CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

ORDINANCES, REGULATIONS

&

SYLLABI

BACHELOR OF BUSINESS ADMINISTRATION

(B.B.A.)

(2008-2009 and Onwards)

FACULTY OF

COMMERCE & BUSINESS ADMINISTRATION

PUBLISHED BY :

REGISTRAR, CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

2 July, 2008

Price Rs.
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BBA -101 : PRINCIPLES OF MANAGEMENT


Unit II - Planning : Concept, Process, Management by Objectives, Techniques and Process of Planning.


Suggested Readings :

2. Organisational Development : Dayal, Ishwar
3. Principles of Management : Drucker, Peter F.
4. Management – An Integrated Account : Dwivedi, R.S.
BBA -102 : BUSINESS COMMUNICATION

Unit - I  Introducing business communication, basic forms of communication, communication models and processes, effective communication, theories of communication, audience analysis.

Self-development and communication, development of positive personal attitudes. Corporate communication, formal and informal communication networks, grapevine, miscommunication (barriers), improving communication.

Unit - II  Practices in business communication, group discussions, mock interviews, seminars, effective listening exercises, individual and group presentations and report writing, principles of effective communication, non-verbal aspects of communication, body language, Kinesics, Proxemics, Para language.

Unit - III  Writing skills, planning business messages, reporting and editing, the first draft, reconstructing the final draft, business letters and memo formats, appearance request letters, persuasive letters, sales letters, collection letters, office memorandum.

Unit - IV  Report writing: Introduction to a proposal, short report and formal report, report preparation, oral presentation - principles of presentation, factors affecting presentation, sales presentation, training presentation, conducting surveys, speeches to motivate, effective presentation skills.

Unit - V  Effective listening: Principles of effective listening, factors affecting listening exercise, oral, written and video sessions, interviewing skills, appearing in interviews, conducting interviews, writing resume and letter of application, modern forms of communicating: Fax, email, video conferencing etc.

Suggested Readings :

2. Effective Business Communication : Murphy & Peek.
BBA - 103: MATHEMATICAL FOUNDATION FOR BUSINESS ADMINISTRATION

Unit – I  Time Value of Money: Concept and Relevance of Time Value of Money, Compounding Technique, Discounting Technique, Applications of the Concept of Time Value of Money.

Unit – II  Algebra: Sets and Subsets, Finite and Infinite Sets, Algebra of Sets, Union and Intersection, Complementation, Demorgan’s Law, Application of Algebra of Sets, Functions.

Elementary Permutations and Combinations; Elementary Probability Theory: Addition and Multiplication Theorem.

Unit – III  Calculus (Problems and Theorems involving Trignometrical Ratios are not to be done): (a) Differentiation; functions, Limits, Derivatives upto second order of different functions including implicit functions. (b) Maxima and Minima: Cases of one variable involving second order derivatives. (c) Integration: Integration as Anti-derivative Process, Standard Forms, Methods of Integration by Substitution and by Parts, Definite Integrals.

Unit – IV  Matrices and Determinants: Definition of Matrix, Types of matrices; Algebra of matrices; Properties of determinants; Calculation of values of determinants upto third order; Adjoint of a matrix, elementary row or column operations; Finding inverse of a matrix through adjoint and elementary row or column operations.

Unit – V  Finite Differences & Interpolation: Differences, Factorial Notation, Interpolation with equal and unequal intervals, Newton’s and Lagrange’s formulae.

Suggested Readings
BBA - 104 : GENERAL ECONOMICS

Unit – I  Micro Economics
Introduction to Micro Economics : Definition, Scope and Nature of Economics, Methods of Economic Study, Central Problems of an Economy and Production Possibilities Curve,

Unit – II  Theory of Demand and Supply : Meaning and Definition of demand, Law of Demand – Price, Income, and Cross Elasticity

Theory of Production and Cost : Meaning and Factors of Production, Laws of Production, Concepts of Costs

Unit – III  Price Determination in Different Markets : Various forms of Markets – Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly, Price Determination in These Markets.

Unit – IV  Indian Economic Development


Suggested Readings :
1. Business Economics : Ahuja, M.L.
2. Principles of Economics : Jain, K.P.
4. Modern Micro Economics : Koutsoyianni, A.
BBA - 105 : FINANCIAL ACCOUNTING


Unit - III  Valuation of Stock, Accounting Treatment of Depreciation, Reserve and Provision

Unit - IV  Accounts & Non-profit Oriented Entities: Receipt and Payment Account, Income and Expenditure Account and Balance Sheet.

Unit - V  Partnership Accounts: Problems relating to admission, retirement, death and dissolution of a firm.

Suggested Readings:

1. Advance Accounting, Chaturvedi, C.L.
2. Financial Accounting, Gupta, R.L. & Radha Swami, M.
3. Advanced Accountancy, Gupta, R.L.
4. Advanced Accounts, Shukla, S.M.
BBA -201 : ORGANISATIONAL BEHAVIOUR


Suggested Readings :
1. Organisational Bhaviour : Robbins, S.P.
2. Organisational Theory & Behaviour : Prasad, L.M.
3. Organisational Development : Dayal, Ishwar.
4. Organisation Behaviour : Text and Practice : Shekharan, Uma
BBA -202 : PRINCIPLES OF MARKETING

Unit - I Introduction: Nature and scope of marketing; Importance of marketing as a business function, and in the economy; Marketing concepts -traditional and modern; Selling vs. marketing; Marketing mix; Marketing environment.

Unit - II Consumer Behaviour and Market Segmentation: Nature, scope, and significance of consumer behaviour; Market segmentation -concept and importance; Bases for market segmentation.

Unit - III Product: Concept of product, consumer, and industrial goods; Product planning and development; Packaging -role and functions; Brand name and trade mark; After sales service; Product life cycle concept.

Price: Importance of price in the marketing mix; Factors affecting price of a product/service; Discounts and rebates.

Unit - IV Distributions Channels and Physical Distribution: Distribution channels - concept and role; Types of distribution channels; Factors affecting choice of a distribution channel; Retailer and wholesaler; Physical distribution of goods; Transportation; Warehousing; Inventory control; Order processing.

Unit - V Promotion: Methods of promotion; Optimum promotion mix; Advertising media - their relative merits and limitations; Characteristics of an effective advertisement; Personal selling; Selling as a career; Classification of a successful sales person; Functions of salesman. Direct Marketing.

Suggested Readings :
1. Principles of Marketing : Kotler, Philip & Armstrong, G.
2. Marketing Management : Sherlekar, S.A.
BBA-203: COMPUTER FUNDAMENTALS AND PROGRAMMING CONCEPTS

Unit I - Fundamental of Computers: Introduction to Computer Types (Analog, Digital and Hybrid); Characteristics of Computers; Evolution of Computers (History, Generation); Basic Components of a Computer; Their functions and Interrelation; Stores Programme Concept, RAM, ROM; Computer Hardware and Software and Fireware; Computer Programme, Batch, Time-sharing and Multi-programming; Computer Uses, Applications and Capabilities: Types of Computer Systems; Personal, Micro, Mini, Mainframe and Super Computer; Differences and Capabilities; Range of Application.

Unit II - Data Representation: Number System (Binary, Octal and Hexadecimal) and their Interconversions; Binary Arithmetic; Internal data representation; Organization of Memories, Data Storage, Primary Storage, Addressing and Capacity, Types of Secondary Storage-Magnetic Tapes, Disks, Organisation Methods (Sequential and Direct); Floppy Disk Optical Disk; CD- ROM.

Unit III - Input/Output Devices, Tape/Disks/Diskettes, Lightpen, Mouse and Joysticks, Character readers, VDU, Serial, Line-Printer Plotters.

Unit IV - C Language, Functions, Simple Programming upto Pointer, Structure and File Handling.

Unit V - Introduction to Text Processing via Word Processor, Introduction to Master and Spread Sheet, Its Types and Applications.

Suggested Readings:

3. Sec. of C : Pundir & Bansal : JPNP, Meerut.
BBA-204: COMPUTER ORIENTED STATISTICAL METHODS IN BUSINESS

Unit – I  Measures of Central Tendency, Graphical Representation of Data, Dispersion and Skewness

Unit – II  Correlation and Regression Analysis, Partial Correlation.

Unit – III  Theoretical Frequency Distribution – Binomial, Poisson and Normal Distribution

Unit – IV  Method of Least Square and Curve Fitting, Sampling of Data.

Unit – V  Test of Significance: chi-Square and F-Test

(The students are expected to learn programming of first four units.)

Suggested Reading:

BBA -205 : BUSINESS REGULATORY FRAMEWORK

Unit – I  Law of Contract 1872: Nature of contract; Classification; Offer and acceptance; Capacity of parties to contract; Free consent; Consideration; Legality of object; Agreement declared void; Performance of contract; Discharge of contract; Remedies for breach of contract.

Unit – II  Special Contracts: Indemnity; Guarantee; Bailment and pledge; Agency.

Unit – III  Sale of Goods Act 1930: Formation of contracts of sale; Goods and their classification, price; Conditions, and warranties; Transfer of property in goods; Performance of the contract of sales; Unpaid seller and his rights, sale by auction; Hire purchase agreement, Consumer Protection Act.

Unit – IV  Negotiable Instrument Act 1881: Definition of negotiable instruments; Features; Promissory note; Bill of exchange & cheque; Holder and holder in the due course; Crossing of a cheque, types of crossing; Negotiation; Dishonuor and discharge of negotiable instrument.

Unit – V  Foreign Exchange Management Act 2000: Definitions and main provisions.

Suggested Readings :
1. Mercantile Law, Chawla & Garg.
2. Business Law, Kuchhal, M.C.
BBA -301: INCOME TAX

Unit – I  Basic Concepts: Income, agricultural income, casual income, assessment year, previous year, gross total income, total income, person; Tax evasion, avoidance, and tax planning.

Unit – II Basis of Charge: Scope of total income, residence and tax liability, income which does not form part of total income.

Unit – III Heads of Income: Salaries; Income from house property; Profit and gains of business or profession, including provisions relating to specific business; Capital gains; Income from other sources.

Unit – IV Computation of Tax Liability: Computation of total income and tax liability of an individual, H.U.F., and firm; Aggregation of income; Set-off and carry forward of losses; Deduction from gross total income.

Unit – V Tax Management: Tax deduction at source; Advance payment of tax; Assessment procedures; Tax planning for individuals.
Tax Administration: Authorities, Appeals, Penalties.

Suggested Readings :
2. Ayakar Vidhan Avam Lekhe : Agarwal, B.K.
3. Income Tax Law and Practice : Agarwal, B.K.
4. Income Tax : Chandra, Girish.
BBA -302 : CORPORATE LAWS


Unit - II  Provisions Relating to General and Board of Directors' Meetings, Company Law in a Computerised Environment, E-filing.

Unit - III  **Competition Act, 2002** : Competition Policy and Law, Main ingredients of Competition Law, Prohibition of Certain agreements, abuse of dominant position and regulation of combinations, Competition Commission of India, Duties, Powers and Functions of Commission, Anti-competitive Agreements.

Unit - IV  **The Payment of Bonus Act, 1965** : The term Bonus Means, Extra amount in Money, Bonds, or Goods over what is normally due.

Unit - V  The Employees' Provident Fund and Miscellaneous Provision Act, 1952.

Suggested Readings :
2. Business and Corporate Laws : Kapoor, G.K.
BBA - 303: CONTEMPORARY AUDITING

Unit – I  Nature and Limitations of Auditing, Basic Principles Governing an Audit, Ethical Principles and Concept of Auditor’s Independence, Relationship of Auditing with Other Disciplines.

Auditing and Assurance Standards: Overview, Standard-setting Process, Auditing and Assurance Standards issued by the ICAI (elementary knowledge).

Unit – II Audit Engagement: Audit Planning, Audit Programme, Control of Quality of Audit Work, Delegation and Supervision of Audit Work.


Unit – III Audit Evidence: Audit Procedures for Obtaining Evidence, Sources of Evidence, Reliability of Audit Evidence, Methods of obtaining Audit Evidence.

Internal Control: Elements of Internal Control, Review and Documentation, Evaluation of Internal Control System, Internal Control Questionnaire, Internal Control Check List.

Unit – IV Auditing Sampling: Types of Sampling, Test Checking, Techniques of Test Checks.

Audit of Payments, Audit of Receipts, Audit of Purchases, Audit of Sales, Audit of Suppliers’ Ledger and the Debtors’ Ledger, Audit of Impersonal Ledger, Audit of Assets and Liabilities.

Unit – V Company Audit: Audit of Shares Capital, Qualification and Disqualifications of Auditors; Appointment, Removal, Rights, Powers and Duties of Auditor.

Suggested Readings:
1. Principles of Auditing: Tandon, B.N.
3. Fundamentals of Auditing, Moutz, R.K.
BBA - 304 : CORPORATE ACCOUNTING


Unit - II  Company Accounts : Issue of Equity Shares, Preference Shares, Debentures, Redemption of Preference Shares and Debentures, Valuation of Goodwill.

Unit - III  Amalgamation & Absorption of Companies.

Unit - IV  Accounting of Holding Companies (restricted to one subsidiary).

Unit - V  Accounts of Banking Companies (Restricted to the concept of NPAs and prudential income recognition norms).

Suggested Readings :
1. Accounting Standards : Taxmann
2. Advanced Accounting : Shukla and Grehwal
BBA-305: COMPUTER APPLICATION IN BUSINESS AND DATA PROCESSING

Unit - I  Introduction of Windows, GUI windows: Menus; Icons and Folders, Scroll Bars, Program Manager and User of Various Facilities available in Main and Accessories Items: Write, Paint Brush, Clip Board, Settings of Wall Paper, Date, Currency, Change of Font, Operation.

MS-Power Point: Different presentation styles, editing slides, inserting menu facility, slide sorter, Slide miniature, slide show, inserting chart, Simple Operations.

Unit - II  Introduction to Data Processing: Various types of data used in business organisations, need of business data processing. Data formats and data collection. Data validation, Storage, Processing and Outputs of data and reports. Data files world Database Management Systems. Distributed database concepts.

Unit - III  Database Management System: Preparation of database files for different units of a business organisation such as accounts, inventory of stores, inventory of marketing products, suppliers & clients information and mail lists.


Creating Command Files: Programming with DO WHILE and ENDDO commands, Making decisions using IF and END IF statements FOR loop and its uses. Programs using multiple database files and printing various types of reports.

Unit - V  MS-Excel: Basics of spread sheet packages; General description and uses of spread sheet package (Excel). Various commands of MS-Excel software and their uses, creating a work sheet. Preparation and editing of tables. Simple calculations on columns and rows of tables.
BBA -401 : INTERNATIONAL TRADE


Unit - II  Theories of International Trade, Classical and Neo-classical, Gains from International Trade.

Unit - III  Foreign Exchange : Meaning and Need, Theories for Exchange Rate Determination – Mint Parity Theory, Purchasing Power Parity Theory, Balance of Payments Theory.

Unit - IV  Direction and Composition of India’s Foreign Trade, Recent Trends, Export Promotion Policies. Balance of Trade, Balance of Payments, Disequilibrium in Balance of Payments, Causes, Consequences and Cures.

Unit - V  International Liquidity Problems, I.M.F. and W.T.O., Documents used in Foreign Trade, Foreign Bill of Exchange, Letter of Credit, Bill of Lading.

Suggested Readings :
1. International Business Environment and Management : Bhalla, V.K., Shrivarman S.
2. International Business : Cherunilam, Francis
3. International Business : Aswathapp, K.
BBA -402 : OPTIMIZATION TECHNIQUES

Unit – I  Basic Concepts of Optimization, Linear Programming : Formulation of LPP, Graphical Methods of Solutions, Problems Relating to two variables including the case of Mixed Constraints; Unbounded Solution and Redundant Constraints. Simplex Methods : Solutions of Problems upto three variables including cases of mixed constraints.


Unit – III Sequencing, Traveling Salesmen Problem, Games and Strategies, Two Person Zero sum Game, Saddle Points, Maxima – Minima Problems, Game without Saddle Points, Mixed Strategies, Dominance Problems.

Unit – IV Replacement Problems : Introduction, Replacement of Equipment/Asset Suddenly Failure, Recruitment & Promotion Problem, Equipment Renewed Problem.

Unit – V Queuing Theory : Queue System, Service Time, Queuing Models.

Suggested Readings :
BBA -403 : COST MANAGEMENT

Unit – I  **Cost Accounting**: Meaning, Characteristics, Objectives, Importance and Limitations, Features of Ideal Cost Accounting, Cost Accounting and Financial Accounting, Elements of Cost, Expense items not included in Cost, Difference between Direct Cost and Indirect Cost.

Unit – II  **Materials Management**: Issue and Pricing of Materials, EOQ, ABC Analysis, JIT, Material Lands.

Unit – III  Accumulation and Ascertainment of Costs, Cost units and Cost Centres, Accounting and Control of Materials, Labour and overhead- Classification, Allocation, Absorption and Apportionment.

Unit – IV  **Method of Costing**: Unit Costing, Job and Contract Costing, Process Costing, Operating Costing, ABC Costing (Activity Based Costing).

Unit – V  Preparation of Cost Sheet, Profit and Loss Account and Reconciliation with Financial Profit and Loss Account, Cost Control and Cost Reduction.

**Suggested Readings**:
1. Cost Accounting – Principles and Practice : Arora, M.N.
2. Lagat Lekhankan : Garg, A.K.
3. Lagat Lekha : Shukla, S.M.
BBA -404 : BASICS OF INDIRECT TAXATION

Unit I – **Introduction** : Background of Indirect Tax Law, Features of Indirect Taxes, Advantage and disadvantage of Indirect Taxes, Taxation under constitution.

Unit II – **Service Tax** : Nature of Service Tax, Basis of Charge of Service Tax, Taxable Services, How service tax is paid? Registration Requirements, Due date for payment of service tax.

Unit III – **Value Added Tax** : Background and justification of VAT, Benefits of and Merits of VAT, Input tax credit, different modes of computation of VAT.


Unit V – **Customs Act** : Nature of Custom Duty, Types of Custom Duties, Valuation for Custom Duty, Methods of Valuation for Customs.

**Suggested Readings :**

BBA -501 : ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

Unit - I  Nature, Functions, Types, Characteristics, Importance and Scope of Entrepreneurship; Economic Development and Entrepreneurship; Entrepreneurship and Psychological Factors; Definition, Qualities and Features of Entrepreneurs. Theories of Entrepreneurship.


Unit - III Different aspects of entrepreneurial Organizations, Performance of entrepreneurial skill; Effectiveness of entrepreneurship; Identification of Business Opportunities; Selection of Product; Size of unit; Technology and Plant Location; Project formulation and report.

Unit - IV Entrepreneurship and Management; Training and Development Programme; Evaluation of entrepreneurship development; Development of support system; Business Promotion form of Business, Organization, Need of License, Capital issues and Legal environment of Business.

Unit - V Entrepreneurial Planning and Monitoring, Entrepreneurship Development during Pre- Independence period; Entrepreneurship Development during Planned Economy.

Suggested Readings :
2. Entrepreneurship and Environment, Desai, A.N.
3. Entrepreneurship Development, Gupta, C.B.
BBA - 502 : STRATEGIC MANAGEMENT

Unit I – Business Environment: General Environment-Demographic, Socio-Cultural, Macro-Economic, Legal/political, Technological, Global, Competitive Environment.

Business Policy and Strategic Management: Meaning and Nature; Strategic Management; Imperative, Vision, Mission, and Objectives; Strategic Levels in Organisation.


Strategic Planning: Meaning, Stages, Alternatives, Strategy Formulation.


Unit IV – Strategy Implementation and Control: Organisational Structures; Establishing Strategic Business Units; Establishing Profit Centers by Business, Product or Service, Market Segment or Customer; Leadership and Behavioural Challenges.

BBA-503: MANAGEMENT ACCOUNTING

Unit I - Definition, Objectives, Scope and Functions of Management Accounting, Management Accounting and Financial Accounting, Analysis and Interpretation of Financial Statement, Ratio Analysis.

Unit II - Funds Flow Analysis and Cash Flow Analysis.

Unit III - Budgeting and Budgetary Control, Cost volume Profit Analysis, Marginal Costing.

Unit IV - Standard Costing, Material and Labour Variances, Inflation Accounting.

Unit V - Responsibility accounting; Managerial Reporting: Nature, Scope, Objective and Types of Managerial Reporting; Modes of Reporting, Internal and External Reporting; Use of reports to Management.

Suggested Readings:
1. Management Accounting : Khan, M.Y. & Jain, P.K.
2. Management Accounting : Maheshwari, S.N.
3. Management Accounting : Sharma, R.K.
BBA -504 : FINANCIAL MANAGEMENT


Unit - II  **Investment Decision** : Method of Capital Budgeting Cost of Capital, Portfolio Management.

Unit – III  **Financing Decision** : Capital Structure Theories, Planning and Policy, Leverage Analysis, Lease Financing.

Unit – IV  **Dividend Decision** : Dividend Theories, Dividend Policy, Profit Surplus and Reserves, Analysis of Retained Earnings.


**Suggested Readings**:

1. Financial Management : I.M. Pandey
2. Financial Management : R.P. Rustagi
BBA -505 : E-COMMERCE

Unit I -  **Internet and Commerce**: Business operation; E-commerce Practices vs traditional business practices; Concepts b2b, b2c, c2c, b2g, g2h, g2c; Benefits of e-commerce to organization, consumers, and society; Limitation of e-commerce; Management issues relating to e-commerce.

Unit II -  **Operation of E-commerce**: Credit card transaction; Secure Hypertext Transfer Protocol (SHTP); Electronic payment systems; Secure electronic transaction (SET); SET's encryption; Process; Cybercash; Smart cards; Indian payment models.

Unit III -  **Application in B2C**: Consumers’ Shopping procedure on the internet; impact on disintermediation and re-intermediation; Global market; Strategy of traditional department stores; Products in b2c model; Success factors of e-brokers; Broker based Service online; Online travel tourism services; Benefits and impact of E-commerce on travel industry; Real estate market; Online stock trading and its benefits; Online banking and its benefits; Online financial services and their future; E-auctions-benefits, implementation, and impact.

Unit IV -  **Application in B2B**: Application of b2b; Key technologies for b2b; Architectural models of b2b; Characteristics of the supplier-oriented marketplace, buyer-oriented marketplace, and intermediary-oriented marketplace; Benefits of b2b on procurement reengineering; Just in Time delivery in b2b; Internet-based EDI from traditional EDI; Integrating EC with back-end information systems; Marketing Issues in b2b.

Unit V -  **Applications in Governance**: EDI in governance; E-government; E-governance application of the internet; Concept of government-to-business, business-to-government and citizen-to government; E-governance models; Private sector interface and in e-governance.

**Suggested Readings**:
BBA -601 : MANAGEMENT INFORMATION SYSTEM


Unit IV – Scope of Development activities - Identification, Evaluation and modification of MIS. Methodology and tools/ techniques for the conduct of development process. Other Issues Organisational Position of MIS Internal Organisation of MIS group, Centralisation/ Decentralisation of MIS efforts, Relative roles of analysts/ users and automation in context of MIS.


Suggested Readings :

1. Management Information system and Data Process : Dentley, Trevoi.
BBA-602: MONEY AND FINANCIAL SYSTEM

Unit – I  Money: Functions; Alternative measures to money supply in India -their different components; Meaning and changing relative importance of each; High powered money -meaning and uses. Finance: Role of finance in an economy; Kinds of finance; Financial system; Components; Financial intermediaries.

Unit – II  Indian Banking System: Definition of bank; Commercial banks -importance and functions; Structure of commercial banking system in India; Regional rural banks; Cooperative banking in India.

Unit – III  Process of Credit Creation By Banks: Credit creation process; Determination of money supply and total bank credit.

Unit – IV  Development Banks and Other Non-Banking Financial Institutions: Their main features; Unregulated credit markets in India - main feature.

Unit – V  The Reserve Bank of India: Functions; Instruments of monetary and credit control; Main features of monetary policy since independence.

Suggested Readings:
2. Monetary Planning of India, Gupta, S.B.
3. Money and Finance in World Economic Order: Panchmakh, V.R., Rajpura, K.M. & Tandon, R.


c-CRM (e-Customer Relationship Management): c-CRM – Concept and Role, Organisation Structure for c-CRM, Key Technology Components of c-CRM, Change Management and e-CRM.

Suggested Readings:
4. Greenberg Paul: CRM at the Speed of Light – Capturing and Keeping Customers in Internet Real Time, McGraw Hill.
Unit I – Introduction: Concept and Definition of E-Banking, Nature and Scope of E-Banking; E-banking components; E-Banking: Indian Perspectives, Traditional Banking; E-Finance Strategies, Internet Banking Portals; Challenges in e-banking; Online Banking and Its Benefits.

Unit II – E-Banking System: Mobile Banking; Internet Banking; Secure Hypertext Transfer Protocol (SHTP); Online Brokerage, Online Delivery Of Financial Products; Secure Electronic Transaction (SET); Indian Payment Models.

Unit III – E-Banking Risks: Infrastructure Problem; Lack of Skilled Manpower; Legal Framework; Socio-Cultural Aspects; Money Laundering; Banking Frauds.

Unit IV – Electronic Payment System: RTGS, Electronic Funds Transfer, Electronic Money; ATM; Credit Card; Smart cards; Electronic Payment Systems; E-banking and Digital Signature; Internet-based EDI from traditional EDI.


Suggested Readings:
3. E-Banking, Indian Banking Association, India.
BBA - 605 : BUSINESS RESEARCH METHODOLOGY

Unit I – Nature and Scope of Research Methodology, Formulation of Research Problem, Statement of Research Objectives, Research Hypothesis.


Unit III – Methods of Data Collection : Observation Design, Interviewing for Research and Formulation of Questionnaires, Scaling Techniques and Techniques of Data Analysis.

Unit IV – Awareness of Software Packages Relevant to Management Researches, Interpretation of Data and Drawing Inferences, Research Report Writing, Research Publication.

Unit V – Application of Statistical Tools and Techniques : T-test, Chi-square Test, Correlation & Regression Analysis.

Suggested Readings :

2. Statistical Method : Gupta, S.P.
3. Research Methodology : Kothari, C.R.