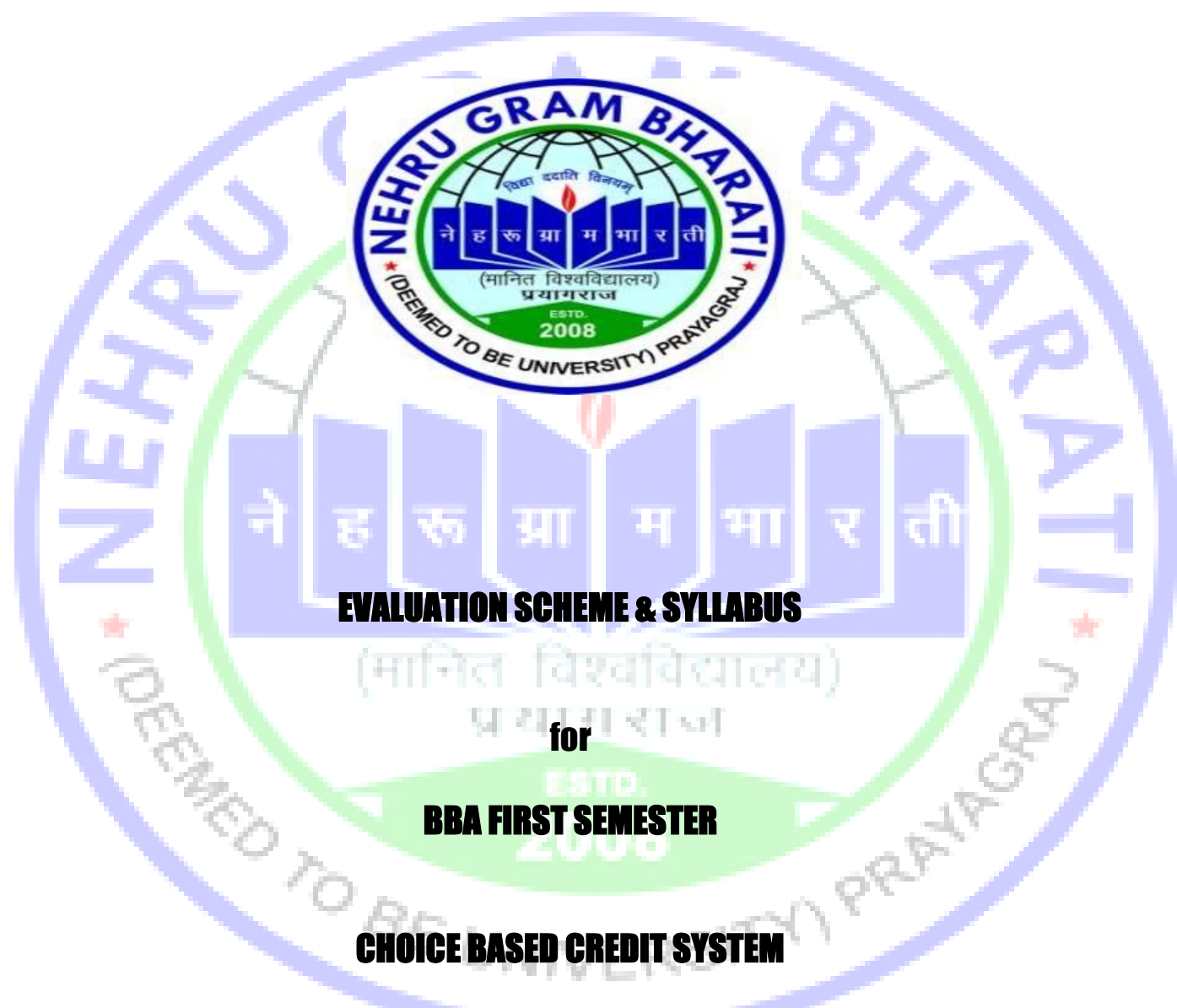


# **NEHRU GRAM BHARATI**

**DEEMED TO BE UNIVERSITY**



**EVALUATION SCHEME & SYLLABUS**

**for**

**BBA FIRST SEMESTER**

**CHOICE BASED CREDIT SYSTEM**

**With effect from academic session 2022-23**

**FACULTY OF MANAGEMENT & COMPUTER APPLICATION**

## DEPARTMENT OF MANAGEMENT

### BBA First Semester

S.NO	Course code	Subject	Evaluation Scheme					Course Credit
			Sessional Exam			ESE	Subject Total	
			CT	TA	Total			
1	BBA-101	Principles of Management	10	10	20	80	100	3
2	BBA-102	Business Statistics	10	10	20	80	100	3
3	BBA-103	Financial Accounting	10	10	20	80	100	3
4	BBA-104	Organizational Behavior	10	10	20	80	100	3
5	BBA-105	Business Communication	10	10	20	80	100	3
Total						500	15	

TA- Teacher Assessment

CT- Cumulative Test

ESE- End Semester Examination

# **1<sup>st</sup> Semester B.B.A-101**

**Max. Marks:100**

**External Assessment:80**

**Internal Assessment: 20**

**Max Contact Hours: 30**

## **PRINCIPLES OF MANAGEMENT**

**Unit 1:** INTRODUCTION, Definition of Management, Nature of Management, Scope of Management and Functions. PLANNING -Nature, Scope, Objectives and Significance of Planning, Elements and steps of Planning, Decision Making.

**Unit 2:** ORGANIZING: Definition, Process of Organizing, Span of control, Organizational, Structure, STAFFING: Meaning of staffing, Recruitment, selection & placement, Training & development  
**DIRECTING:** Definition, Principle of directing, Importance.

**Unit 3:** Controlling- Meaning, Importance and Process, Coordinating - Meaning, Importance & Essentials.

**Unit 4:** Motivation -Definition, Elements and Importance of Motivation. Leadership- Definition, Characteristics, Types. Communication Meaning, Types, Obstacles to effective Communication.

### **Reference Books:**

- 1) Prasad.L.M- Principle & Practices of Management. -Sultan Chand.
- 2) Koontz- Principle of Management. -Tata McGraw Hill.
- 3) GR Terry- Principles of Management.
- 4) Peter Drucker - Practice of Management.
- 5) M.C Farland - Management Principles & Practice.

# **1<sup>st</sup> Semester B.B.A-102**

**Max. Marks:100**

**External Assessment:80**

**Internal Assessment: 20**

**Max Contact Hours: 30**

## **BUSINESS STATISTICS**

**Unit 1-INTRODUCTION-** Concept, Scope, Nature, Importance and Limitations of Business Statistics, STATISTICAL AVERAGES-Arithmetic Average, Weighted mean, Mode, Median and Geometric Mean and Harmonic Mean

### **Unit 2-DISPERSION**

Concept of Dispersion, Method of Measuring Dispersion, Quartile Deviation, Mean Deviation and Standard Deviation.

### **Unit 3-CORRELATION ANALYSIS-**

Concept and Importance of Correlation, Types of correlation, Karl Pearson's Coefficient of Correlation, Regression Equations, Regression Co-efficient.

### **Unit 4- PROBABILITY THEORY, SAMPLING, HYPOTHESIS TESTING**

**Probability:** Theory of Probability, Addition and Multiplication Law, Baye's Theorem of Probability

**Sampling:** meaning, methods of sampling.

**Hypothesis Testing:** Null and Alternative Hypotheses; Type I and Type II errors; Testing of Hypothesis: Large Sample Tests, Small Sample test. T, F, Z Test and Chi Square Test.

### **Reference Books:**

- 6) Gupta S.P- Statistical Methods- Sultan Chand.
- 7) Levin & Rubin - Statistics for Management Prentice Hall India.
- 8) ON. Ethance Statistics, Kitab mahal, Allahabād.
- 9) B.N. Asthana, Elements of Statistics. Chaitanya Publication, Allahabad

# **1<sup>st</sup> Semester B.B.A-103**

**Max. Marks:100**

**External Assessment:80**

**Internal Assessment: 20**

**Max Contact Hours: 30**

## **FINANCIAL ACCOUNTING**

### **Unit 1-ACCOUNTING FUNDAMENTALS-**

Meaning and Definition of Accounting, Functions of Accounting, Objectives of Accounting, Accounting Concepts, Assets and Liabilities

### **Unit 2-DOUBLE ENTRY SYSTEM-**

Journal, Ledger, Trial Balance, Primary book of accounts, Accounting rules, Personal, real and nominal accounts.

### **Unit 3-FINAL ACCOUNTS, DEPRECIATION -**

Trading Account and Profit and Loss Account, Balance Sheet. Depreciation-Meaning, Rationale, Causes and Methods.

### **Unit 4-RESERVES AND FUNDS, RATIO ANALYSIS -**

Reserves & Funds- Meaning, Types, Secret Reserve, Methods of Creating Secret Reserve.

Ratio Analysis- Meaning, Objectives, Limitations, Liquidity Ratio, Activity Ratio, Profitability Ratio, Solvency Ratio.

### **Reference Books**

- 10) Shukla S.M - Financial Accounting - Shahitya Bhawan PUB.
- 11) I.M Pandey Elements of Management Accounting.
- 12) M.Y Khan & P.K Jam - Management Accounting
- 13) S.N Maheshwari - An Introduction to Accountancy.

# **1<sup>st</sup> Semester B.B.A-104**

**Max. Marks:100**

**External Assessment:80**

**Internal Assessment: 20**

**Max Contact Hours: 30**

## **ORGANIZATIONAL BEHAVIOUR**

### **Unit 1-INTRODUCTION**

Meaning and Definition, Fundamental Concept of Organization Behaviour, Models of Organization Behaviour.

### **Unit 2-INDIVIDUAL BEHAVIOUR**

Nature of Individual Behaviour, Perception, Learning, Personality, Attitude.

### **Unit 3-BEHAVIOURAL DYNAMICS**

Analysis of Interpersonal Relationship, Developing Interpersonal Relationship, Group Behaviour, Types of Groups, Group Formation, Development, Group Cohesiveness, Stress.

### **Unit 4-ORGANIZATIONAL PROCESS-**

Organizational Power and Politics, Empowerment, Organizational Culture, Organizational Effectiveness. Organizational Change Definition, Reasons for Changes and Types of Changes, Resistance to Changes.

**Reference Books:**

- 1) Robbins-Organization Behaviour. - Prentice Hall
- 2) L.M Prasad Organization Behaviour- Sultan Chand & Sons.
- 3) Fred Luthans-Organization Behaviour- Pearson
- 4) Azhar Kazmi- Business Policy and Strategic Management- Tata McGraw Hill

# **1<sup>st</sup> Semester B.B.A-105**

**Max. Marks:100**

**External Assessment:80**

**Internal Assessment: 20**

**Max Contact Hours: 30**

## **BUSINESS COMMUNICATION**

### **Unit 1-INTRODUCTION-**

Meaning, Importance and Objectives of Communication.

### **Unit 2-PROCESS OF COMMUNICATION-**

Communication Process Model, Barriers in Business Communication. Oral Communication, Precis Writing.

### **Unit 3-LETTER WRITING-**

Principles of Letter writing, Structure, Planning, Type of Letters in Business Communication.

### **Unit 4-MEETINGS AND CONFERENCES**

Meetings and Conferences: Types, Presentation, Agenda, Minutes. REPORT WRITING Definition, Types of Reports, Categories of Business Report, Importance, Essentials of Good Business Report, steps to Report Writing. Use of Computer and other modern devices.

Reference Books

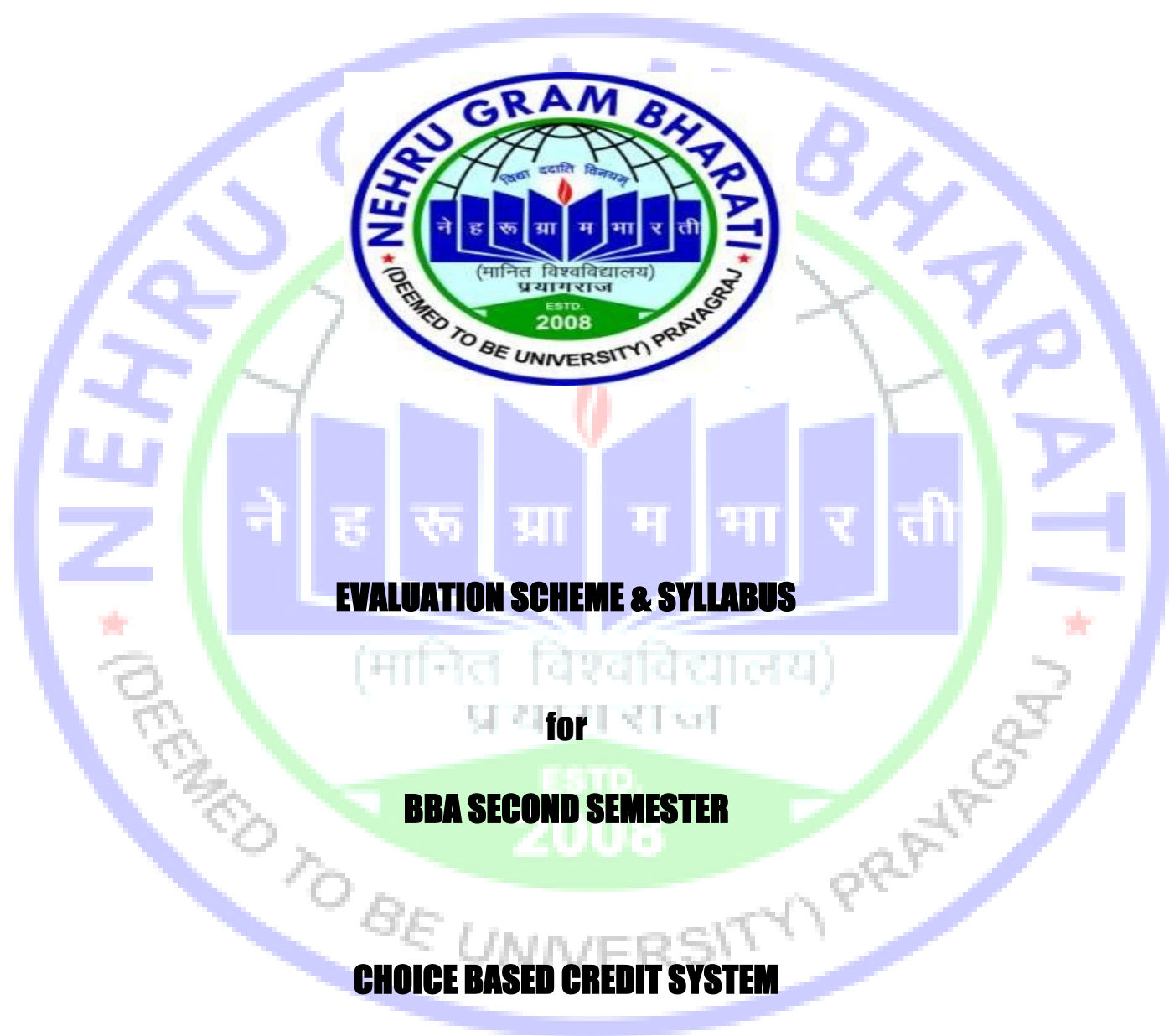
Murphy- Effective Business Communication.

Business Communication-Sultan Chand.

David Berlow - The Process of Communication4. Pal Rajendra &Korlahalli J.S.

# **NEHRU GRAM BHARATI**

## **DEEMED TO BE UNIVERSITY**



**EVALUATION SCHEME & SYLLABUS**

**for**

**BBA SECOND SEMESTER**

**CHOICE BASED CREDIT SYSTEM**

**With effect from academic session 2022-23**

**FACULTY OF MANAGEMENT & COMPUTER APPLICATION**



## DEPARTMENT OF MANAGEMENT

### BBA Second Semester

S.NO	Course code	Subject	Evaluation Scheme					Course Credit
			Sessional Exam			ESE	Subject Total	
			CT	TA	Total			
1	BBA-201	Financial Management	10	10	20	80	100	3
2	BBA-202	Marketing Management	10	10	20	80	100	3
3	BBA-203	Computer Application in Management	10	10	20	80	100	3
4	BBA-204	Managerial Economics	10	10	20	80	100	3
5	BBA-205	Management Lab and Viva-Voce					100	3
Total							500	15

TA- Teacher Assessment

CT- Cumulative Test

ESE- End Semester Examination

## **2<sup>nd</sup> Semester B.B.A-201**

**Max. Marks:100**

**External Assessment:80**

**Internal Assessment: 20**

**Max Contact Hours: 30**

### **FINANCIAL MANAGEMENT**

#### **Unit 1-INTRODUCTION-**

Meaning, Significance and Goals of Financial Management, Functions of Financial Management.

#### **Unit 2- PATTERNS OF FUND REQUIREMENTS-**

Financial Planning, Sources of Finance - Short term, Medium term and Long term.

Capitalization- Under and Over Capitalization.

#### **Unit 3-WORKING CAPITAL MANAGEMENT-**

Concept of Fixed and Working Capital, Determinants of Working Capital Management of Cash, Receivables and Inventory.

**CAPITAL STRUCTURE PLANNING AND DECISION:** Meaning and Theories of Capital Structure. Cost of Capital - Equity, Preference and Debt. Leverage - Operating, Financial and Combined.

**UNIT 4: INVESTMENT AND DIVIDEND DECISION** Time Value of Money Capital Budgeting -Meaning and Objectives of Capital Budgeting, Brief idea of Techniques of Capital Budgeting. Dividend Policy-Concept and Factors affecting Dividend Policy.

#### **Reference Books:**

1. Maheswari S.N - Financial Management- Sultan Chand.
2. M Pandey - Elements of Financial Management.
3. Khan &Jairi- Financial Management
4. Prasanna Chandra - Fundamentals of Financial Management.

## **2<sup>ND</sup> Semester B.B.A-202**

**Max. Marks:100**

**External Assessment:80**

**Internal Assessment: 20**

**Max Contact Hours: 30**

### **MARKETING MANAAGEMENT**

#### **Unit 1-INTRODUCTION-**

Traditional and Modern, Components of Marketing mix, Market Segmentation- Objectives and Factors affecting Market Segmentation.

#### **Unit 2-CONSUMER BEHAVIOUR-**

Concept and Significance of Consumer Behaviour, Factor Affecting Consumer Behaviour, Important Models of Consumer Behaviour.

#### **Unit 3-PRODUCT PLANNING**

Meaning of Product, Product Development Process, Product Life Cycle Stages and Strategies. PRICING DECISIONS-: Meaning, Significance, Factors Affecting Pricing Decisions, Techniques and Strategies of Pricing.

**UNIT 4: PROMOTION POLICY AND DISTRIBUTION-**Objectives, Sales Promotion Techniques, Advertising and Other Methods.

Distribution Channel - Types, Factors Affecting, Selection, Channel for Consumer and industrial Products.

#### **Reference Books:**

- 14) Kotler Philip - Marketing Management- Prentice Hall.
- 15) S.A Shprlekar Salvapdore Principles of Marketing.
- 16) Ramamaswami & Narnal kumari- Marketing Management.
- 17) Stanton-Fundamentals of Marketing.

## **2<sup>nd</sup> Semester B.B.A-203**

**Max. Marks:100**

**External Assessment:80**

**Internal Assessment: 20**

**Max Contact Hours: 30**

### **COMPUTER APPLICATION IN MANAGEMENT**

#### **Unit 1-COMPUTER FUNDAMENTALSs-**

Introduction, Significance of Computer Fundamentals, Computer Generations, Elements of computer process, Classification of Computers, Input-Out Devices.

#### **Unit 2-OPERATING SYSTEM**

Types of operating System, Bath file, Brief idea of Computer Languages.

PC PACKAGE- MS Office (MS Word., MS Excel, MS. Power Point), Tally Accounting.

#### **Unit 3 -DATA BASE MANAGEMENT SYSTEM-**

Creating/Modification of Data base files, Commands Study, Expressions &Functions set commands, sorting/Indexing.

UNIT 4: INTERNET: Definition of internet, History of the Internet, Internet service provider, Internet extensions, Requirement for Internet connection, email, Computer Viruses.

Reference Books:

- 18) P.K Sinha - Fundamental of Computers.
- 19) Raja Rammana - Computer Fundamentals.

## **2<sup>nd</sup> Semester B.B.A-204**

**Max. Marks:100**

**External Assessment:80**

**Internal Assessment: 20**

**Max Contact Hours: 30**

### **MANAGRIAL ECONOMICS**

#### **Unit 1-INTRODUCTION**

Meaning and Significance of Managerial Economics, Nature and Scope of Managerial Economics.

#### **Unit 2-DEMAND ANALYSIS**

Meaning of Demand, Demand Determinants, Law of Demand, Elasticity of Demand, Demand Forecasting

#### **Unit 3-PRODUCTION ANALYSIS**

Concept of Production, Production Function, Law of Variable Proportions, Returns to Scale.

#### **Unit 4 PRICING DECISIONS**

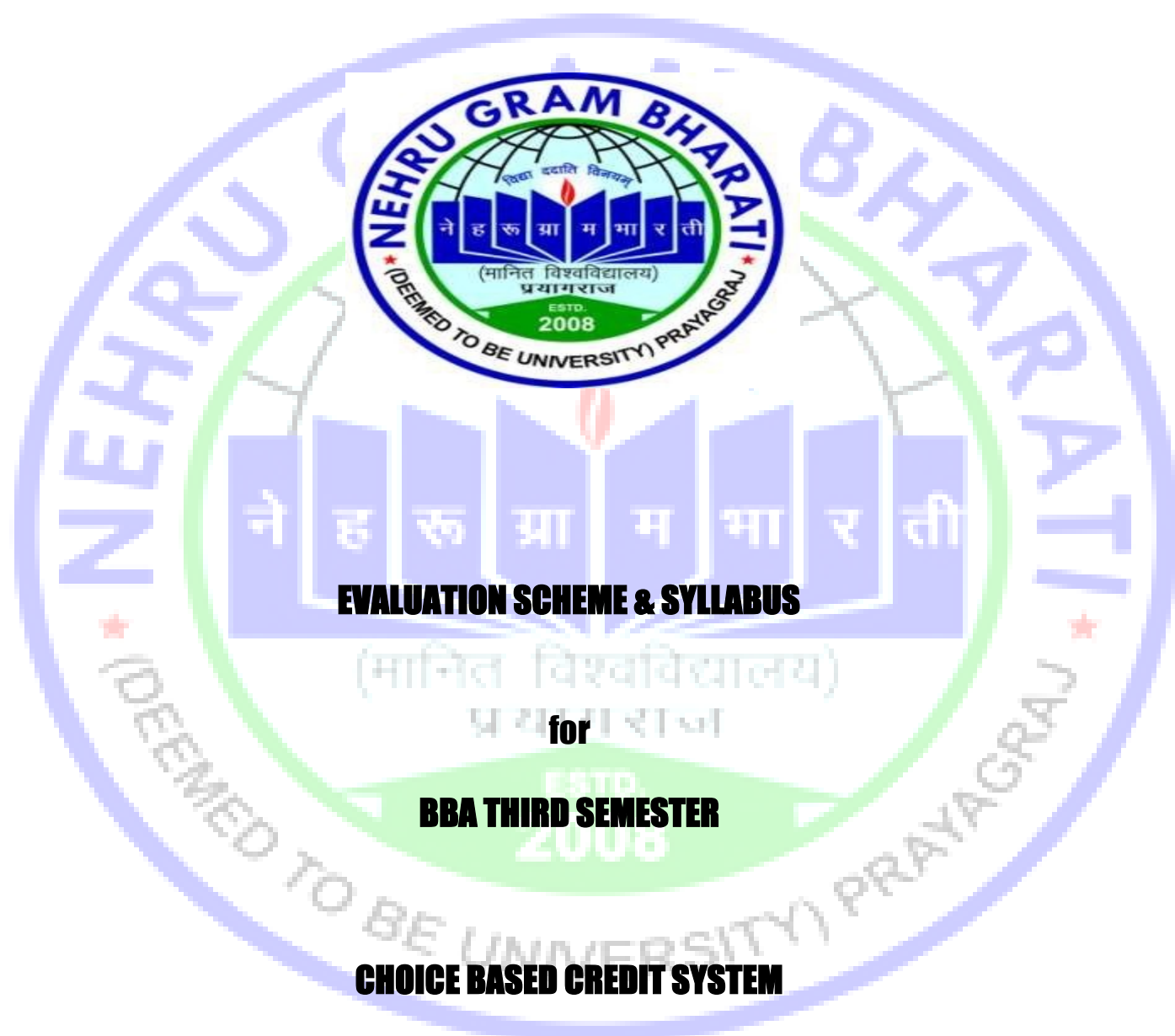
Factors affecting Pricing Decision, Pricing under different Market Structure Perfect, Imperfect Monopoly, Pricing Strategies. PROFIT Concept, Factors affecting Profit, Brief Study of Profit Theories.

**Reference Book:**

- 20) Joel Dean - Managerial Economics.
- 21) Varshney & Maheshwari
- 22) Mote Paul & Gupta - Managerial Economics
- 23) Ahuja H.L - Advanced Economic Theory (Micro Economics)- S Chand

# **NEHRU GRAM BHARATI**

## **DEEMED TO BE UNIVERSITY**



**EVALUATION SCHEME & SYLLABUS**

**for**

**BBA THIRD SEMESTER**

**CHOICE BASED CREDIT SYSTEM**

**With effect from academic session 2022-23**

**FACULTY OF MANAGEMENT & COMPUTER APPLICATION**

## DEPARTMENT OF MANAGEMENT

### BBA Third Semester

S.NO	Course code	Subject	Evaluation Scheme					Course Credit
			Sessional Exam			ESE	Subject Total	
			CT	TA	Total			
1	BBA-301	Business Environment	10	10	20	80	100	3
2	BBA-302	Corporate Accounting	10	10	20	80	100	3
3	BBA-303	Insurance and Risk Management	10	10	20	80	100	3
4	BBA-304	Public Finance	10	10	20	80	100	3
5	BBA-305	Entrepreneurship and Small Scale Business Enterprises	10	10	20	80	100	3
Total						500	15	

TA- Teacher Assessment

CT- Cumulative Test

ESE- End Semester Examination

## **3<sup>rd</sup> Semester B.B.A-301**

**Max. Marks:100**

**External Assessment:80**

**Internal Assessment: 20**

**Max Contact Hours: 30**

### **BUSINESS ENVIRONMENT**

#### **Unit I: INTRODUCTION**

Concept of Business Environment, Its Significance and Scope, Importance of study of Business Environment.

#### **Unit I: INDUSTRIAL ENVIRONMENT**

Factors affecting industrial Environment, Industrial Policy, Present Industrial Policy, Industrial Licensing.

#### **Unit II: ECONOMIC ENVIRONMENT-**

Fiscal Policy- Objectives of Fiscal Policy, Features of Fiscal Policy in India. Monetary Policy- Objectives, Monetary Policy in India.

#### **Unit IV: INTERNATIONAL ENVIRONMENT**

Exim. Policy, Balance of Payment and Balance of Trade, Foreign Direct Investment, International Economic Institutions- WTO, UNCTAD, IMF.

#### **LEGAL ENVIRONMENT-**

Foreign Exchange Management Act, TRAI and IRDA

#### **Reference Books-**

1. Francis Cherunalum-Business Environment
2. Ashwathapa-Business Environment
3. Adhikaier Economic Environment for Business
4. P.K. Ghosh Business Environment



## **3<sup>rd</sup> Semester B.B.A-302**

**Max. Marks:100**

**External Assessment:80**

**Internal Assessment: 20**

**Max Contact Hours: 30**

### **CORPORATE ACCOUNTING**

#### **Unit-I: INTRODUCTION-**

Meaning and Types of Companies, Statutory Records of Accounts

#### **ISSUE OF SHARES AND DEBENTURES-**

Meaning and Kinds of Share Capital, Issue of Shares, Forfeiture and Reissue of Shares, Issue of Debentures, Redemption of Debentures

#### **Unit-II: FINAL ACCOUNTS OF COMPANY**

Profit and Loss Account, Profit and Loss Appropriation Account and Balance Sheet.

#### **Unit-III: PROFIT PRIOR TO INCORPORATION AND UNDERWRITING**

Profit Prior to Incorporation Meaning and Methods. Underwriting Meaning, Need for underwriting, Accounting for underwriting.

#### **Unit IV: COMPANY LIQUIDATION-**

Types of Company Liquidation, Statement of affairs, Liquidation Final Statement of Accounts.

### **BOOKS RECOMMENDED**

1. Jain & Narang :Corporate Accounting, Kalyani Publishers, New Delhi. 2 Gupta R.L. and Radha Swamy : Advanced Company Accounts, Sultan Chand & Son, New Delhi 3 Maheshwari S.N. : Corporate Accountancy, Vikas Publishing House, New Delhi 4 Monga J.R. Ahuja, : Financial Accounting, Mayur Paper Books, Noida Girish and Sehag Ashok 5 Shukia, M.C. Grewal : Advanced Accounts, S. Chand and Co. New Delhi T.S. and Gupta SC 6 Moore C.L. and Managerial Accounting, South Western Publishing Co., Jaedicke R.K. Cinnannati, Ohia 6. Tulsain, P.C: Corporate Accounting, S. Chand Publication, New Delhi.

## **3<sup>rd</sup> Semester B.B.A-303**

**Max. Marks:100**

**External Assessment:80**

**Internal Assessment: 20**

**Max Contact Hours: 30**

### **INSURANCE & RISK MANAGEMENT**

#### **Unit 1: NATURE OF INSURANCE**

Concept, Features, Scope, Kinds, Functions, Importance and Principles of Insurance.

#### **LIFE INSURANCE**

Features of Life Insurance, Kinds of Life Insurance Policies (Whole, Endowment and Term), Policy Conditions and Mortality Table.

#### **Unit II: FIRE INSURANCE**

Scope of Fire Insurance, Physical and Moral Hazards in Fire Insurance, Difference between Fire Insurance and Life Insurance. Types of Fire Policies; Fire Policy Conditions.

#### **Unit III: MARINE INSURANCE**

Meaning and Scope of Marine Insurance, Express and Implied Warranties under Marine Insurance. Types of Marine Policies and Policy Conditions.

Unit IV: RISK MANAGEMENT: Meaning and Types of Risk -Objectives and Scope of Risk Management. Risk Management Role and Responsibilities.

#### **Reference Books:**

- 24) M. Motihar - Insurance
- 25) M.N. Mishra - Principles of Insurance.

## **3<sup>rd</sup> Semester B.B.A-304**

**Max. Marks:100**

**External Assessment:80**

**Internal Assessment: 20**

**Max Contact Hours: 30**

### **PUBLIC FINANCE**

Unit I: INTRODUCON:

Concept, Scope and Significance of Public Finance. Principles of Public Finance.

Unit II: PUBLIC REVENUE

Sources of Public Revenue, Difference between Price and Taxation, Canons of Taxation, Features of Good Tax System. Direct and Indirect Tax.

Unit III: PUBLIC EXPENDITURE

Concept, Importance, Principles of Public Expenditure, Effects of Public Expenditure.

**PUBLIC DEBT-**

Concept, Objectives, Classification, Redemption of Public Debts and Effects of Public Debts.

Unit IV: FISCAL POLIC Concept, Objectives, VAT, MOD VAT. Deficit Financing. Reasons, Methods and Effects. Deficit Financing in India.

Reference Books-

- 26) P.N. Chopra - Business Economics
- 27) M.L. Seth - Public Finance
- 28) Prof. R.C. Agrawal - Public Finance

## **3<sup>rd</sup> Semester B.B.A-305**

**Max. Marks:100**

**External Assessment:80**

**Internal Assessment: 20**

**Max Contact Hours: 30**

### **ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT**

#### **Unit 1: INTRODUCTION-**

Concept of Entrepreneurship, Distinction between Innovator and Innovator Characteristics of an Entrepreneur, Functions of Entrepreneur, Theories Entrepreneurship.

#### **Unit II: ENTREPRENEURIAL DEVELOPMENT**

Environmental factors affecting Entrepreneurial Development, Entrepreneurial Development Programmes and their Evaluation; Govt. Policies and their Effects; Role of Govt. and other Institutions.

#### **Unit III: CREATIVITY AND INNOVATION**

Creativity- Nature, Constituents, Types, Techniques of Creative Thinking Focus Groups, Brainstorming, Attribute Analysis; Innovation- Types and Phases.

#### **Unit IV: MANAGEMENT OF SMALL AND MEDIUM ENTERPRISES**

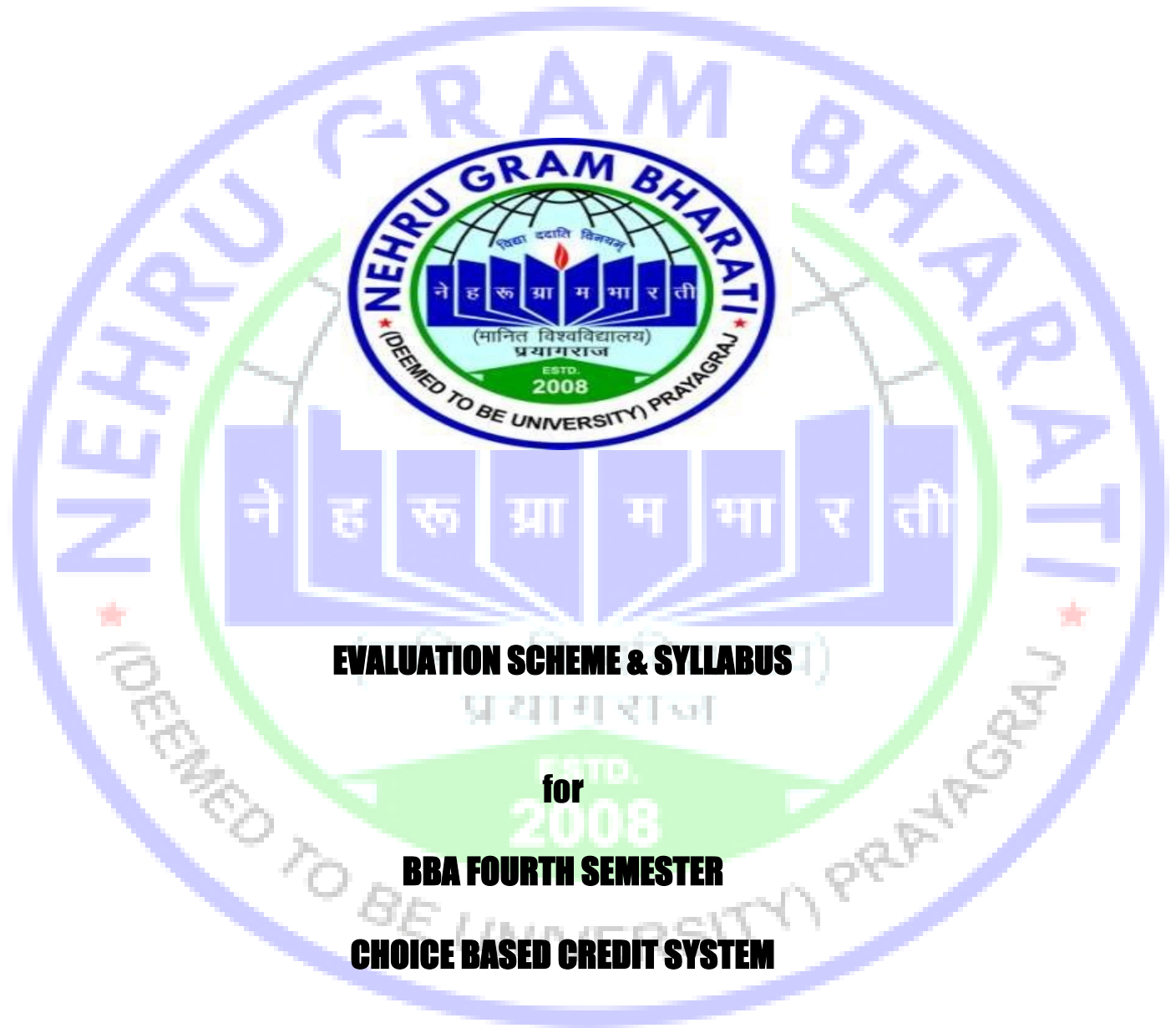
Role of SMEs in Indian Economy; Problems of SMEs; Institutional Support. Various Issues Related to Production, Marketing, Finance and Human Resource Management of SMEs. FINANCING OF BUSINESS ENTERPRISES Sources- Short Term and Long-Term, Specialized Financial Institutions Small Industries Development Bank of India (SIDBI) and Commercial Banks.

#### **Reference Books:**

- 29) C.B. Gupta & N.P. Srinivasan - Entrepreneurial Development (Sultan Chand & Sons)
- 30) Vasant Desai - Management of Small Scale Industry (Himalaya Publishing House)
- 31) Entrepreneurial Development - S.S. Shukla
- 32) Entrepreneurship - New Venture Creation- David H. Holt
- 33) Business Organization and Management - By N.C. Roy Chow.

# NEHRU GRAM BHARATI

**DEEMED TO BE UNIVERSITY**



**EVALUATION SCHEME & SYLLABUS**

**for**

**BBA FOURTH SEMESTER**

**CHOICE BASED CREDIT SYSTEM**

**With effect from academic session 2022-23**

**FACULTY OF MANAGEMENT & COMPUTER APPLICATION**

## DEPARTMENT OF MANAGEMENT

### BBA fourth Semester

S.NO	Course code	Subject	Evaluation Scheme					Course Credit	
			Sessional Exam			ESE	Subject Total		
			CT	TA	Total				
1	BBA-401	Production Management	10	10	20	80	100	3	
2	BBA-402	Human Resource Management	10	10	20	80	100	3	
3	BBA-403	Rural Marketing & Research	10	10	20	80	100	3	
4	BBA-404	Management Information System	10	10	20	80	100	3	
5	BBA-405	Comprehensive Viva-Voce						100	3
Total							500	15	

TA- Teacher Assessment

CT- Cumulative Test

ESE- End Semester Examination

## **4<sup>th</sup> Semester B.B.A-401**

**Max. Marks:100**

**External Assessment:80**

**Internal Assessment: 20**

**Max Contact Hours: 30**

### **PRODUCTION MANAGEMENT**

#### **Unit 1: INTRODUCTION:**

Mean Scope and Significance of Production Management, Product Planning and Product Development Process.

#### **Unit II: PLANT LOCATION AND LAYOUT:**

Location: Factors, Theories: weber, Sargent, Florence. Layout: Meaning and Types, Process of Layout, Plant environment and maintenance

#### **Unit III: MATERIAL MANAGEMENT**

Meaning, Objectives and Importance of Material Management, Techniques of Inventory Management. Supply Chain Management: Meaning and Elementary Idea.

#### **Unit IV: PURCHASING-**

Objectives and Functions, Buying and Purchasing Rights, Quantity and Right Price, Purchasing Process. Quality Control: Meaning, Objectives and Importance of Quality Control, Techniques of Quality Control.

#### **Reference Books:**

- 34) Nair-Operations management, TMH.
- 35) Adam&Ebexi- Production and operation management Prentice Hall India.
- 36) Production and Operations Management - By B.S. God..
- 37) Production and Operations Management by K. Aswathappa.
- 38) Production and Operations Management by S.N.Chaity.

## **4<sup>TH</sup> Semester B.B.A-402**

**Max. Marks:100**

**External Assessment:80**

**Internal Assessment: 20**

**Max Contact Hours: 30**

### **HUMAN RESOURCE MANAGEMENT**

#### **Unit I:INTRODUCTION-**

Human Resource Management Concept, Features & Objectives of Human Resource Management, Human resource Management V/s Human Resource Development.

#### **Unit II: MAN POWER PLANNING & SELECTION**

Man Power Planning: Purpose, Sources, Methods of-Selection Recruitment and Selection. Employees Training.

#### **Unit III: EMPLOYEES COMPENSATION AND JOB ANALYSIS**

EMPLOYEES COMPENSATION: Promotion and Demotion Components, Factors affecting Compensation, Methods including incentives.

JOB ANALYSIS: Purpose, Process and Methods of Job Analysis. Job Analysis.

#### **Unit-IV: MOTIVATION AND PERFORMANCE APPRAISAL:**

MOTIVATION- Concept and Theories.

PERFORMANCE APPRAISAL:-Meaning, Objectives and Importance, Techniques of Performance Appraisal.

Reference Books:

- 39) Rao VSP- Human Resource management-Vikas Publication.
- 40) Monnappa&Salyadan- Personnel Management Tata Mc GrawHil.
- 41) Desslei Garg, Human Resource management, Pearson education.
- 42) Ashwathapa K-Human Resource management Himalaya Publication House.
- 43) EEilipo- Principles of personnel management



## **4<sup>TH</sup> Semester B.B.A-403**

**Max. Marks:100**

**External Assessment:80**

**Internal Assessment: 20**

**Max Contact Hours: 30**

### **RURAL MARKETING & RESEARCH**

#### **Unit I : RURAL MARKETING:**

Rural Economy and Social Structure; Concept Importance of Rural Marketing and Factors affecting Rural Marketing, Prevailing Rural environments and Rural Problems -Social and Economic and their Impact on Rural Marketing.

#### **Unit II: STRATEGIES FOR RURAL MARKETING:**

Introduction, problems and prospects of Rural Marketing, Channels of Rural Marketing- Traditional and New; Social Marketing - Techniques and problems, Challenges before Rural Marketing.

#### **Unit III: MARKETING RESEARCH:**

Nature, Scope, Importance and Limitations, Marketing Research Process, Marketing Research and decision-making, Research Design, Types of Research Design - Exploratory, Descriptive, Experimental.

#### **Unit IV: DATA COLLECTION AND ANALYSTS:**

Primary Data, Secondary Data Methods of Collecting Data, Questionnaire Designing, Construction and Administration, Interviewing Method, Mail Surveys, Observational Method, Sampling - Design, Types, Techniques and Sampling Problems. Report Preparation, Factors in organising a Research Report, Report Presentation, Applications of Marketing Research (Product Research, Advertising Research).

#### **REFERENCE BOOKS:**

- 44) Balram Dogra, Rural Marketing, McGraw Hill Companies.
- 45) Philip Kotler, Marketing Management, 1992. 8th edition.
- 46) Pradeep Kashyap & Siddhartha Raut, The Rural Marketing, Biztantra.
- 47) R.V. Bedi, N.V. Bedi, Rural Marketing, Himalaya Publishing

## **4<sup>th</sup> Semester B.B.A-404**

**Max. Marks:100**

**External Assessment:80**

**Internal Assessment: 20**

**Max Contact Hours: 30**

### **MANAGEMENT INFORMATION SYSTEM**

Unit 1: MIS:

Concept, Objectives and Relevance, Types of Information and Sources of Information, Managing Information Resources, Comparative advantage and strategic Information Systems, Protecting Information Systems

Unit II: INFORMATION SYSTEM FOR DECISION MAKING:

Information system for decision making, Transactional processing system, decision support system, Executive information system, Expert system and office automation system.

Unit II: SYSTEM CONCEPTS:

System concepts and its application to MIS, Sub system of an MIS, Distinction between physical system and information system.

Unit IV: MIS DESIGN

Management information systems design: Definition, Problem, Set system objectives, Established system constraints, Constraints on management information system design. APPLICATION OF COMPUTER TO MIS Data Flow Diagram and System Flow Chart, Conversion of Manual to Computer based Systems.

Reference Books:

- 48) D.P. Goyal- Management information system- Mac Millan
- 49) Davis & Olson- Management information system.
- 50) Murdick Ross & Clagett- Information systems for management.
- 51) Contarjesome- Management information System.

# **NEHRU GRAM BHARATI**

## **DEEMED TO BE UNIVERSITY**



**FACULTY OF MANAGEMENT & COMPUTER APPLICATION**

## DEPARTMENT OF MANAGEMENT

### BBA Fifth Semester

S.NO	Course code	Subject	Evaluation Scheme					Course Credit
			Sessional Exam			ESE	Subject Total	
			CT	TA	Total			
1	BBA-501	Commercial Law	10	10	20	80	100	3
2	BBA-502	Management of Financial Institutions	10	10	20	80	100	3
3	BBA-503	Foreign Exchange	10	10	20	80	100	3
4	BBA-504	Accounting for Management	10	10	20	80	100	3
5	BBA-505	Operation Research	10	10	20	80	100	3
Total							500	15

TA- Teacher Assessment

CT- Cumulative Test

ESE- End Semester Examination



## **5<sup>TH</sup> Semester B.B.A-501**

**Max. Marks:100**

**External Assessment:80**

**Internal Assessment: 20**

**Max Contact Hours: 30**

### **COMMERCIAL LAW**

To Provide the Knowledge about provisions of Laws relating to Contract, Sale of Goods, Companies Act, Negotiable Instruments Acts etc.

Unit I: THE CONTRACT ACT, 1872 :

Agreement and Contract, Essentials of Contract, Offer, Acceptance, Consideration, Capacity of parties and Free Consent, Quasi contract. Void Agreements, Remedies for Breach of Contract, Bailment and Pledge, Contract of Agency.

Unit II: THE SALE OF GOODS ACT, 1930:

Sale and agreement to sale, Condition and Warranty, Transfer of rights of Property, unpaid Seller, Auction sale.

Unit III: COMPANY ACT, 1956:

Meaning, Kinds, types and advantages of Company, Documents required at the time of incorporation, purpose of Issuing Prospectus, Kinds of Meetings and Modes of Winding-up.

Unit IV: **Negotiable Instrument Act, 1881:**

Definition, Legal Presumptions, Types, crossing, endorsement and dishonour of Instruments, Holder and Holder in due Course.

Suggested Readings: -

- 52) CHAWL. & GARC MERCANTILE LAW, TATA MC GRAW HILL
- 53) N.D. KAPOOR, ELEMENTS OF MERCANTILE LAW, SULTA CHAND AND COMPANY, NEWN DELHI
- 54) M.C. KUCHHAL, MERCANTILE LAW, VIKAS PUBLISHING 3 HOUSE PVT.LTD. SIX TH EDITION

## **5 Semester B.B.A-502**

**Max. Marks:100**

**External Assessment:80**

**Internal Assessment: 20**

**Max Contact Hours: 30**

### **MANAGEMENT OF FINANCIAL INSTITUTIONS**

To provide the knowledge of development and working of various financial Institutions.

#### **Unit 1: FINANCIAL INSTITUTIONS**

Financial Institutions, Meaning and Role, types of financial institution-money market institutions- Commercial banks, indigenous financial agencies, discounting houses, Accepting houses, Call money market.

#### **Unit II: COMMERCIAL& CENTRAL BANK-**

Meaning, Functions and role of Commercial Banks, Development of Central Bank, Meaning and Functions, Reserve Bank of India., Commercial Banks in India.

#### **Unit III: DEVELOPMENT BANKING-**

Concept of Development Banking, Definition of Development Bank, Features of Development Bank, Role of Development Banks.

#### **Unit IV: CAPITAL MARKET INSTITUTIONS-**

Meaning, New Issue Market, Stock Market, Investment Banks, Merchant Banking, Development Bank. Capital Market and Reforms: Indian Capital Market, Capital Market Reforms, Narasimhan committee's recommendations.

#### **Reference Books:**

5. KHAN MY- FINANCIAL SERVICES (TATA MC GRAW HILL 1998).
6. Bhole LM- FINANCIAL INSTITUTIONS AND MARKETS TATA. MC GRAW HILL THIRD EDITION 2003.
7. SRIVASTAVA A.M & NIGAM DIVYA - MANAGEMENT OF FINANCIAL INSTITUTIONS- HIMALAYA,2003.
8. MACHIRAJU H.R - INDIAN FINANCIAL SYSTEM VIKAS,2004.
9. GURU SWAMY R.- FINANCIAL SERVICES& MARKETS THOMSON, 1ST EDITION.

## **5<sup>TH</sup> Semester B.B.A-503**

**Max. Marks:100**

**External Assessment:80**

**Internal Assessment: 20**

**Max Contact Hours: 30**

### **FOREIGN EXCHANGE**

To provide knowledge of Foreign exchange and Issues involved with the Management of Foreign Trade.

#### **Unit I: FOREIGN EXCHANGE**

Concept, Need, Difference between Foreign Exchange and Normal Exchange and Document used in Foreign Trade, Foreign Exchange Mechanism.

#### **Unit II: BALANCE OF PAYMENT AND BALANCE OF TRADE**

Concept and Difference between BOP and BOT and Causes, Consequences and Remedies of Disequilibrium in the Balance of Payment.

#### **Unit III: INTERNATIONAL PAYMENTS**

Instruments of External Payments, Equilibrium Rate of Exchange, Fixed Vs Flexible Exchange rates, Provisions of Foreign Exchange Management Act.

#### **Unit IV: FOREIGN EXCHANGE MARKET**

Operations, Agency arrangement, Spot Exchange, Forward Exchange Arbitrage Operations, Cover Operations, Derivation Foreign Trade Risk and Export Credit Various Trade risks, Political, Commercial and other risks, Measures for minimizing risks, Various types of export credit and sources of such credit, Shipping Finance, EXIM Bank and ECGC.

**Suggested Readings:**

- 55) MANAB THAKUR, GENE BURTON AND B. N. SRIVASTAVA INTERNATIONAL MANAGEMENT CONCEPT AND CASES TATA MC GRAW HILL
- 56) HEINZ WEHRICH AND HAROLD KOONTZ - TATA MC GRAW HILL.
- 57) JEEVANANDMS4. C. FOREIGN EXCHANGE AND RISK MANAGEMENT- SULTAN CHAND & SONS

## **5<sup>TH</sup> Semester B.B.A-504**

**Max. Marks:100**

**External Assessment:80**

**Internal Assessment: 20**

**Max Contact Hours: 30**

### **ACCOUNTING FOR MANAGEMENT**

To Provide understanding of Management accounting techniques which can be utilized for decision making and Control.

Unit I:

Definition, Functions and Importance of Management Accounting, Difference between financial and Management Accounting Cost Concepts.

Unit II: (FUNDS FLOW AND CASH FLOW ANALYSIS )AND (STANDARD COSTING) :

Objectives, Uses and preparations of Fund Flow Statement, Preparation of Cash Flow statement. STANDARD COSTING: Meaning Advantages Limitations and applicability standard costing Computation of Material, Labour and Mix Variance.

Unit III: BUDGET AND BUDGETARY CONTROL:

Meaning of Budget, Budget and Budgeting and Budgetary Control, Types of Budgets, Preparation of cash and sales, Budget Advantages & Limitations of Budgetary Control, Zero Base Budgeting.

Unit IV: **Ratio Analysis:**

Importance and limitations of Computation of Liquid Profitability Ratios and Turnover Ratios. Interpretation of financial statements.

Suggested Readings:

- 58) DR.S.P. GUPTA- MANAGEMENT ACCOUNTING-SAHITYA BHAWAN PUBLICATIONS.
- 59) M.Y. KHAN & P.K. JA1N FINANCIAL MANAGEMENT TATA MC GRAW HILL.
- 60) BAGAVATHI V; PILLAI R.S.N. - MANAGEMENT ACCOUNTING- S. CHAND& COMPANY LTD.
- 61) JAGADISH PRAKASH -- MANAGEMENT ACCOUNTING SAHITYA BHAWAN PUBLICATIONS.



## **5<sup>TH</sup> Semester B.B.A-505**

**Max. Marks:100**

**External Assessment:80**

**Internal Assessment: 20**

**Max Contact Hours: 30**

### **OPERATION RESEARCH**

To Provide knowledge about concept, techniques and various issues related to Operation Research.

#### **Unit I:OPERATION RESEARCH-**

Definition and Scope of Operation Research, Theory of Optimization, Operations Research in India.

#### **Unit II: LINEAR PROGRAMMING -**

Formulation of Linear Programming problems (LP.P.), Solution of Linear Programming problems, Graphical Method, Simplex Method.

#### **Unit III: TRANSPORTATION PROBLEM**

Solution by North-West Corner VAM, Row minima, Column minima, Matrix Minima, Optimization by stepping stone, MODI Methods.

Unit IV: Routing, Scheduling, Man Machine Chart, Game Theory and its application. Networking Analysis Objectives of Network Analysis, Advantages and limitations of Networks Critical Path-Method, PERT.

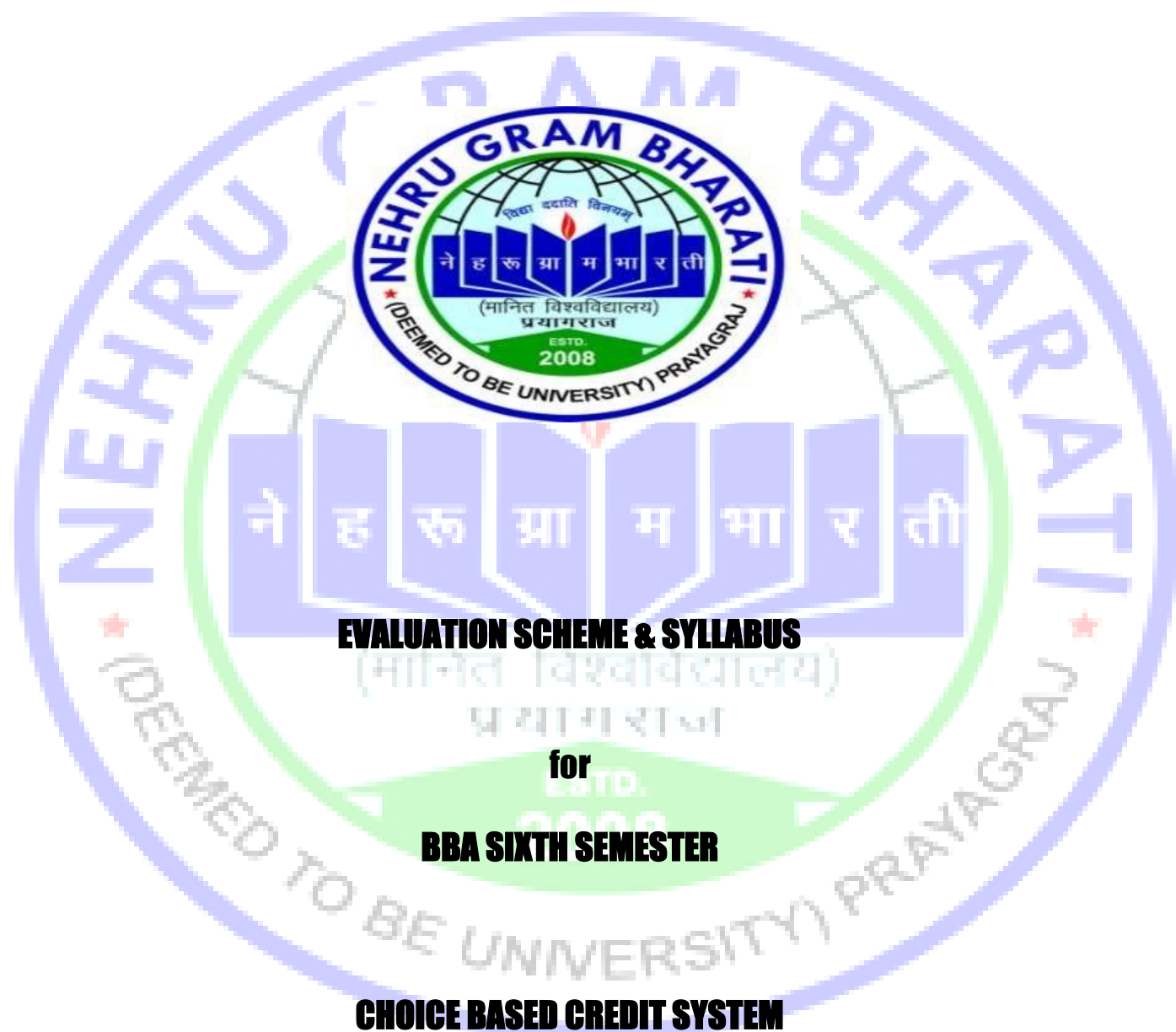
62) Suggested Readings:

- 63) KANTI SWAROOP, GUPTA P.K., MAN MOHAN -OPERATIONS A RESEARCH-SULTAN CHAND AND SONS
- 64) H. GILLETTE-OPERATION RESEARCH- T.M.H.
- 65) KOTHARI- QUANTITATIVE TECHNIQUES VIKAS 1996 THIRD DD
- 66) U.K. SRIVASTAVA, G.V. SHENOY, S.C. SHARMA QUANTITATIVE TECHNIQUES FOR MANAGERIAL DECISIONS-NEW AGE INTERNATIONAL



# **NEHRU GRAMBHARATI**

**DEEMED TO BE UNIVERSITY**



**With effect from academic session 2022-23**

**FACULTY OF MANAGEMENT & COMPUTER APPLICATION**

## DEPARTMENT OF MANAGEMENT

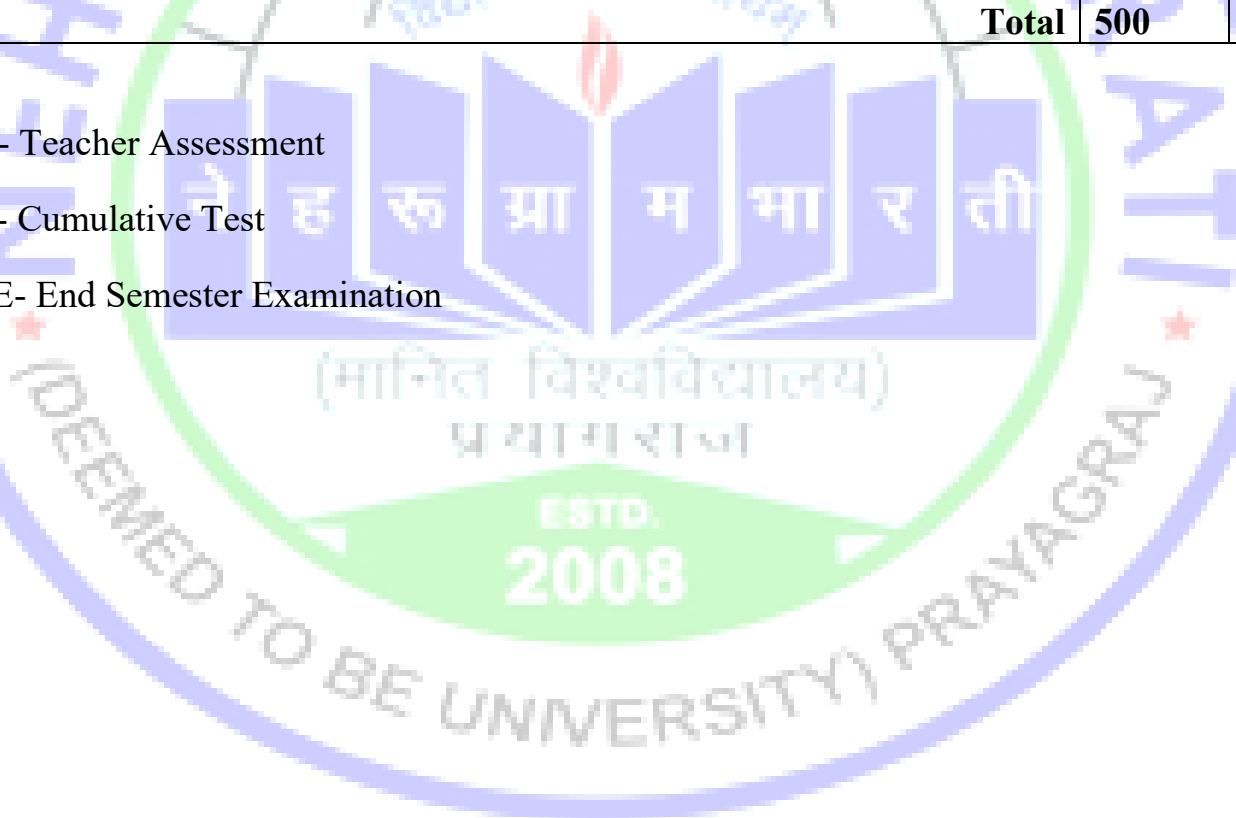
### BBA Sixth Semester

S.NO	Course code	Subject	Evaluation Scheme					Course Credit	
			Sessional Exam			ESE	Subject Total		
			CT	TA	Total				
1	BBA-601	Advance Accountancy	10	10	20	80	100	3	
2	BBA-602	Income Tax Law and Practice	10	10	20	80	100	3	
3	BBA-603	International Business Management	10	10	20	80	100	3	
4	BBA-604	Strategic Management	10	10	20	80	100	3	
5	BBA-605	Summer Training and Project Report						100	3
Total							500	15	

TA- Teacher Assessment

CT- Cumulative Test

ESE- End Semester Examination



## 6<sup>TH</sup> Semester B.B.A-601

Max. Marks:100

External Assessment:80

Internal Assessment: 20

Max Contact Hours: 30

### ADVANCE ACCOUNTANCY

To provide knowledge about specialized accounting and final accounts of companies.

Unit I: Company final account:

Preparation of Final Account and Statement of Companies as per schedule VI of Companies Act, 1956.

ROYALTY A/C: Basic Terms -Royalty, Minimum Rent, Short workings, Entries in the Books of Lessee and Lessor, Accounting Problems relating to Coal Mine.

Unit II: ACCOUNTS OF INSTALMENT RETAILING

Hire Purchase the System and its Operation, Entries in hire purchasers Book, and Hire Vendors Book. Accounting Problems when cash value and Rate of Inter is not given.

**Instalment Payment System:** the System and its Operation, Entries in the Books of Buyer & Seller. Difference between hire Purchase and instalment, Accounting Problems.

Unit III: BRANCH A/C.

Concept & Types of Branches, Accounting Problems relating to Dependent Branches (Debtors Method, Final Accounting Method and Wholesale Branch Method.)

Unit IV: (a) Double Accounting System: Origin, Objects and Special Features. Preparation of Capital Account and General Balance Sheet,

(b) Voyage Accounting: Meaning & important Terms Preparation of' wbyage Accounting.

Suggested Readings

- 67) JAGADI5H PRAKASH- ADVANCED ACCOUNTANCY. SAHITYA BHAWAN PUBLICATIONS
- 68) S.M. SHUKLA ADVANCED ACCOUNTANCY. SAHITYA BHAWAN PUBLICATIONS.
- 69) S.N. MAHESHWARI ADVANCED ACCOUNTANCY VIKAS PUBLISHING HOUSE PVT. LTD. NINTH EDITION.

## **6<sup>TH</sup> Semester B.B.A-602**

**Max. Marks:100**

**External Assessment:80**

**Internal Assessment: 20**

**Max Contact Hours: 30**

### **INCOME TAX LAW & PRACTICES**

To provide knowledge about the Provisions of Indian Income-tax act, relating to computation of Income under different heads.

#### **Unit I: INTRODUCTION**

Important Definitions given in Income Tax Act, 1961, Exempted income, Residential Status and Incidence of Tax.

#### **Unit II: COMPUTATION OF INCOME UNDER THE HEAD SALARIES.**

Meaning of Salary, Basis of change of salary income, Different forms of salary, Allowances and perquisites and their taxation, Permissible deductions from salary income tax treatment of different types of provident fund, Problems on computation of salary income.

#### **Unit III: COMPUTATION OF INCOME UNDER HOUSE PROPERTY**

Basis of Change, Exempted property income computation of property Income for self-occupied and let out house, unrealized rent and arrear of rent

Unit IV: COMPUTATION OF INCOME UNDER THE HEAD PROFITS AND GAINS OF BUSINESS OR PROFESSION: Basis of Change, Basic Principles for arriving at Business income, Problems on Computation of Income from Business Profession. Computation of Income under the head Capital Gains and Other Sources. Basis of Change, items included and excluded from capital assets,

Types of capital gains problems on computation of capital gain, Basis of Change, Problems on computation of income from other sources.

#### **Reference Books:**

- 70) PRASAD BHAGWATI INCOME TAX LAW& PRACTICE VISHWA PRAKASHAN.
- 71) SINGHANIA V.K. - DIRECT TAXES, LAW & PRACTICE TAXMANN, 40Th EDITION.
- 72) SANTARAM R. - TAX PLANNING BY REPORTS.TAXMANN, 1978.
- 73) LAKHOTIA R.N. - HOW TO SAVE WEALTH TAX-VISION BOOK 2001,9Th EDITION.

## **6<sup>TH</sup> Semester B.B.A-603**

**Max. Marks:100**

**External Assessment:80**

**Internal Assessment: 20**

**Max Contact Hours: 30**

### **INTERNATIONAL BUSINESS MANAGEMENT**

To Provide knowledge about concept, economic institutions and developments business.

#### **Unit I: INTRODUCTION**

Concept, Importance and benefits of International Business-International Marketing V/s Domestic Marketing, Theory of comparative cost, Factor Proportion Theory.

#### **Unit II: ECONOMIC INSTITUTION IN INTERNATIONAL BUSINESS-**

WTO, Structure and Objectives of WTO, Functions of WTO, World Bank. Function of the World Bank, Multinational Corporations, Characteristics of Multinational Corporations, Reasons for the growth of Multinational Corporations.

**Unit 3: Foreign Trade in India:** Recent Trends in India's Foreign Trade, EXIM Policy of India, Tariffs, Classification of Tariffs, impact of non-tariff barriers.

**FOREIGN INVESTMENT:** Foreign Direct investment, Factors affecting International Investment Foreign Investment Policy, Trend of foreign investment in India.

**Unit 4: Regional Trading Blocks:** Major Regional Economic Groupings, Trading Blocks - European Union ASEAN, Globalization with Social Responsibility, Impact of trading blocks in India.

**Reference Books:**

- 74) FRANCIS CHERUNILAM INTERNATIONAL TRADE AND EXPORT MANAGEMENT HIMALAYA.
- 75) VARSHNEY & BHATTACHARYYA - SULTAN CHAND.
- 76) WARRENJ. KEEGAN - GLOBAL MARKETING MANAGEMENT PRENTICE HALL 7TH ED.
- 77) P.K. VASUDEVA - INTERNATIONAL MARKETING EXCEL BOOKS.

## **6<sup>TH</sup> Semester B.B.A-604**

**Max. Marks:100**

**External Assessment:80**

**Internal Assessment: 20**

**Max Contact Hours: 30**

### **STRATEGIC MANAGEMENT**

To provide knowledge about concept and formation of policies and problem solving.

Unit I: NATURE OF BUSINESS POLICY POLICIES:

Features, Nature and Importance of Policy, Process of Policy Formulation.

Unit II: BUSINESS STRATEGY

Strategy, Nature and Characteristics of Strategy, Strategic Planning, Strategy Formulation Procedure, Models of Strategic Management, Problems in Strategy formulation and Implementation.

Unit III: FUNCTIONS AND ROLE OF TOP MANAGEMENT:

Introduction, Functions of top management, Strategic Management, Responsibilities of Top Managers.

Unit IV: DECISION MAKING AND PROBLEM SOLVING:

Concept, Characteristics and Importance of decision making, steps in decision making, Decision Making and Problem Solving process. External Environment External Environment, Environmental analysis scanning, purpose of Environmental analysis, scanning of external Environment, Scanning techniques,

#### **Reference Books:**

- 78) KAZMI AZHAR - BUSINESS POLICY AND STRATEGIC MANAGEMENT- TATA MC GRAW HILL. 2ND ED.
- 79) LAWRENC R JAUCH, GLUECK WILLIAM F.- BUSINESS POLICY AND STRATEGIC MANAGEMENT-FRANK BROTHERS.
- 80) V.S.P. RAO, V. HARI KRISHNA STRATEGIC MANAGEMENT TEXT AND CASES EXCEL BOOKS, NEW DELHI.
- 81) THOMSON STRATEGIC MANAGEMENT CONCEPTS AND CASES-TATA MC GRAW HILL.



## **6<sup>TH</sup> Semester B.B.A-605**

**Max. Marks:100**

**External Assessment:70**

**Internal Assessment: 30**

### **SUMMER TRAINING AND PROJECT REPORT**

At the end of the fourth semester examination, it is mandatory for every student of BBA to undergo on-the-job practical training in any manufacturing, service or financial organization. The training will be of 4 to 6 weeks duration. The college/institute will facilitate this compulsory training for students.

82) During the training, the student is expected to learn about the organization and analyze and suggest solutions to a live problem. The objective is to equip the students with the knowledge of actual functioning of an organization and problems faced by them for exploring feasible solutions.

83) During the course of training, the organization (where the student is undergoing training) will assign a problem/project to the student.

84) The student, after the completion of training will submit a report to the College/Institute which will form part of the third semester examination. However, the report must be submitted by the end of September 30.

85) The report (based on training and the problem/project studied) prepared by the student will be known as Summer Training Project Report. The report should ordinarily be based on primary data. It should reflect in depth study of a micro problem, ordinarily assigned by the organization where the student undergoes training. Relevant tables and bibliography should support it. One comprehensive chapter must be included about the organization where the student has undergone training. This should deal with brief history of the organization, its structure, performance products/services and problem faced. This chapter will form part 1 of the report. Part 2 of the report will contain the study of micro research problem. The average size of report ordinarily will be of minimum 100 pages in standard font size (12) and double spacing. Two neatly typed (one sided only) and soft bound copies of the report will be submitted to the College/Institute. The report will be typed on A-4 size paper.

86) The report will have three certificates, one by the Head of the Department, another by the Faculty guide and third one from reporting officer of the organization where the student has undergone training. These three certificates should be attached in the beginning of the report.

87) The Summer Training Project Report will carry 100 marks and will be evaluated by two examiners (external and internal). The evaluation will consist of (1) Project Report evaluation (2) Project Presentation and VivaVoce.

The Project Report evaluation will comprise of 30 sessional marks and would be evaluated by internal project guide. The Presentation and Viva Voce would comprise of 70 marks and would be evaluated by two examiners (1 external and 1 internal). The average of the marks awarded by the 2 examiners will be taken into account for the results. In case the difference in the awards given by the examiners is 30 or more marks, the project report will be referred to a third examiner. Only such person will evaluate the project report who has minimum.

Three years of experience of teaching BBA classes in a College/University. Experience of teaching BBA classes as guest faculty shall not be counted.

88) The parameters on which external evaluation would be carried out are as under:

Project Report Evaluation:

Evaluation Criteria	Understanding of Objectives with topic (20)	Understanding Of Reliance of topic (20)	Interpretation & Analysis (20)	Presentation (20)	Query handling (20)
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89) It is mandatory that the student will make presentation in the presence of teachers and students. The student is expected to answer to the queries and questions raised in such a meeting.

90) The student shall prepare the Summer Training Project Report as per the format given in the Summer Training Manual as prescribed by the University