - Expressing attitudes – Intellectual and emotional.
- (c) - Persuasion and Discussion etc.

#### Unit – II **Reading Comprehension**

Adequate Practice Should be Provided in Reading With Understanding Through Materials Prescribed in the Text Book. Attempt should also Make to Expand the Learner's Vocabulary

#### Unit – III

Graded Practice Should be Provided in the basis Skills of Composition the Following Forms of Composition Should also made to expand the Learner's Vocabulary.

- (I) Paragraph Writing (150 words)
- (II) Letter Writing (both formal and informal)

#### Unit – IV **Speaking :-**

Contextualized Vocabulary Teaching and Oral Work Should be Used to Strengthen the Learns Acquirement to the Sound Distinctions, Stress and Intonation in English

### Scheme of Examination :-

Total Marks : (Internal 15, External 35) = 50

### Reference Books :

1. The Book Published by M.P. Hindi Grants Academy is the Prescribed Book For This Syllabus.
2. Wren & Martin : High School English Grammar & Composition

## BBA. First Semester

### BUSINESS COMMUNICATION

Paper Code : B – 102

Max . Marks : 35

Min Marks : 14

#### Course Objectives:

The Educate The Students in the Skills of Communication so as to help them to interact with the society effectively in their career

#### Course Content :-

##### Unit – I Communication:-

Definition, Nature, Importance to Manager, Communication Process and its Elements  
Means of Communication and Methods, Barriers to Communication

#### Course Content :

**Unit – II Oral Communication :** Speeches for Different Occasions Guide Lines, Listening (Problems and Guide Lines)

**Unit – III Interview :** Process, Problem Guidelines, Group Discussions, Conference, Responsibility of Chairman and Participants

**Unit – IV Written Communication :** Essentials of Good Business Letters, Types of Business Letters, Types of Business Letters Business Correspondence, lay out Business Letters, Different Types of drafts for Replies to Requests, Orders, Reply to Orders, Letters of Complaints, Circular Letters, Agency Letters, Foreign Trade Letters and job Application, Various Types of Advertisements, Notices, Agenda and Minutes, Press Releases, Telegrams, Report Writing Structure of Report.

**Unit – V Non Verbal Compunction :** Types and its uses and Importance in Business Communication

Total Marks : (Internal 15, External 35) = 50

Pattern for External Valuation :

Sec. A : (Objective) 5 Out of 8 = 5x1 = 5

Sec . B: (Short Answers) 3 Out of 5 = 3x3 = 9

Sec. C : (Essay Type & Case) 3 Out of 5 = 3x7 = 21

#### Reference Books :-

Murphy & Pack : Effective Business Communication MC Graw  
Hill Book Co. New York 1976

Thomas & Howard : A Text Book in Applied Communication  
Prentice Hall Inc. New Jersey

M.V. Rodriquez : Business Communication

K.K Sinha : Business Communication

# BBA. First Semester

## Economics

Paper Code : B – 103

Max . Marks : 35

Min Marks : 14

### Course Objectives:

The Objectives of This Paper is to Familiarize the Students With the Theoretical Concepts in Economics.

### Course Content :

- **Introduction to Economics** : Definition Curve, Supply Curve, Market & Firm's Equilibriums, Economics.
- **Demand & Supply** : Demand Curve, Supply Curve, Market & Firm Equilibrium, Elasticity of Demand
- **Utility Analysis** : Marginal Utility Analysis & Indifference Curve Analysis of Demand Consumers Surplus,
- **Pricing** : Price Equilibrium under different Market Conditions
- **Factors of production and their Rewards** : Rend, Interest, Wages & Profit, Laws of Production, Least Cost input Combination.
- **National Income** : Related Concepts, its Measurement & Analysis.
- **Public Finance** : Fiscal Policy, Public Revenue Public Expenditure, Deficit Financing, Central Budget, Taxation Value Added Tax.
- **Planning** : Economics Growth & Development, Five Year Plans & Their Achievement, Ninth Five Year Plan.
- **New Economics Policy** : Liberalization, Globalization & Privatization

**Total Marks** : (Internal 15, External 35) = 50

### Pattern for External Valuation :

Sec. A :	(Objective) 5 Out of 8	=	5x1 = 5
Sec. B :	(Short Answers) 3 Out of 5 =	3x3 = 9	
Sec. C :	(Essay Type & Case) 3 Out of 5	=	3x7 = 21

### Reference Books :

M.L. Sharma	: Economics (C.A. Foundation)
M.L. Seth	: Principles of Economics
Ahuja	: Principles of Economics
Dutta & Samuelson	: Micro Economics
K.K. Dewatt	: Modern Economics Theory

## BBA. First Semester

### Accountancy

Paper Code : B – 104

Max . Marks : 35

Min Marks : 14

#### Course Objectives:

The Objective of This Course is to Familiarize The Students With Basic Concepts & Methods in Accounting as a Practical Subject in business Management.

#### Course Content :

##### Unit – I

**Accounting** : Meaning Scope & Relationship With other Functional Areas, Book Keeping & Accounting

##### Unit – II

**Conceptual Framework of Accounting** : Accounting Principles, Accounting Concepts, Accounting Conventions Systems of Books Keeping, Double Entry System of Books Keeping.

##### Unit – III

**Depreciation Accounting** : Concept, Causes Methods of Providing Depreciation on Different Assets and Depreciation Policy.

##### Unit – IV

**Final Accounts** : Manufacturing Account, Trading Account, Profit & loss Account, Balance Sheet and Adjustments,

##### Unit – V

**Bank Reconciliation Statement** : Objective, Importance & Techniques.

#### Scheme of Examination :

Total Marks : (Internal 15, External 35) = 50

#### Pattern for External Valuation :

Sec. A :	(Objective) 5 Out of 8	=	5x1 = 5
Sec. B :	(Short Answers) 3 Out of 5	=	3x3 = 9
Sec. C :	(Essay Type & Case) 3 Out of 5	=	3x7 = 21

#### Reference Books :

1. T.S. Grewal : Double Entry Book Keeping/Accounting Principles
2. R.L. & Gupta : Advanced Accountancy
3. Jain & Narang : Elements of Accounting
4. S.N. Maheshwari : Fundamentals of Accounting
5. Shukla Grewal & Gputa : Advanced Account

**BBA. First Semester**  
**Introduction of Computer**

**Paper Code : B – 105**

**Max . Marks : 35**  
**Min Marks : 14**

**Course Objectives:**

To Help The Student a Future Manager – User Computer Application Skills in Major Application Areas.

**Course Contents :**

- Unit – I** Computer System Concepts and Characteristics, Basic Components of Computer System.
- Unit – II** Software – Type of Software – System Software – Operating System – Over View and functions.
- Unit – III** Application Software – Word Processing, Spread Sheet, Presentation Graphics and DTP.
- Unit – IV** DBMS – Introduction, Purpose of DBMS, Views of Data, Data Models, Types of Data Base Languages.
- Unit – V** Network – LAN, WAN, MAN, Components of LAM, Internet – Evolution, Protocols and Interface, E-mail, www, Viruses Antivirus, Antispywares, fire wall,

**Scheme of Examination**

Total Marks : (Internal 15, External) = 50

**Pattern for External Valuation :**

Sec. A :	(Objective) 5 Out of 8	=	5x1 = 5
Sec. B :	(Short Answers) 3 Out of 5	=	3x3 = 9
Sec. C :	(Essay Type & Case) 3 Out of 5	=	3x7 = 21

**Reference Books :**

1. Texali – Pc Software
2. P.K. Sinha – Fundamentals of Computer
3. Loen – Fundamentals of Information Technology, Vikas Publication
4. V. Rajaraman – Fundamental of Computer, Prantice Hall
5. Saxena – First Course in Computer, Vikas Publication
6. S. Jaiswal – Computer Today, Galgtia Publication
7. Dhiraj Sharma – Foundations of Excel Books

## BBA. Second Semester

### Principles of Management

Paper Code : B – 106

Max . Marks : 35

Min Marks : 14

#### Course Objectives:

To Help The Student to Acquire The Knowledge in Concepts and Theory of Principles of Management.

#### Course Contents :

**Unit – I Concept of Management :** Management Thought and Thinkers, Robert Owen, F.W. Taylor, Henry Faylo etc. Neo Classical Theories, Functions and Responsibilities of Management,

**Unit – II Planning :** Objective, Strategies and Policies.

**Unit – III Organizing :** The System and Process of Controlling, Control Techniques.

**Unit – IV Directing :** Leadership and Motivation.

**Unit – V Controlling :** The System and Process of Controlling Control Techniques.

#### Scheme of Examination

Total Marks : (Internal 15, External 35) = 35

#### Pattern for External Valuation :

Sec. A :	(Objective) 5 Out of 8	=	5x1 = 5
Sec. B :	(Short Answers) 3 Out of 5	=	3x3 = 9
Sec. C :	(Essay Type & Case) 3 Out of 5	=	3x7 = 21

#### Reference Books :

1. Rovwer J.C. & Daniel : Management & Practice, John Wiley & Sons
2. Koontz & Eldritch : Management, International Student Edn. Tokyo 1980
3. R.D Agrawal : Organization & Management Mc Graw Hill, New Delhi.
4. Newman & Warran : The Process of Management : Concepts, Behaviour and Prctice, P.H.I
5. Diwan & Agrawal : Management, Principle and Practices, Excel Books.



## **BBA. Second Semester**

### **Business Statistics**

**Paper Code : B – 107**

**Max . Marks : 35**

**Min Marks : 14**

#### **Course Objectives :**

The Objective of The Course is to Help Students in Understanding The Various Statistical Method, Techniques in Business Studies and Analysis/Discussion.

#### **Course Content :**

- Unit – I** Meaning and Definition of Statistics, Statistical Investigations Distrust Laws of Statistics, Scope of Statistics, Lamination of Statistics.
- Unit – II** Collection of data, Presentation of data, Frequency Distribution, Primary and Secondary Data.
- Unit – III** Measures of Central Tendencies : Mean, Median, Mode Geometric, Mean, Harmonic Mean.
- Unit – IV** Dispersion – Quartile Deviation, Mean Deviation and Skew ness
- Unit – V** Correlation Analysis : Karl Pearson's, Spearman's Rank Correlation, Coefficient of Concurrent Deviation

#### **Scheme of Examination**

Total Marks : (Internal 15, External 35) = 35

#### **Pattern for External Valuation :**

Sec. A :	(Objective) 5 Out of 8	=	5x1 = 5
Sec. B :	(Short Answers) 3 Out of 5	=	3x3 = 9
Sec. C :	(Essay Type & Case) 3 Out of 5	=	3x7 = 21

#### **Reference Books :**

1. D.N. Elhance : Fundamental of Statistics, Kitab Mahal Allahabad
2. S.P. Gupta : Business Statistics, Sultan Chand and Sons, New Delhi
3. R.S. Bhardwaj : Business Statistics, Excel Books

## **BBA. Second Semester**

### **Financial Accounting**

**Paper Code : B – 108**

**Max . Marks : 35**

**Min Marks : 14**

#### **Course Objectives :**

The Objectives of This Paper is to Familiarize the Students With The Basic Concepts and Methods of Financial Accounting as a Practical Subject Business Management.

#### **Course Content :**

**Unit – I** Analysis of Financial Statement – Ratio Analysis, Trend Analysis, Comparative Statement, Common Size Statement.

**Unit – II** Fund Flow Statement, Cash Flow Statement BEP Analysis

**Unit – III** Single Entry System, Hire Purchase Accounting

**Unit – IV** Inventory Valuation – Methods, FIFO, LIFO, HIFO, Average Cost Method, Weighted Average Cost Method.

**Unit – V** Cost Accounting – Cost Sheet, Standard Cost – Basic Concepts, Cost Reconciliation Statement.

#### **Scheme of Examination**

Total Marks : (Internal 15, External 35) = 35

#### **Pattern for External Valuation :**

Sec. A :	(Objective) 5 Out of 8	=	5x1 = 5
Sec. B :	(Short Answers) 3 Out of 5	=	3x3 = 9
Sec. C :	(Essay Type & Case) 3 Out of 5	=	3x7 = 21

#### **Reference Books :-**

1. Financial Account : Dr. S.N. Maheshwari
2. Financial Accounting : R.L. Gupta
3. Advanced Accountancy : S.M. Shukla
4. Modern Accountancy : Mukherjee & Hanif

## **BBA. Second Semester**

### **Business Laws**

**Paper Code : B – 109**

**Max . Marks : 35**

**Min Marks : 14**

#### **Course Objectives :**

This Course is to Provide the Basic Knowledge of Business laws Useful in Business Operation,

**Unit – I** Contract Act, Essentials of Valid Contract, Capacity to Contract, Minors Contract, Free – Consent Performance of the Contract

**Unit – II** Unlawful & Void Agreements, Discharge of Contract, Remedies for breach of Contract.

**Unit – III** Bailment, Pledge & Agency.

**Unit – IV** Law of Sale of Good Act. Conditions & Warranties.

**Unit – V** Rights of Unpaid Seller & Suits for Breach of Sale of Goods Contract.

#### **Scheme of Examination**

Total Marks : (Internal 15, External 35) = 35

#### **Pattern for External Valuation :**

Sec. A :	(Objective) 5 Out of 8	=	5x1 = 5
Sec. B :	(Short Answers) 3 Out of 5	=	3x3 = 9
Sec. C :	(Essay Type & Case) 3 Out of 5	=	3x7 = 21

#### **Reference Books :-**

1. N.D. Kapoor : Elements of Mercantile Law
2. R.C. Chawla : Mercantile Law
3. Ashwathapa : Principles of Business Laws
4. R.P. Mahaeshwari : Business Law

# BBA. Second Semester

## Business Laws

Paper Code : B – 110

Max . Marks : 35

Min Marks : 14

### Course Objectives :

The Objective of This Course is to Help Students to Gain an Understanding of Business Ethic and Their Applications.

### Course Content :-

- Unit – I** Indian Culture : Meaning and Elements of Culture, Characteristics of Indian Culture.
- Unit – II** Influence of Indian Culture on the World, External Influence on Indian Culture, Indian Heritage in Production & Consumption.
- Unit – III** Nature of Business Ethics : Definition, Approaches and Evolution of Business Ethics, Indian Culture and Ancient Indian Ethos, Misconceptions/Myths About Business Ethics.
- Unit – IV** Business and Society : Relationship of Business With Society (Stake Holder Theory, Social Contract Theory) and Problems.
- Unit – V** Leadership Business : Leadership Behavior, Charisma Mentoring as a Leadership Process and Leadership Transformation .

### Scheme of Examination

Total Marks : (Internal 15, External 35) = 35

### Pattern for External Valuation :

Sec. A :	(Objective) 5 Out of 8	=	5x1 = 5
Sec. B :	(Short Answers) 3 Out of 5	=	3x3 = 9
Sec. C :	(Essay Type & Case) 3 Out of 5	=	3x7 = 21

### Reference Books :-

1. Rogene A. Buchloz and Sandra B. Rasenthal, Business Ethics, New Delhi, PHI Pvt. Ltd. 1998
2. K. Chakraborty, Ethics, New Delhi, Oxford University Press, 1997
3. S.K. Bhatia Business Ethics & Managerial Values.
4. Rituparna Raj, A Study in Business Ethics, Himalaya Publishing House
5. N.M. Khandelwal, Ethics & Values for Mangers, Himalaya Publishing House.
6. A.N. Tripathi, Human Values, New Age International

# B.B.A. THIRD- SEMESTER EXAMINATION

## Marketing Management

Paper Code: B-111

Max.Marks Ext. Exam : 35

Min Pass Marks : 14

### Course Objective :-

The objective of this paper is to familiarize the students with the modern marketing concepts, tools and techniques to develop their skills required for the performance of marketing function.

### Course Content:

1. Nature and Scop of Marketing . Management philosophies.
2. Marketing system and Environment , consumer Behaviour , consumer market and industrial market , Decision making process in uying.
3. Market segmentation , grouping of market targeting and positioning, product decisions.
4. **Marketing Mix** : Elements of marketing Mix , Product Mix ,Branding and package aecisions, promotiontion mix.
5. Pricing decisions, Methods of setting prices, pricing strategies, production.
6. Channel of Distribution , Marketing channels and agencies.
7. Marketing research and Marketing information system.
8. Consumerism.

### SCHEME OF EXAMINATION

Total Marks :( Internal 15, External 35) = 50 Marks.

### Pattern for External Valuation:

Sec A:	(Objective)	5 out of 8	5x1= 5 Marks
Sec B:	(Short answers)	5 out of 8	3x3= 9 Marks
Sec C:	(Essay type & case)	5 out of 8	3x7= 21 Marks

### Reference books:-

1. Philip Kotler , Principles Marketing , Prentice Hall of India.
2. William J. Stanton. Fundamentals of Marketing McGraw, New Dehli.
3. Ramaswamy and Namkumari , marketing management Analysis planning and Control In Indian contaxt.
4. Rajan Saxena , Marketing Management Tata Mc- Graw Hilt.

## **B .B.A THIRD – SEMESTER EXAMINATION PERSONNEL MANAGEMENT**

Paper Code :B-112

Max.Marks Ext. Exam. : 35

Min. pass Marks : 14

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### **Course Objective :**

The objective of this paper is to familiarize the student with dimension of personal management in the reference to emerging India context.

### **COURSE CONTENTS :-**

1. Concepts and Functions of personal , management.
2. Structure and Role of Personnel Management.
3. Staffing Policy and process: management planning , job analysis , job description, job specification , Recruitment, Selection, Induction, Placement, Promotion.
4. Manpower training and development: Employee training, Performance appraisal.
5. Wage and Salary Administration : Job evaluation, Designing salary structure.
6. Industrial disputes & Participative Management, Grievance and Grievance handling procedures, Disciplinary action.

### **SCHEME OF EXAMINATION**

Total Marks : (Internal 15, External 35) = 50 Marks

### **Pattern For External Valuation :**

Sec A:	Objects)	5 out of 8	5x1= 5 M arks
Sec B:	(short answer)	3 out of 5	3x3 = 9 Marks
Sec C:	(Essay type &case)	3 out of 5	3x7 = 21 Marks

### **Reference books :-**

1. Rustoms Davar : Personnel Management and Industriaol Relation, ani Books, New Deli.
2. Edwin Philip Principlles of Personnel Management, Mc graw Hill, International book Co., New Delhi.
3. M.S. saiyedhin, Personnel Management, Tata Mc Graw Hill, International Book co., New Delhi.

**B .B.A THIRD – SEMESTER EXAMINATION**  
**FINANCIAL MANAGEMENT**

Paper code – B- 113

Max.Marks Ext. Exam. : 35  
Min. pass Marks : 14

**Course Objective :**

The objective of this paper is to familiarize the student with various tools and techniques in financial decision making and control.

**COURSE CONTENTS :**

1. Meaning of Finance, Finance Function, Approaches to Finance Function, objectives, Financial decisions.
2. Capitalization, Capital, Sources of Capital, over and under capitalization.
3. Financial analysis, tools and Techniques , ratio analysis , Fund flow ,case flow Analysis.
4. Working capital management and capital structure.
5. Capital Budgeting, Methods of Investment evaluation , pay back Period, Accounting rate of return , Discounted cash flow method and Internal rate return.

**SCHEME OF EXAMINATION**

Total Marks : (Internal 15, External 35) = 50 Marks

**Pattern For External Valuation :**

Sec A:	Objecti)	5 out of 8	5x1=5 M arks
Sec B:	(short answer)	3 out of 5	3x3=9 Marks
Sec C:	(Essay type &case)	3 out of 5	3x7=21 Marks

**Reference books :-**

1. khan and jam : Financial management, Ttat, Mc Graw Hill, New Delhi.
2. S.C.kucchal :Financial Management , Chaitnya , Pub. House .
3. R.K. Sharma and Shashi K. Gupta , Financial Management.

## **B .B.A THIRD – SEMESTER EXAMINATION PRODUCTION MANAGEMENT**

Paper code – B- 114

Max.Marks Ext. Exam. : 35  
Min. pass Marks : 14

Course Objective :

The objective of this paper is to familiarize the student about techniques and function of Production Management.

### **COURSE CONTENTS :**

1. Introduction Production function , Nature and Scop of production , Management, Production Process – Intermittent System , continues System , Production Planning and control.
2. Plant Location and Plant Laout , Productivity Production order and work study.
3. Routing , Scherduling , CPM and PERT , Invertory management.
4. Demand Forecast , Quality Control and Plant Maintenance.

### **SCHEME OF EXAMINATION**

Total Marks : (Internal 15, External 35) = 50 Marks

#### **Pattern For External Valuation :**

Sec A:	Objecti)	5 out of 8	5x1=5 M arks
Sec B:	(short answer)	3 out of 5	3x3=9 Marks
Sec C:	(Essay type &case)	3 out of 5	3x7=21 Marks

#### **Reference books :-**

1. B.S. Goel : Production Oprations Management (Pragati prakashn, Meerut)
2. Basotia and Sharma : Production and Opration Management , Mangal deep Pub.
3. E.S. Buffa Production Planning abd control.



## **B.B.A THIRD – SEMESTER EXAMINATION**

### **BUSINESS ORGANIZATION**

Paper code – B- 115

Max.Marks Ext. Exam. : 35  
M Min. pass Marks : 14

#### **Course Objective :**

The objective of this course is to help students gain an understanding of Information & functions of Business Organization.

#### **COURSE CONTENTS:-**

- Unit – I** Business Organisation – Nature and Purpose of business , Economic Activity –Meaning and Objectives, Characteristics of Business, Essentials of successful Business.
- Unit - II** Forms of Business Organizations – Sole Proprietorship Partnership Types. Formation, Rights & Duties; Co-ownership, Joint Hindu Family Firm, Joint Stock Company , Cooperative Organisations – Types & Formation, Factors influencing choice of suitable type.
- Unit – III** Promotion of a Company : Formation and Incorporation of a company ,Capital Subscription, Memorandum and Articles of Association, Prospectus, Types of Companies : Classification Exemptions & Privileges of Private Companies.
- Unit –IV** Public Enterprise : Role of Government , Regulation of Economic Activities, Rationale of Govt. Role Forms of Public Enterprises Public Corporations Govt. Companies , Joint Sector Companies and public Utilities.  
Small Business: Definition, Scope, Role, Govt, Policy, Operating problems of small Business, functions of SIDBI Multinational Corporations and Indian Transnational Corporations, Concept, Role and Importance.
- Unit –V** Social Responsibilities of Business: Concept, Business Ethics, Business Values, Social Responsibility of Business in India Corporate Governance: Definition, Need, Importance and Principles of Corporate Governance.

#### **SCHEME OF EXAMINATION**

Total Marks ; (Internal 15, External 35) = 50 Marks .

#### **Pattern For External Valuation :**

Sec A:	Objecti)	5 out of 8	5x1=5 M arks
Sec B:	(short answer)	3 out of 5	3x3=9 Marks
Sec C:	(Essay type &case)	3 out of 5	3x7=21 Marks

#### **Reference books :-**

1. R.k. sharma & Shashi K. Gupta , Business Organisation , Klalyani Publication , New Delhi.
2. Chhabra Ankur , A text book of Business Organisation. Sun India Publication, New Delhi.
3. Jan D.P. Business Organisation & Management , Vrinda Publication, Delhi.
4. Sherlekar, Modern Business Organisation & Management , Himalaya Pub. House , New Delhi.
5. P.G.Aguims, Organisation Structure & Design , Excel Books, New, Delhi.

**B .B.A FOURTH – SEMESTER EXAMINATION**  
**ORGANIZATION BEHAVIOUR**

Paper code – B- 116

Max.Marks Ext. Exam. : 35

Min. pass Marks : 14

**Course Objective :**

The objective of this paper is to familiarize the student with concepts and behavioral process in an organization to enable him to develop and adopt effective strategies.

**Course Content:**

- Unit – I** Introduction to Organizational Behaviors, Group dynamics, Power, Politics and Conflicts  
**Unit – II** Leadership and supervision Communicator on.  
**Unit – III** Motivation, Culture systems, performance evaluation  
**Unit – IV** Conflict resolution management .  
**Unit – V** Organization development Organizational change,

**SCHEME OF EXAMINATION**

Total Marks : (Internal 15, External 35) = 50 Marks

**Pattern For External Valuation :**

Sec A:	Objecti)	5 out of 8	5x1=5 M arks
Sec B:	(short answer)	3 out of 5	3x3=9 Marks
Sec C:	(Essay type &case)	3 out of 5	3x7=21 Marks

**Reference Books :**

1. Keith Devis : Organizational Behaviour, Tata McGraw Hill, New Delhi.
2. S.P.Robbins: Organizational Behaviour, Prentice Hall of India Ltd. New Delhi,
3. Sarma V.S. Velux: Organizational behaviour Jaico Publishing House New Delhi.

**B .B.A FOURTH – SEMESTER EXAMINATION**  
**BUSINESS POLICY**

Paper code :B -117

Max.Marks Ext. Exam. : 35

Min. pass Marks : 14

**Course Objective :**

To familiarize the students on methods. & techniques of Business Policy & strategic management .

1. Introduction to Business Policy & Strategic management. Nature, importance & purpose of business policy.
2. Mission & purpose , Business definition & objectives.
3. Nature of strategic decision making approaches and process of strategic management .
4. SWOT Analysis Environmental appraisal organizational appraisal & selective factor & process of strategic choice.
5. Social responsibilities & Stragic Management , Corporate Cultyre Corporate Policies.

**SCHEME OF EXAMINATION**

Total Marks : (Internal 15, External 35) = 50 Marks

**Pattern For External Valuation :**

Sec A:	Objecti)	5 out of 8	5x1=5 M arks
Sec B:	(short answer)	3 out of 5	3x3=9 Marks
Sec C:	(Essay type &case)	3 out of 5	3x7=21 Marks

**Reference Books :**

1. Azhar Kazmi : Business Policy
2. P.K. Ghosh : Business Policy
3. Satish Seth : Corporate Strategy
4. L.M. Prasad. : Business Policy & Strategic Management.

## B .B.A FOURTH – SEMESTER EXAMINATION QUANTITATIVE TECHNIQUES

Paper code :B -118

Max.Marks Ext. Exam. : 35  
Min. pass Marks : 14

### Course Objective :

To teach the student the various statistical techniques to apply them on factual data so that they learn to derive statistical interpretation.

- Unit – I** Nature and Importance of quantitative Techniques in statistical data interpretation.  
**Unit – II** Standard Deviation, Variation, Covariance.  
**Unit – III** Forecasting – Concept, Techniques , Advantages , Disadvantages, Methods.  
**Unit - IV** Time Series - Concept, Advantages, Disadvantages, Methods, Simple Average Method, Moving Average Method, Seasonal Variation Method.  
**Unit – V** Index Numbers – Simple Average Method, Aggregate Method, Marshall, Fisher Index Number.

### SCHEME OF EXAMINATION

Total Marks : (Internal 15, External 35) = 50 Marks

### Pattern For External Valuation :

Sec A:	Objecti)	5 out of 8	5x1=5 M arks
Sec B:	(short answer)	3 out of 5	3x3=9 Marks
Sec C:	(Essay type &case)	3 out of 5	3x7=21 Marks

### Reference Books :-

1. D.N. Elhance : Practical Problems in statistics fundamentals of statistics.
2. B.N. Gupta : Statistics
3. S.P. Gupta : Statistics Methods
4. Richard Levin : Statistics for Management .
5. Dr. Aditham B. Rao : Quantitative Techniques

**B .B.A FOURTH – SEMESTER EXAMINATION**  
**RESEARCH METHODOLOGY**

Paper code :B -119

Max.Marks Ext. Exam. : 35  
Min. pass Marks : 14

**Course Objective :**

The appraise the student on methods & techniques of statistical investigations & different research methods:

**Course Content:**

- Unit – I Introduction: concept, meaning , definition and importance of research in business.
- Unit – II Types of Research Applied research, Fundamental research and other types of research.
- Unit – III Identification & research problem, Deciding Hypothesis , objective and methodology , sampling concept importance & techniques.
- Unit – IV Data collection –Data and reference – concept , sources of data , primary data collection – Questionnaire schedule, case analysis , Interview, census & sampling enquiry.
- Unit – V Tabulation, Interpretation & Report writing , Diagrammatic representation of statistical Data, Charts, Graphs and Diagrams.

**SCHEME OF EXAMINATION**

Total Marks : (Internal 15, External 35) = 50 Marks

**Pattern For External Valuation :**

Sec A:	Objecti)	5 out of 8	5x1=5 M arks
Sec B:	(short answer)	3 out of 5	3x3=9 Marks
Sec C:	(Essay type &case)	3 out of 5	3x7=21 Marks

**Reference Books :-**

1. C.R. Kothari : Research Methodology
2. Sadhu & singh : Research Methodology in .Social science
3. Dwivedi R.S. : Research Methodology in Behavioral science
4. Michael V.P. : Research Methodology in Management

## **B .B.A FOURTH – SEMESTER EXAMINATION ENTREPRENEURSHIP**

Paper code :B -120

Max.Marks Ext. Exam. : 35

Min. pass Marks : 14

### **Course Objective :**

The objective of this course is to equip students with basic skills in starting their own enterprises.

### **Course Content :**

- Unit I** : Entrepreneur and Entrepreneurship : Concepts, Characteristics and functions of an Entrepreneur , Types of Entrepreneur, Major Entrepreneurial Competencies , Developing Competencies and Role of enterprises in Economic Development.
- Unit II** : Project Identification and Formulation : Criteria for Selecting a particular Project, Scanning Of Business Environment and identifying Projects , Steps in Project Formulation and Project Evaluation (Organizational, Commercial and Legal Aspects).
- Unit III** : preparation of Business Plan / Project Report : Significance, Contents, Formulation, Planning Commission Guidelines for Formulating the Project report and Common Errors in Project Formulation.
- Unit IV** : Institutional Finance to Entrepreneurs : commercial Banks, Financing Institutions (IDBI, IFCI, IRBI LIC, UTI, SFC, SIDC, SIDBI and EXIM Bank).
- Unit V** : Institutional Support to Entrepreneurs : Needs, Support Institutions. Nation Small Industry Corporation Ltd.(NSIC), Small Industries Development Organization(SIDO), Small Scale Industries Board(SSIB),State Small Industries Development Corporation(SSIDC), Small Industries Service Institutes(SISI),Direct Industries Centers(DICs), Industrial Estates, Specialized Institutes and Technical Consultancy Organizations(TCOs).

### **SCHEME OF EXAMINATION**

Total Marks : (Internal 15, External 35) = 50 Marks

### **Pattern For External Valuation :**

Sec A:	Object)	5 out of 8	5x1=5 M arks
Sec B:	(short answer)	3 out of 5	3x3=9 Marks
Sec C:	(Essay type &case)	3 out of 5	3x7=21 Marks

### **Reference Books :**

1. S.S. Khanka, Entrepreneurial Development, New Delhi. S.Chand and Sons. 2<sup>nd</sup> Ed. 2000
2. Vasant Desai, Dynamics of Entrepreneurial Development and Management, Bombay, I-imalaya Publishing House, 4<sup>th</sup> Ed. 2000-
3. Entrepreneurship Development- Centre for Research and Industrial Staff Performance, New Delhi., Tata McGra-Hill,1998
4. Thomas W. Zimmerer and Norman M. Scarborough, Entrepreneurship and New Venture Formation, New Delhi. Prentice Hall of India, 1996
5. Hisrich, Entrepreneurship(Special Indian Edition), 6<sup>th</sup> Edition, McGraw-Hill Education.

**B.B.A. FOURTH SEMESTER EXAMINATION  
MANAGEMENT INFORMATION SYSTEMS**

Paper code: B-121

Max. Marks Ext. Exam. : 35  
Min Pass Marks: 14

- Unit –I** MIS Concept & its utility. Role of computer in MIS. Strategic issues & corporate management information system. Process of MIS Development information need. Planning organization & control.
- Unit –II** preparation of MIS Design, selection of design document. Conversion of Manual MIS into Computerized MIS.
- Unit –III** Organization of Computer, its functional units, introduction to computer software's, use of computer in MIS, emerging Trends in computers microcomputer & its application.
- Unit –IV** MIS & decision making, phases of Decision –making process, IS Support to decision making process.
- Unit –V** implementation of MIS, its stages & evaluation of the system, Maintenance of the system.

**SCHEME OF EXAMINATION**

Total Marks (Internal 15, External 35) =50 Marks.

**Pattern for External Valuation:**

Set A:	(Objective)	5 out of 8	5x1 =5 Marks.
Set B:	(Short answers)	3 out of 5	3x3 =9 Marks.
Set C:	(Essay type & case)	3 out of 5	3x7 =21 Marks.

**Reference Books :**

**G.Murdic & Joel E.Ross: Information system for Management.**

**R C. Sinha -Computer fundamentals.**

**B.B.A. FIFTH SEMESTER EXAMINATION**  
**RETAIL CONCEPTS & STRATEGIES.**

Paper Code :B-122

Max. Marks Ext. Exam. :35  
Min. Pass Marks :14

**Course Objective :**

- Unit – I** Introduction to retail management. The concept of retailing. Nature and scope ,Function of Retailers.
- Unit – II** The evolution of retail in India .types of Retail Stores, Retail Models and theories of retail development.
- Unit – III** Retail Marketing mix. Retail communication mix. Role of advertising, Sales promotion. Public relations and Personal selling in retailing.
- Unit – IV** Supply chain management in retailing, management of service and quality in retailing.
- Unit –V** Retail stores operations, Mall management, setting objectives for retailers' performance, Management of retail brand.

**Scheme of Examination:**

Total Marks :(Internal 15,External 35)=50 Marks for each paper.

**Pattern for External Valuation:**

Set A:	(Objective)	5 out of 8	5x1=5 Marks
Set B:	(Short answers)	3 out of 5	3x3=9 Marks
Set C:	(Essay type & case)	3 out of 5	3x7=21Marks

**REFERENCE BOOKS:**

1. Retailing management by Swapna Pradhan, Tata McGraw Hills.
2. Retailing management by Suja R.Nair, Himalaya Publication.
3. Retailing management by Gibson G.Vedamani, Jaico Books.
4. Retail management by Michael Levy, Tata McGraw Hills.
5. Retail management by Chetan Bajaj, Rajnish Tuli & Nidhi Shrivastav



**B.B.A. FIFTH SEMESTER EXAMINATION**  
**MARKETING OF FINANCIAL SERVICES**

PAPER CODE-B-123

Max Marks Ext.Exams : 35

Min. Pass Marks: 14

**Course Objective :**

The objectives of the course are to help the student in understanding the Security Market, its components and Analysis.

**Course Content:-**

- Unit I** Indian banking system, Scheduled & Non scheduled Banks, Commercial Banking System.  
**Unit II** Insurance- Concept, Types, Contract of Indemnity, IRDA.  
**Unit III** Venture Capital, Factoring for Failing and Bill Discounting, Insurance.  
**Unit IV** Mutual Funds- Meaning, Types, AMFI, Mutual Funds in India.  
**Unit V** Other Financial services-Leasing and Hire Purchase; Debt Securitization; Housing Finance, Credit Rating; Credit Cards.

**SCHEME OF EXAMINATION:**

Total Marks : (Internal 15, External 35)= 50 Marks for each paper.

**Pattern For External Valuation:**

Set A :	(Objective)	5 out of 8	5x1 =5 Marks.
Set B :	(Short answers)	3 out of 5	3x3 =9 Marks.
Set C :	(Essay type & case)	3 out of 5	3x7 =21Marks.

**REFERENCE BOOKS:-**

1. Management of Financial Services: Khan & Jain, Tata Mcgrawhills
2. Management of Financial Services, Bhalla, V.K Anmol, New Delhi
3. Financial Institution, and Markets: Bhole, Tata McGraw-Hill.

**B.B.A. FIFTH SEMESTER EXAMINATION**  
**MARKETING MANAGEMENT**  
**CONSUMER BEHAVIOUR**

Course- BSM-1

Max. Marks Ext. Exam. : 35

Min Pass Marks : 14

**Objective:-**

The basic objective of this course is to develop an understanding about the consumer decision – making process and its Application in marketing function of firms.

**Course Content:-**

1. Consumer behavior studies. Scope-and their application. Consumers need and motives Consumer as a perceiver and learner.
2. Consumer's influence of personality and attitude on buying behavior: Group dynamics and Consumer buying behavior, Reference groups. Personal influence and opinion leadership Process.
3. Model of Consumer decision making process : Model of Consumer behaviors : Family decision making : Diffusion of innovation;
4. Social economic and culture aspects of India Consumer market, Social classes and their influence on Consumer behavior:
5. Model of Industrial buying behaviors pattern of industrial buying behavior in India.

**Scheme of Examination:**

Total Marks :(Internal 15,External 35)=50 Marks

**Pattern for External Valuation:**

Set A:	(Objective)	5 out of 8	5x1=5 Marks
Set B:	(Short answers)	3 out of 5	3x3=9 Marks
Set C:	(Essay type & case)	3 out of 5	3x7=21Marks

**REFERENCE BOOKS:-**

1. Assael, Henry. 'Consumer behaviour and Marketing Action. BRD ed.1987 Kent Roston.
2. Blattberg, R.C.and Nesling S.A.Sales Promotion Concepts. Methods and Strategies. 1990.Prentice Hall New York.
3. Engel, J.F. and Black well R.D. Consumer behaviour 1982 Di-yden Chicago.
4. Hoard, John A and Sheth, Jagdish N.The Theory of Buyer behaviour' 1969 John Wiley New York.

**B.B.A. FIFTH SEMESTER EXAMINATION**  
**FINANCE MANAGEMENT**  
**MANAGEMENT OF WORKING CAPITAL**

Course-BSF-I

Max Marks Ext. Exam :35

Min. Pass Marks :14

**Course Objectives:-**

To acquaint & equip the student with the conceptual knowledge of Management of working capital mainly concerned with current assets & liabilities & methods of raising short term finance.

**Course Content:-**

1. working capital, its conceptual knowledge, determinants of working capital, Risk-returns trade off.
2. Cash Management & marketable securities, cash planning.
3. Credit Management, Optimum Credit policy.
4. Inventory Management, Importance & goals of inventory Management, main techniques of inventory Management, Selective Inventory Control.

**Scheme of Examination:**

Total Marks :(Internal 15,External 35)=50 Marks for each paper.

**Pattern for External Valuation:**

Set A:	(Objective)	5 out of 8	5x1=5 Marks
Set B:	(Short answers)	3 out of 5	3x3=9 Marks
Set C:	(Essay type & case)	3 out of 5	3x7=21Marks

**REFERENCE BOOKS:-**

1. S.C. Kuchhal : Financial Management : Chaitanya Publishing House Allahabaci.
2. Khaw & Jam : Financial Management : Tata Mc-G raw Hill : New Delhi.
3. I.M. Pandey : Financial Management : Vikas Pub. New Delhi
4. Basant Rai: QarDorate Financial Mgt : Tata Mc Graw Hill New Delhi.

**B.B.A. FIFTH SEMESTER EXAMINATION**  
**PRODUCTION MANAGEMENT**  
**MATERIALS MANAGEMENT**

Course-BSP-I

Max Marks Ext. Exam :35  
Min. Pass Marks :14

**Course Content:**

- Unit – I      Material Management :- Integrated Materials Management Organization for Materials Management.
- Unit – II      1.      Materials Planning & Budgeting  
                  2.      Identification  
                  3.      Codification  
                  4.      Standardization
- Unit – III     1.      Stores Keeping & Materials Handling equipment.  
                  2.      Purchasing Organization  
                  3.      Principles, Procedures & System in Purchasing.
- Unit – IV     1.      Purchasing & Corporate planning.  
                  2.      Negotiation
- Unit-V        1.      Problems of Material Management  
                  2.      Import Substitution.  
                  3.      Imports Purchasing

**Scheme of Examination:**

Total Marks :(Internal 15,External 35)=50 Marks for each paper.

**Pattern for External Valuation:**

Set A:	(Objective)	5 out of 8	5x1=5 Marks
Set B:	(Short answers)	3 out of 5	3x3=9 Marks
Set C:	(Essay type & case)	3 out of 5	3x7=21Marks

**SUGGESTED**

1. Dobler, D.W., Material Management Tata Mc Graw Hill.
2. Gopal Krisan P.& M. Suderashan, Hand Books of Material Management prentice Hall of India.
3. A.K. Dutta, Integrated Material Management PHI.

**B.B.A. FIFTH SEMESTER EXAMINATION**  
**HUMAN RESOURCE MANAGEMENT**  
**HUMAN RESOURCE DEVELOPMENT**

Course-BSHR-I

Max Marks Ext. Exam :35  
Min. Pass Marks :14

**Course Objectives:**

The objective of this course is to help the student gain an understanding of the need and methods of Management Development.

**Course Content:-**

- Unit –I Rationales for Training in organization. Determining Training Needs.
- Unit – II Methods of Training : On-the Job and Off-the job Training Methods. Evaluation of Training Effectiveness.
- Unit – III Planning for training and Development. Organizing the Training Department. Controlling Training.
- Unit – IV Human Resource Development Climate in Indian Organization.
- Unit – V Human Resource Development Practices in India Industries Report.

**Scheme of Examination:**

Total Marks :(Internal 15,External 35)=50 Marks for each paper.

**Pattern for External Valuation:**

Set A:	(Objective)	5 out of 8	5x1=5 Marks
Set B:	(Short answers)	3 out of 5	3x3=9 Marks
Set C:	(Essay type & case)	3 out of 5	3x7=21Marks

**REFERENCE BOOKS:-**

1. T.V. Rao and D.R. Pereira, Recent Experiences in Human Resource Development, Oxyd & IBH Publications co. New Delhi,1986.
2. William R.Tracey, Managing Training Development System , Taraporewala Publishing Industries,1980.
3. Ishwar Dayal, Management Training in Organisation, Prentice Hall of India Ltd., New Delhi 1970.

## **B.B.A. SIXTH SEMESTER EXAMINATION**

### **BUSINESS ENVIRONMENT**

Course No. :B-126

Max Marks Ext. Exam :35

Min. Pass Marks :14

#### **Course Objectives:-**

The objective of this course is to make the student familiar with the External Environment which affects Business Activities.

#### **Course Content:-**

- Unit – I** Nature and Scope of Business Environment, Environmental Analysis-An Input in Strategic Management . National Income Accounting : Introduction and Problem.
- Unit – II** Economic Environment : Industrial Policy of 1991. Economic Reforms, Liberalization, Globalization and Privatization, Monetary and Fiscal policy, Economic Reforms and Social justice, Inflation Business cycles.
- Unit – III** Technological Environment : Technology and Business, Micro Level Problems and Prospects.
- Unit – IV** Political Environment : Changing Role of Government in Shaping Business Environment. Social and Cultural Environment : cultural and Social Factors, Consumer Rights, Consumer Protection, Social Responsibility of Business.
- Unit – V** International Economic Environment : Foreign Exchange, Balance of Payment, FEMA(Foreign Exchange Management Act.)

#### **Scheme of Examination:**

Total Marks :(Internal 15,External 35)=50 Marks for each paper.

#### **Pattern for External Valuation:**

Set A:	(Objective)	5 out of 8	5x1=5 Marks
Set B:	(Short answers)	3 out of 5	3x3=9 Marks
Set C:	(Essay type & case)	3 out of 5	3x7=21Marks

#### **REFERENCE BOOKS:-**

1. K. Aswathappa, Business Environment for Strategic Management, Mumbai, Himalaya Publishing House, 1996
2. Francis Cherunillam, Business Environment, Mumbai, Himalaya Publishing House,1993.
3. M. Adhikary, Economic Environment of , Business, New Delhi, Sultanchand and Sons, 1996.
4. Raj Agarwal, , Business Environment, Excel Books.

# B.B.A. SIXTH SEMESTER EXAMINATION

## ENVIRONMENTAL STUDIES

Course No. :B-126

Max Marks Ext. Exam :35  
Min. Pass Marks :14

### Objectives:

To create awareness regarding Environment amongst students.

### Course Content:-

**Unit – I** The Multi disciplinary nature of environmental studies Definition. Scope and importance Need for public awareness Natural Resources

**Unit – II** Renewable and non-renewable resources : Natural resources and associated Problems.

- a) Forest resources Use and over- exploitation, deforestation, case studies Timber extraction, mining, dams and their effects on forests and tribal people.
- b) Water resources Use and over- utilization of surface and ground water floods, drought, conflicts over water , dams-benefits and problems.
- c) Mineral resources : Use and exploitation, environmental effects of extracting and Using mineral resources, cases studies.
- d) Food resources : World food problems, changes caused by agriculture and overgrazing, effect of modern agriculture, fertilizer-pesticide problems water logging, salinity, case studies.
- e) Energy resources Growing energy needs, renewable and non- renewable energy sources, use of alternate energy sources Case studies.
- f) Land resource : Land as a resource, land degradation, man induced landslides, soil erosion and desertification. .
  - Role of an individual in conservation of natural resources.
  - Equitable use of resources for sustainable lifestyles.

**Unit – III** Ecosystems

- Concept of an ecosystem.
- Structure and function of an ecosystem.
- Producers, consumers and decomposers.
- Energy flow in the ecosystem.
- Ecological succession.
- Food chains, food webs and ecological pyramids.
- Introduction, types, characteristic features, structure and function of the following ecosystem:
  - a. Forest ecosystem
  - b. Grassland ecosystem
  - c. Desert ecosystem
  - d. Aquatic ecosystem(ponds, streams, lakes, rivers, oceans, estuaries).

**Unit – IV** Biodiversity and its conservation.

- Introduction Definition :genetic, species and ecosystem diversity.
- Biogeographically classification of India.
- Value of biodiversity : consumptive use, productive use, social, ethical, aesthetic and option values.
- Biodiversity at global, National and local levels.
- India as amega- diversity nation.
- Hot-spots of biodiversity.
- Threats to biodiversity : habital loss, poaching of wildlife, man wildlife conflicts.
- Endangered and endemic species of India.
- Conservation of biodiversity : i-situ and Ex-situ conservation of biodiversity.

**Unit – V** Environmental Pollution Definition

- Causes, 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
- Solid waste Management Causes, effects and control measure of urban and industrial wastes.
- Role of an individuation prevention of pollution.
- Pollution case studies.
- Disaster management : floods, earthquake, cyclone and landslides.

**Unit – VI** Social Issues and the Environment

- From unsustainable to Sustainable development
- Urban problem related to energy.
- Water conservation, rain water harvesting/watershed management

- Resettlement and rehabilitation of people, its problem and concerns. Case studies.
- Environmental ethics. Issues & possible solution.
- Climate change, global warming
- Acid rain
- Ozone layer depletion.
- Nuclear accidents and holocaust-case studies.
- Wasteland reclamation.
- Consumerism and waste products.
- Environment protection Act.
- Air (Prevention and control of pollution) Act.
- Wildlife protection Act.
- Forest Conservation Act. Issues involved in enforcement of environmental legislation, public Awareness.

## Unit – VII Human population and the environment

- Population growth, variation among nations.
- Population explosion-Family Welfare Programmer.
- Environment and human health.
- Human Rights
- Value Education
- HIV/AIDS
- Women and child welfare
- Role of information Technology Welfare Environment and human health.

### Scheme of Examination:

Total Marks :(Internal 15,External 35)=50 Marks for each paper.

### Pattern for External Valuation:

Set A:	(Objective)	5 out of 8	5x1=5 Marks
Set B:	(Short answers)	3 out of 5	3x3=9 Marks
Set C:	(Essay type & case)	3 out of 5	3x7=21Marks

### REFERENCE BOOKS:-

1. Agrawal. K.C. 2001 Environmental Biology Nidi Pub.Ltd Bikaner.
2. Bhurucha Irach. The Biodiversity of India Mapin Publishing Pvt Ltd.Abmedabad-380 011, India Email mapin@icenet net®.
3. Burnner R.C. 1989 Hazardous Wasteincineration .McGraw Hills Inc.480 p.
4. Cark R S,Marine pollution, Clanderson press oxford(TB)
5. Cunnigham W P. Cooper.T H Gorhani, E.& Herworth, M.T. 2001. Environment Encycloredia., Jalco PUbli. House Mumbai.,1196 P.
6. D.A.K., Environment Chemistry,Wiley Eastern Ltd.
7. Dawn to Earth, Centre for Science and Environment (R)
8. Gelek, H Population 1993 Water in erisis, Pacific Institute for Studies m Dev, Environment & Security Stockholm En-institute Oxford Univ. press 473 p.
9. Hawkins R.E. Encyclopedia of Indian Natural History. Bombay Natural History Society, Bombay (R).
10. Haywood, V H & Watson, It R.T. 1995.Global Biodiversity Assessment, Cambridge University. Press 1140P.
11. Jadhav H. & Bhosale, V.M. 1995 Environmental Protection and Laws Himalaya Pul. House ,Delhi-284 p.
12. Nckinney M.L.& School,R.M. 1996 Environmental Science Systems & Solutions, Web enhanced edition, 639 p.
13. Bhaskar A K, Matter Hazadous, Techno-Science Publications(TB)
14. Miller T.G. Jr. Environmental Science,Wadsworth Publication Co(TB)
15. Odum, E P. 1971 Fundamentals of Ecology, W B Saunders Co USA. 574 p.
16. Rao M.N. & Datta, A.K. 1987 Waste Water treatment Oxford & IBH Publ.Co. Pvt. Ltd 345 P.-4.
17. Sharma B K 2001
18. Survey of the Environmental The Hindu(M).
19. Townsend C. Harper J. and)4ichael
20. Trivedi R.K. Handbook of Environment Laws. Rules Guidelines compliances and standards. Vol-I and II Enviro Media ( R)
21. Trivedi R.K. and P.K. Goel. Introduction to air pollution. Techno-Sicece publications (TB)
22. Wanger K.D. 1998 Environmental Management W.B. Sounders Co. Philadelphia. USA 499 P.



**B.B.A. SIXTH SEMESTER EXAMINATION**  
**MARKETING MANAGEMENT**  
**SALES MANAGEMENT**

Course No.:BSM-2

Max Marks Ext. Exam : 35

Min Pass Marks :14

**Course Objectives:**

The objective of this course is to expose the student to the Modern Sales Management concept and techniques and help him to develop abilities and skill required For effective Sales Management

**Course Content:-**

1. Scope and nature of Sales Management.
2. Planning for Sales Management- Sales Organization Sales Potential Sales forecasting.
3. Sales Budgeting Sales Purchasing & Sales Quota, Development of Sales Strategy.
4. Operational Sales Management. Selection Training compensation and motivation of sales forces personal.
5. Evaluation and control of sales.

**Scheme of Examination:**

Total Marks :(Internal 15,External 35) = 50 Marks for each paper.

**Pattern for External Valuation:**

Set A:	(Objective)	5 out of 8	5x1=5 Marks
Set B:	(Short answers)	3 out of 5	3x3=9 Marks
Set C:	(Essay type & case)	3 out of 5	3x7=21Marks

**REFERENCE BOOKS:-**

1. Still Cundiff. Sales Management : Decision strategies and cases, Prentice Hill India Ltd.
2. Vacon Joseph : Sales Management. Prentice Hill India.
3. Wateruba Thomas : Sales Management, Rinehart India.
4. Kirkpatrick : Salesmanship, Taraporewala and Sons Bombay.

**B.B.A. SIXTH SEMESTER EXAMINATION**  
**FINANCE MANAGEMENT**  
**SECURITY ANALYSIS & INVESTMENT MANAGEMENT**

Course No.:BSF-2

Max Marks Ext. Exam : 35  
Min Pass Marks :14

**Course Objectives:-**

The objective of the course is to help the students in understanding the Security Market, its components and Analysis.

**Course Content:-**

- Unit – I      Meaning and definition of Security, Types of Investment, Advantages and Limitation of various types of Investment.
- Unit – II      Indian Capital market, Saving Pattern, NSE & BSE.
- Unit – III     Regulatory Agencies : RBI, SEBI, AIVIFI.
- Unit – IV     Fundamental Analysis- Economy, Company Analysis, Top down, Bottom up Approach. Technical analysis-Meaning and concepts.
- Unit – V      Introduction to Derivative market- Futures, Options, Forward Contracts.

**Scheme of Examination:**

Total Marks :(Internal 15,External 35)=50 Marks for each paper.

**Pattern for External Valuation:**

Set A:	(Objective)	5 out of 8	5x1=5 Marks
Set B:	(Short answers)	3 out of 5	3x3=9 Marks
Set C:	(Essay type & case)	3 out of 5	3x7=21Marks

**REFERENCE BOOKS:-**

1. Investment Management : Prassana Chandra, Tata Mcgrawhills
2. Investment Management : IM Pandey, Vikas Publication
3. Security Analysis. & Portfolio Management : Bhatt, Excel Publication

**B.B.A. SIXTH SEMESTER EXAMINATION**  
**PRODUCTION MANAGEMENT**  
**QUALITY MANAGEMENT & ISO**

Course No.:BSP-02

Max Marks Ext. Exam : 35

Min Pass Marks :14

Unit – I	Concept & Terminology of Quality Management. Quality policy & objectives.
Unit – II	Organization for Quality, Quality Circles, Economics of Quality, Quality Assurance Zero defect concept.
Unit – III	Quality Specifications Inspection, Manufacturing Planning for Quality
Unit – IV	Statistical aids in Limits & Tolerances Sampling plans for Attributes & Variables and various control Charts.
Unit – V	Total Quality Controls, Concept Utility & application of ISO specification.

**Scheme of Examination:**

Total Marks :(Internal 15,External 35) = 50 Marks for each paper.

**Pattern for External Valuation:**

Set A:	(Objective)	5 out of 8	5x1=5 Marks
Set B:	(Short answers)	3 out of 5	3x3=9 Marks
Set C:	(Essay type & case)	3 out of 5	3x7=21Marks

**REFERENCE BOOKS:-**

1. Juran & Gryna : Quality Planning & Analysis. Tata Mcgrow Hill Publication ltd. Bombay
2. Manson Bestrand : Quality Control : Prentice Hall of India Pvt. Ltd.

**B.B.A. SIXTH SEMESTER EXAMINATION**  
**HUMAN RESOURCE MANAGEMENT**  
**ORGANISATIONAL DEVELOPMENT**

Course No.:BSHR-02

Max Marks Ext. Exam : 35

Min Pass Marks :14

**Course Objectives:**

The Objective of the course is to help student to gain understanding of need and Method of Management development.

**Course Content:**

1. Rationale for training in organizations.
2. Determining training needs.
3. Method of Training On the Job and off the job.
4. Evaluation of training effectiveness
5. Planning for training and Development.
6. Organizing the training Department:
7. Staffing the training Department.
8. Controlling training.
9. Human Resources Development Climate in India organizations.

**Scheme of Examination:**

Total Marks :(Internal 15,External 35) = 50 Marks for each paper.

**Pattern for External Valuation:**

Set A:	(Objective)	5 out of 8	5x1=5 Marks
Set B:	(Short answers)	3 out of 5	3x3=9 Marks
Set C:	(Essay type & case)	3 out of 5	3x7=21Marks

**REFERENCE BOOKS:-**

1. T.U. Rao Recent Experiences in Human Resources Department, Oxford & IBH publication, New Delhi.
2. S.K.Chakravorty, Managerial Depot & Appraisal, Machillan Co., Ltd., New Delhi.
3. Iswar Dhyal, Management Training in organisation practice Hall Indian Ltd., New Delhi

**B.B.A. SIXTH SEMESTER EXAMINATION**  
FIELD WORK AND COMPREHENSIVE VIVA-VOCE

Course No.:B-130

Max Marks :50

Min Marks : 20

Each Student Has to Undertake The Field Work as Assigned By The Institute and Has to Prepare and Submit a Report For Assessment and Viva-Voce. a Comprehensive Viva-Voce Examination Along With Field Work Report Viva-Voce Shall Be Conducted Through a Board Comprised of Internal and External Examiners as Per Guide Lines.