

# DETAILED SYLLABUS

## SEMESTER – I

### **BBA (IB) 101: COMMUNICATIVE ENGLISH**

#### **UNIT-I: CONCEPT OF BUSINESS COMMUNICATION**

Definition and features: Communication as a Medium of Transference and Functions of Effective Communication, Process to Communication, Oral and Written Communication, Formal and Informal Communication, Miscommunication and Barriers to Communication.

Verbal Communication: Intrapersonal Communication, Interpersonal Communication, Small Group Communication, Public or Mass Communication

Nonverbal Communication: Paralanguage, Kinesics, Haptic, Proxemics, Sign and Symbols, Body Language, Appearance, Artifacts

Formal Channels of Communications: Upward Communication, Downward Communication, Horizontal/ Lateral Communication, Grapevine

#### **UNIT-II: BUSINESS CORRESPONDENCE**

Introduction to Business Correspondence; Planning Business Messages; Internal and External Business Correspondences: Memos, Notices, Minutes; Business Letters: Structure and Layout, Types of Business Letters (Routine Claims, order Letter, Sales Letter, Complaint Letter, Complaint Handling Letter, Claim Letter, Request Letter, Project Report Writing, Summary, Collection Letter.

#### **UNIT-III: EMPLOYMENT COMMUNICATION**

**Communication for Employment (Written):** Cover Letter, Resume, CV, Job Application and Follow-up Letter

**Communication for Employment (Oral):** Group Discussions and Interviews: What is a Group Discussion? Attending Job Interviews

#### **UNIT-IV: EFFECTIVE READING: TECHNIQUES OF CRITICAL READING**

Extensive and Intensive Reading

#### **UNIT-V: ETIQUETTE AND ATTITUDE**

Correct use of speech codes and customs; Dress Code; Categories of Attitude.

#### **Suggested Books:**

1. "Happiness, Well-being and Capabilities" (An excerpt from Sen, Amartya: The Idea of Justice: Chapter-13)
2. "Markets and Equality" (An excerpt from Stiglitz, Joseph E., The Price of Inequality: Chapter 3)
3. Dickens, Charles: Bleak House; Wordsworth Pvt, London, United Kingdom Kahneman, Daniel: Thinking, Fast and Slow, Penguin, UK
4. Chang, Ha-Joon: 23 Things They Don't Tell You About Capitalism, Penguin, UK
5. Swan, Michael: Practical English Usage; OUP, New Delhi
6. Talbot, Fiona: How to Write Effective Business English; Kogan Page
7. Blanchard, Ken and Spencer Johnson: The New One Minute Manager by; William Morrow; New York

8. CUP: Cambridge Business English Dictionary; Cambridge University Press, UK
9. Monippally, Matthukutty M: Business Communication: From Principles to Practice; Tata Mcgraw Hill Education Private Limited, New Delhi
10. Balasubramaniam, T., A: A Textbook of English Phoinetics for Indian Students: Macmillan India, New Delhi
11. Burton Roberts, N.: McLearn, Stewphen: Writing Essays and Report: A Student Guide: Viva Books, New Delhi
12. Madhukar, R. K. Business Communication: Vikas Publication, New Delhi

## **BBA (IB) 102: PRINCIPLES & PRACTICES OF MANAGEMENT**

### **UNIT-I:**

Definition, Functions, Process, Scope and Significance of Management. Nature of Management, Managerial Roles, Managerial Skills and Activities, Difference between Management and Administration. Significance of Values and Ethics in Management.

### **UNIT-II:**

Evolution of Management Thought, Approaches of Management Thought, Functions of Management.

### **UNIT-III:**

Planning ,Nature, Scope, Objective and Significance of Planning, Elements and Steps of Planning, Decision Making, Organizing Principles, Span of Control, Line and Staff Relationship, Authority, Delegation and Decentralization. Effective Organizing, Organizational Structures, Formal and Informal Organizations, Staffing, Recruitment, Selection.

### **UNIT-IV:**

Directing Effective Directing, Supervision, Motivation and Effective Communication Concept of Leadership- Theories and Styles. Communication Process, Channels and Barriers,.

### **UNIT-V:**

Controlling and Coordinating- Elements of Managerial Control, Control Systems, Management Control Techniques, Effective Control Systems. Coordination Concept, Importance, Principles and Techniques of Coordination, Concept of Managerial Effectiveness.

### **Suggested Books:**

1. Robbins, S.P. & DeCenzo, A. D. Fundamentals of Management. New Delhi: Pearson Education
2. Harold Koontz & Heinj Wehrich, (2018) Essentials of Management, 10th Edition, Tata McGraw-Hill Education, New Delhi
3. T. Ramasamy (2018) Principles of Management, Himalaya Publishing House, Mumbai
4. L.M. Prasad, Principle and Practice of Management, Sultan Chand and Sons, 6th edition
5. Gupta, Sharma and Bhalla; Principles of Business Management; Kalyani Publications; 1st edition

## **BBA (IB) 103: MICRO-ECONOMICS**

### **UNIT-I:**

Demand, supply & market equilibrium, Demand Analysis: Nature of demand for a product individual demand, Market demand, determinants of demand, concepts of income elasticity of demand price elasticity of demand, revenue concepts.

### **UNIT-II:**

Theory of consumer behavior: Marginal utility theory: indifference curve theory.

Theory of production and costs: production with one variable input: production and optimal input proportions; two variable inputs: Theory of costs in short run and in long run, revenue concepts.

### **UNIT-III:**

Theory of firm and market organization: pricing under perfect competition; pricing under monopoly, pure and discriminating; pricing under monopolistic competition; pricing under oligopoly, kinked demand curve and price leadership.

### **Suggested Books:**

1. Samuelson, P & Nordhaus, W. (2009) Economics, 18th Edition, McGraw Hill Education
2. Dwivedi, D.N. (2008) Managerial Economics, 7th edition, Vikas Publishing House
3. Salvatore, D. ((2006)) Managerial Economics in a Global Economy, 6th edition, Oxford University Press
1. Kreps, D. ( 2009). Micro Economics for Managers, 1st edition, Viva Books Pvt. Ltd.
2. Peterson, L. and Jain (2006) Managerial Economics, 4th edition, Pearson Education
3. Colander, D, C (2008) Economics, McGraw Hill Education

## **BBA (IB) 104: MATHEMATICS FOR BUSINESS**

### **UNIT-I: BASIC CONCEPTS**

Number system, Equations and Inequalities. Set theory; types of relations, Permutations and combinations.

### **UNIT-II: LINEAR ALGEBRA**

Matrices: operations of addition, multiplication, transpose. Row/column operations. Matrix types: symmetric, orthogonal, idempotent. Determinants and inverse. Rank and solutions to linear simultaneous equations, Cramer's rule for solving simultaneous equations; Gauss elimination method of matrix inversion; application in business.

### **UNIT-III: FUNCTIONS**

Functions, domain and range, Real valued functions: Types of Functions, Graphs of Functions

### **UNIT-IV: DIFFERENTIATION**

Limit of a real valued function. Continuity and differentiability. Applications of continuity and differentiability. Differential calculus generalized chain rule and implicitly defined functions, Maxima and minima; (excluding trigonometric functions), Increasing and Decreasing Functions, Stationary, convexity and concavity of functions. Partial derivatives. Homogenous and CES functions, Euler's theorem.

### **UNIT-V: INTEGRATION**

Integration by parts, by substitution, by partial fractions and its applications to business (excluding trigonometric functions).

### **Suggested Books:**

1. Mathematics for Economists, Mehta and G.M.K. Madnani, Sultan Chand & Sons, New Delhi
2. Differential Calculus, Lalji Prasad, Paramount Publications, Patna
3. Mathematics for Economics and Business, R. S. Bhardwaj, Excel Books, New Delhi
4. Sydsaeter, Knut & Hammond, Peter J.: Mathematics for Economic Analysis [Pearson Education]
5. Chiang, A.C.: Fundamental Methods of Mathematical Economics [TMH]
6. Allen, R.G.D.: Mathematical Analysis for Economics [Macmillan]
7. Yamane, Taro: Mathematics for Economists – An elementary survey [PHI]

## **BBA (IB):105 MARKETING MANAGEMENT**

### **UNIT-I:**

Definition, Nature, Scope and Importance of Marketing, Modern Marketing Concepts, Marketing Mix and Marketing Environment, Meaning and Dimensions of Market, Market Segmentation. Role of Marketing in Economic Development and its Applicability in Indian Conditions.

### **UNIT-II:**

Consumer Behaviour : Meaning and its Importance, Consumer Buying Behaviour, Determinants of Consumer Behaviour, Product, Stages in New Product Development and Consumer Adoptions Process, Product Life Cycle

### **UNIT-III:**

Pricing Advertising and Channels of Distribution: Pricing-Meaning, Role, Theory and Practice of Pricing Management. Advertising-Meaning, Profit of Advertising in India, Management of Advertising, Channels of Distribution Meaning, Classification, Factors Governing Choice of Channels and Intermediaries.

### **UNIT-IV:**

Physical Distribution, Market Organization, Physical Distribution, Meaning, Objective, Organization, Role and Relevance of Physical Distribution. Physical Distribution Management, Overview of Global Marketing, Rural Marketing, Services Marketing, Marketing Challenges in 21st Century.

### **Suggested Books:**

1. Kotler Philip, Garyarmstrong, Prafullay. Agnihotri, EU Haque, “Principles of Marketing”, 2018, 18th Ed, Pearson Education Prentice Hall of India
2. Paul Baines, Chris Fill, Kelly page, “Marketing Management”, 2018, 15 Ed., Oxford University Press
3. Kotler, P., Armstrong, G., Agnihotri, P. Y., & Ul Haq, E.: Principles of Marketing: A South Asian Perspective, Pearson
4. Dr. Sreeramulu, “Basics of Marketing, (2019), HPH
5. Ramaswamy, V.S. & Namakumari, S.: Marketing Management: Global Perspective-Indian, 2019 Sage Publishing

## **BBA (IB) 106 P: INFORMATION TECHNOLOGY FOR MANAGEMENT (PRACTICAL)**

### **UNIT-I: FUNDAMENTALS AND COMPUTER APPLICATION**

Introduction to Computers: Introduction and Characteristics of computers, Input / Output devices and Memory: Introduction, Keyboard, Pointing Devices, Classification of Output, Printers, Plotters, Random Access Memory (RAM), Read Only Memory (ROM), Types of ROM. Classification of Secondary Storage Devices.

Software Concepts: Introduction to Software, Relationship between Software and Hardware, System Software, Application Software

Operating system: Introduction of Operating system. Functions of Operating System. Introduction to MS Windows and MS DOS.

### **UNIT-II: MS-WORD**

File, Edit, Format, Drawing, Tools, Tables, Practicing on Cut-Copy Paste, merger, Letter Writing, Page Setup.

### **UNIT-III: MS-EXCEL**

Creating Worksheet, Entering and Editing Text, Numbers and formulas cells lookup tables, auto fill. Rearranging work sheets: Moving, copying, sorting, inserting deleting cells, deleting & parts of work shared, reaction at formulas to worksheet design changes. Excel formatting: Excel page setup. Auto format, manual format using styles; format painter. Changing font sizes and attributes. Wrapping text, using border buttons and command. Working with graphics: Creating and placing graphic objects, resizing positioning graphic. Commonly used statistical functions: ABS, average, count, counta, max, median, mode, sum product, stdv.s, percentile. Data Input and Formatting and Formula setting, Lookup and Reference Function. Matrix Multiplication and Inverse, Value of Determinant, Pivot table introduction and analysing data using Pivot Tables: Grouping, Filters, Slicers, Custom Calculations, creating dashboard. Linking up of Data Cells in the same worksheet; linking up of data across worksheets

### **UNIT-IV: MS-POWERPOINT**

Power Point templates, getting started. Creating presentation: Auto content wizard, inserting, deleting slides. Working with text: Editing and moving text, spell checking, finding and replacing text; formatting text-aligning text. Show Time: Arranging previewing and rehearsing slides, transition and Build effects, Deleting slides printing presentation elements creating overhead transparencies; sharing presentation tiles.

### **UNIT-V: MS-ACCESS**

Preparation of database corresponding to management practices such as level information farm-level in formation. Agro-climatic zone information, etc. Creating database and tables: Creating database with and without wizards, access tables-wizard, field names, data types and properties, adding deleting, renaming and moving fields, resizing fields, primary key fields, indexing fields. Forms: The form wizard, saving modifying forms, designing forms. Entering and editing data: Typing, adding records, undo, correcting entries, global replacements moving records. Finding Sorting and Displaying Data: Queries and Dynasts, creating and using select queries.

**PROJECT:** Students will have to submit one project using MS-Word/ MS-Excel/MS-PowerPoint.

**Suggested Books:**

1. Sinha, P.K.: “Computer Fundamentals”, [BPB Publications]
2. Bott, Ed & Woody Leonbard: “MS-Office 2013”, [PHI]
3. Walkenbach, John: “MS-Office 2013 Bible”, [John Wiley]



## SEMESTER – II

### BBA (IB) 201: GENERAL ARTS

#### UNIT-I: OVERVIEW OF INDIAN SOCIETY

Understand the multi-cultural diversity of Indian society through its demographic composition: religion, caste, language, regional differences Understand regional variations according to rural, urban and tribal characteristics.

**Concept of Disparity:** Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities.

#### UNIT-II: UNDERSTANDING OUR SOCIETY

Examine inequalities manifested due to the caste system and inter-group conflicts Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences.

#### UNIT-III: THE INDIAN CONSTITUTION AND ASPECTS OF POLITICAL PROCESSES

The structure of the Constitution - the Preamble, Main Body; Schedule Basic features of the Constitution. Fundamental Duties of the Indian Citizen; The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments

#### UNIT-IV: GLOBALISATION AND HUMAN RIGHTS

Understanding the concepts of liberalization, privatization and globalization; Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry: changes in employment, crises in agrarian sector and changes in migration pattern.

**Human Rights:** origin and evolution of the concept; The Universal Declaration of Human Rights; Human Rights constituents with special reference to Fundamental Rights stated in the Constitution.

#### UNIT-V: A GENERAL OVERVIEW OF MAJOR RELIGIONS

Hinduism, Islam, Sikhism, Buddhism, and Christianity

#### Suggested Books:

1. A New Look into Social Sciences, Sheikh Sabir, A.M. Shiekh and Jaya Dwadshiwar, Sage Publication New Delhi
2. Social Problems in India, Ram Ahuja, Rawat Publication New Delhi
3. Indian Society and Social Issues Nadeem Hasnain Graw Hill
4. Chandra, Bipan and Mridula Mukherjee and Aditya Mukherjee (2000), India since Independence, New Delhi: Penguin
5. Sikri, Rajiv (2012), Challenge and Strategy: Rethinking India's Foreign Policy, New Delhi: Sage
6. Basu, Durga Das (2014), Introduction to the Constitution of India, Nagpur: Lexisnexis
7. Fadia, B.L and Fadia, Kuldeep (2014), Indian Government and Politics, Agra: Sahitya Bhavan Publications
8. Austin, Granville (2002), The Indian Constitution: Cornerstone of a Nation, New Delhi: Oxford University Press

9. Chakrabarty Bidyut and Rajendra Gupta (2007) Indian Government and Politics, New Delhi: Sage
10. Islam and Indian Muslims, Mir Sajjad Ali, Sainab Rahman, Kalapaz Publications, Delhi
11. The Life of Buddha and Its Lessons, H.S. Olcott, TGS Publishing
12. An Introduction to Hinduism, J. Vellarigatt, Media House, New Delhi
13. Buddhism & Christianity (Tradition, History & Culture), Prof. Dharmakirti, Asis Books Pvt. Ltd., New Delhi
14. The Rise and Decline of Buddhism in India, Kanai Lal Hazra, Munshiram Manoharlal Publishers Pvt. Ltd., New Delhi
15. 2500 years of Buddhism, P. V. Bapat, Publications Division, MIB Govt. of India
16. Sikhism: An Introduction, Nikky-Guninder Kaur Singh, I.B. Tauris & Compan
17. Pathways to Peace, Fr. Bala Kiran Kumar, Asian Trading Center, Bangalore
18. A Historical Overview of the Indian Religions, Prof. P. Manasseh, Gamaliel Printers & Publishers, Hyderabad
19. Mere Christianity, C.S. Lewis, E-copy (<https://www.dacc.edu/assets/pdfs/PCM/merechristianitylewis.pdf>)

## **BBA (IB): 202 BUSINESS ORGANIZATION & ENVIRONMENT**

### **UNIT-I:**

Meaning and definition of business essentials & scope of business Classification of Business Activities, Meaning, Definition, Characteristics and objectives of Business Organisation, Evolution of Business Organisation. Modern Business, Business & Profession.

Forms of Business Organisation. Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives. Business Combination Meaning Causes, Objectives, Types and Forms Mergers, Takeovers and Acquisitions.

### **UNIT-II:**

Economic environment: Economic systems, economic planning in India, objectives, strategies, Niti Ayog, Industrial policy and industrial licensing. New economic policies.

Political Environment: Three political institutions- Legislature, Executive and Judiciary. Fundamental rights and Directive Principles of state policy. Rationale and extent of state intervention.

Social environment: social responsibility of business, consumer movement & Consumer Protection Act 1986 (with amendments), The Environment Protection Act 1986.

Technological environment: Impact of technology on business. Technological policy, import of technology, appropriate technology, problems in technology transfer.

Structure of Public Enterprises in India: Public and Joint Sectors, Management of Industries

### **Suggested Books:**

1. Basu, C. R. (2008) Business Organization and Management, McGraw Hill Education
2. Basu, C. (2010) Business Organisation and Management, 1st Edition, McGraw Hill Education
3. Gupta, C.B., (2010) Modern Business Organization and Management, Dhanpat Rai & Sons
4. Agarwal, N. P., Tailor, R. K., (2008) Business Organisation And Management, Dhanpat Rai & Sons

## **BBA (IB) 203: MACRO-ECONOMICS**

### **UNIT-I:**

Introduction to macro-economics: Macro static and macro dynamics.

National Income: Concepts, analysis and measurement through double entry, sectoral accounting and matrix approach.

Keynesian theory of income determination: Concept of employment, determinant of macro-economics equilibrium with aggregate demand and aggregate supply analysis.

### **UNIT-II:**

Consumption: Meaning, determinant and importance. Consumption function. Theories of consumption – absolute income, relative income and permanent income hypothesis.

Theory of multiplier: Income generation process in a static and dynamic setting. Tax multiplier, foreign trade multiplier and balanced budget multiplier bankers from multiplier process, relevance of multiplier to a developing economy.

### **UNIT-III:**

Theory of investment: Marginal efficiency of capital and measures to promote investment, internal rate determination – classical, non-classical and Keynesian control.

Inflation: Meaning, types and theories, stabilization policies monetary and fiscal policies.

### **Suggested Books:**

1. Soga, Erol, (2008) Macro Economics, 1st edition, Pearson Education
2. Agarwal, ((2010)) Macroeconomics Theory and Policy, 1st edition, Pearson Education
3. Dwivedi, D. N., (2005) Macro Economics, McGraw Hill Education
4. Mishra, S. K. and Puri, V. K., ((2003)), Modern Macro-Economics Theory, Himalaya Publishing House
5. Shapiro, E., ((2003)) Macro-Economic Analysis, McGraw Hill Education
6. Hirschey, Mark, (2009) Fundamentals of Managerial Economics, 9th edition, Cengage Learning

## **BBA (IB) 204: ORGANIZATIONAL BEHAVIOUR**

### **UNIT-I: ORGANIZATIONAL BEHAVIOR**

Meaning, importance and historical development of organizational behavior, Factors influencing organizational behavior. Perception and Attribution- concept, nature and process, Factors influencing perception. Values and Attitudes. Personality - Stages of personality development, Determinants of personality. Concept and theories of learning.

### **UNIT-II: MOTIVATION**

Concept, importance and theories of motivation. Leadership - concept, characteristics, theories and styles of leadership, Managerial grid, Leadership continuum and Leadership effectiveness.

### **UNIT-III: GROUP DYNAMICS**

Meaning of groups and group dynamics, Formation, Characteristics and Types of groups, Theories of group dynamics, Group cohesiveness - Factors influencing group cohesiveness - Group decision making process. Types of teams. Analysis of Interpersonal Relationship: Transactional Analysis, Johari Window.

### **UNIT-IV: MANAGEMENT OF CHANGE**

Meaning and importance of change, Factors contributing to organizational change, Change agents, Resistance to change – causes of and dealing with resistance to change, Organizational Development - meaning and process.

### **UNIT-V: ORGANIZATIONAL CULTURE, CONFLICT AND EFFECTIVENESS**

Concept of Organizational Culture, Distinction between organizational culture and organizational climate, Factors influencing organizational culture, Morale- concept and types of morale. Managing conflict, Organizational Effectiveness - Indicators of organizational effectiveness, Achieving organizational effectiveness. Organizational Power and Politics.

#### **Suggested Books:**

1. Robbins, P. Stephen - Organizational Behavior-concepts, controversies & Applications - Prentice Hall of India Ltd., New Delhi, 1988
2. Luthans Fred - Organizational Behavior - McGraw Hill Publishers Co. Ltd., New Delhi, 1988
3. Rao, VSP and Narayana, P.S. - Organization Theory & Behavior - Konark Publishers Pvt.Ltd., Delhi, 1987
4. Prasad, L.M - Organizational Theory & Behavior - Sultan Chand & Sons, New Delhi, 1988
5. Sekaran, Uma - Organizational Behavior-text & cases - Tata McGraw Hill Pub Ltd., New Delhi, 1989

## **BBA (IB) 205: MANAGEMENT ACCOUNTING FOR INTERNATIONAL BUSINESS**

### **UNIT-I: INTRODUCTION**

Definition and scope of management accounting. Differences between financial and management accounting. Tools of management accounting. Limitations of management accounting

### **UNIT-II: ACCOUNTING RATIOS**

Meaning and Importance of ratio analysis. Types of accounting ratios: Profitability Ratios, Liquidity Ratios, Solvency Ratios, Activity Ratios.

### **UNIT-III: ANALYSIS OF FINANCIAL STATEMENT**

Common size and Comparative Financial Statement. Fund Flow Statement and Cash Flow Statement. Marginal Costing, Break-Even Analysis, Applications of Marginal Costing.

### **UNIT-IV: FINANCIAL MANAGEMENT**

Scope of Financial Management, Traditional Approach, Modern approach, Investment Decision, Financing Decision, Dividend decision, Objectives of Financial management, Profit Maximization v/s Wealth Maximization.

### **UNIT-V: BUDGET AND BUDGETARY CONTROL**

Meaning and Importance of Budget, Types of Budget, Preparation of Budgets: Cost Budget, Sales Budget, Master Budget

#### **Suggested Books:**

1. Pillai, RSN and Bhagwathi: Management Accounting, S. Chand Publication
2. Saxena and Vashishtha: Cost and Management Accounting
3. Arora, MN: Cost Accounting, Vikas Publishing House LDT

## **BBA (IB) 206: MANAGEMENT INFORMATION SYSTEM**

### **UNIT-I:**

**Introduction:** Definition & Significance, Evolution, MIS Support for Programmed and Non-Programmed Decision Making, Model of Decision Making.

**Structure of MIS:** Based on Management Activity & Organizational Function, Conceptual & Physical Structure of MIS.

**Systems Concept:** Definition of a System, Types of Systems, Sub-System, and Systems Concepts & Organization.

**Information Concept:** Definition of Information, Information Presentation, Quality of Information.

### **UNIT-II:**

**Decision Support Systems:** Characteristics of DSS, Decision Support & Structure of Decision Making. Decision Support & Repetitiveness of Decisions. Classes of DSS, DSS Users, GDSS, Characteristics of GDSS.

**Organization & Information Systems:** Relationship, Salient Feature of Organization, Effect of organization on Information Systems and Vice Versa.

**Advanced Information Systems:** Knowledge Work Systems, Executive Support Systems, Expert Systems Artificial intelligence.

### **UNIT-III:**

**ERP:** An Introduction, Application Examples of Information Systems.

### **Suggested Books:**

1. Elmasri and Navathe, (2009), Fundamentals of Database Systems, 5th edition, Pearson Education
2. ITL Education Ltd., (2010), Introduction to Database System, Pearson Education
3. Ramakrishnan, R. and Gehrke, J. (2007), Database Management Systems, 3rd edition, McGrawHill Education
4. Kanan, A. and Date, C. J., (2006), An Introduction to Database System, Vol. I & Vol. II, 8th edition, Addison Wesley Publishing Company
5. Singh. S. L., (2008), Database System Concept and Application, 2nd edition, Pearson Education
6. Atul, Kahate, (2006), Introduction to Database Management System, 1st edition Pearson Education

## **BBA (IB) 207: MANAGEMENT INFORMATION SYSTEM (PRACTICAL)**

- Introduction of the main formulas and tools
- Using MS Excel as an Analytical Tool
- Building Excel Models
- MS Excel for Managing Marketing Data
- MS Excel for Managing Financial Data
- MS Excel for Business Forecasting
- Using Excel for Optimizing Operation Decisions
- Finding Hidden Patterns and Relationships in Data
- MS Excel for Dynamic Chart Building
- Sensitivity Analysis
- Introduction to Pivot Table and Macros



## **SEMESTER – III**

### **BBA (IB) 301: HUMAN RESOURCE MANAGEMENT**

#### **UNIT-I: INTRODUCTION TO HUMAN RESOURCE MANAGEMENT AND ENVIRONMENT**

Functions of Human Resource Management. Managerial and operative role of Human Resource Management. Personnel Management vs. Human Resource Management – Strategic Management Approach. The Role of Globalization in HR Policy and Practice.

#### **UNIT-II: ACQUIRING HUMAN RESOURCES**

Human Resource Planning and Alignment – Job Analysis and Design. Job Description, Job Specification and Job Evaluation, Job- Restructuring – Job Rotation, Job Enlargement and Job Enrichment. Recruitment and Selection – Placement – Induction and Orientation. Line and Staff.

#### **UNIT-III: DEVELOPING HUMAN RESOURCES**

Training and Development – Employee Training and Retraining – Assessing Training Needs and Designing Training Programmes. An overview on employee orientation: Career Planning and Development: Role and Significance of Career Planning – Impact of Career Planning on Productivity.

#### **UNIT-IV: LABOUR MANAGEMENT**

Industrial Relations and Industrial Disputes. Principles and guidelines for effective handling of Industrial Disputes and Industrial Relations – Standing Orders – Role and Contents of standing orders – Labour Relations and Collective Bargaining – Employee Health and Safety.

#### **UNIT-V: REWARDING HUMAN RESOURCES**

Performance Appraisal – Methods and needs for Performance Appraisal – Organization Climate and its impact on HRM. Components of Organization Culture. Quality of Work Life – Determinants of quality of work life. Impact of QWL on Organization Climate and Culture.

#### **SUGGESTED BOOKS:**

1. Human Resources - Bernandin H. John. TMH
2. Managing Human Resources – Wayne E. Casio. – TMH
3. Human Resources Management – David Lepak and Mary Gowan – Pearson
4. Human Resources Management – Decenzo and Robbins – John Willey
5. Human Resource Management. Texts and Cases. – TMH

## **BBA (IB) 302: GLOBAL CONSUMER BEHAVIOUR**

### **UNIT-I:**

Introduction -Nature and Scope of Consumer Behaviour, Importance of Study of Consumer Behavior, Types of Buying Behavior. Needs and Buyer Motivation, Personality Self Concept and Consumer Behaviour, Consumer Perception, Consumer Attitudes, Consumer as A Learner.

### **UNIT-II:**

Consumer Psychographics ,Psychographics VS Demographics. Group Dynamics And Consumer Reference Group, Family As Consuming Unit, Social Factors -Social And Cultural Environment Of Consumer-Economic, Demographic, Cultural, Sub-Cultural And Cross Cultural Influences, Social Class And Social Stratification.

### **UNIT-III:**

Consumer Decision Process, Pre and Post Purchase Behavior, Purchase Process, Rationality in Buyings, Models of Consumer Decision Making.

### **UNIT-IV:**

Models Of Buying Behavior- Black Box, Nicosia, Howard Sheth, Engel Blackwell, Kollat Model, Organizational Buying Behavior.

### **UNIT-V:**

Consumer Satisfaction -Need And Importance, Mechanism Of Consumer Satisfaction And Dissatisfaction, Repeated Buying, Brand And Shifting Loyalty, Opinion Leadership, Complaint Behavior.

### **Suggested Books:**

1. Donaldson Bill (2007) Sales Management, Principles, Process and Practice Palgrave Macmillan
2. Havaladar. K.K. & Cavale V.M (2007) Sales and Distribution Management - Text & Cases, Tata McGraw Hill Publishing Company, New Delhi
3. Jobber, David and Lancaster, Geoffery, (2006), Selling and Sales Management, 7th Edition, Pearson Education, New Delhi
4. Ingram, LaForge, Avila., Schwepker Jr, Williams (2007), Sales Management-Analysis and Decision Making. Thomson South – Western

## **BBA (IB) 303: BUSINESS STATISTICS**

### **UNIT-I: INTRODUCTION**

Importance and scope of Statistics in Business Management, Data types and scale. Sources of Data, Sample and population, Sample survey and complete enumeration.

### **UNIT-II: UNIVARIATE ANALYSIS**

Measures of central tendency, absolute and relative measures of dispersion, moments. Measures of skewness and kurtosis. Applications

### **UNIT-III: BIVARIATE & MULTIVARIATE ANALYSIS**

Correlation: simple, multiple and partial; linear and non-linear. Rank Correlation & Karl Pearson's Coefficient of Correlation and Properties of Correlation, Probable errors.

Regression Analysis: Principle of least squares and regression lines. Regression equations and estimation, derivation of normal equations. Sums of squares. Standard Error of Estimates.

Analysis of Time-Series, Index Number.

### **UNIT-IV: PROBABILITY AND DISTRIBUTIONS**

Review of counting rules. Defining probability. Types of events. Joint and conditional probability. Addition and multiplication rules. Bayes' theorem. Probability distributions. Discrete and continuous random variables. Mass and density functions and cumulative probabilities. Joint probability distributions, marginal and conditional distributions. Mathematical expectation and variance. Theoretical distributions: discrete: uniform, Bernoulli, binomial and Poisson; continuous: uniform, exponential and Normal.

### **UNIT-V: ESTIMATION & FORECASTING**

Testing of Hypotheses; Null & Alternative hypotheses; Critical Value & P-value approach; Type I and Type II errors. Tests of Independence and Homogeneity. Hypothesis Test Conclusions.

#### **Suggested Books:**

1. Karmel, P.H. & Polasek, M.: Applied Statistics for Economists
2. Spiegel, M.R.: Theory & Problems of Statistics, Schaum's Outline series, McGraw Hill Pub. Co.
3. Spiegel, M.R.: Probability and Statistics
4. Freund: Mathematical Statistics

## **BBA (IB) 304: PRODUCTION AND OPERATIONS MANAGEMENT [ELECTIVE - 1]**

### **UNIT-I:**

Nature & Scope of Production Management, Functions of Production Management, Production Systems, responsibilities of Production manager. Production Planning & Control (PPC), Objectives of PPC.

### **UNIT-II:**

Process Selection - Project, Job, Batch, Mass & Process types of Production Systems; Facility Location & Layout - importance; Factors in Location Analysis; Location Analysis Techniques; Basic Types of Layouts, mode of processing- job shop or process layout- flow line or product layout, Hybrid layout, Cellular manufacturing, line balancing, material handling, Materials Management - Concepts, Objectives, supply chain, MRP-I and MRP-II, inventory control models Functions. Capacity Planning - Concepts; Factors Affective Capacity. Planning, capacity Planning Decisions.

### **UNIT-III:**

Quality Management - Quality Concepts, Difference Between Inspection, Quality Control, Quality Assurances, Quality Circles, Total Quality Management-Quality function deployment-monitoring performance for quality and improvement- Kaizen, incremental vs. break through improvement, QM tools, ISO 9000, Just-in- time(JIT) philosophy, Kan ban production system, world class manufacturing, TPM.

### **Suggested Books:**

1. Production Operation management B.S. Goel
2. Muhleman, (2008), Production and Operations Management, 6th edition, Pearson Education
3. B.Mahadevan, (2010), Operations Management, Theory and Practical, Pearson Education
4. Kachru, Upender, (2006), Production and Operation Management, Excel Books
5. Chary, S.N and Paneerselvam R., (2009), Production and Operations Management, McGraw Hill Education
6. Stevenson, W. J, (2007), Operations Management, 9th Edition, McGraw Hill Education

## **BBA (IB) 305: ADVERTISING AND SALES PROMOTION [ELECTIVE – 2]**

### **UNIT-I: INTRODUCTION**

Marketing Communication process, Introduction a promotion mix, Elements of Promotion mix, Advertising: Meaning, History, Features, Functions; Setting of Advertising objectives; Advertising Budget; Advertising Appeals, classifications of Advertising

### **UNIT-II: MEDIA PLANNING**

Media planning, Types of Media Vehicles, Non media.Role and impact of Advertising on the Indians and the Indian economy. Approaches of Advertising - DAGMAR (defining Advertising Goals for Measured Advertising Results), AIDA (Attention, Interest, Desire and Action) Misleading, surrogate and Deceptive advertisements, Advertising Agency

### **UNIT-III: EVALUATION OF ADVERTISING EFFECTIVENESS**

Methods of Measuring Advertising Effectiveness, Pre-testing Method, Post- testing Method

### **UNIT-IV: SALES PROMOTION**

Sales Promotion – Objectives, Ethics and Types of Sales Promotion – Trade oriented Sales Promotion, Consumer Oriented Sales Promotion and sales force oriented sales promotion  
Consumer, trade and Business oriented Sales Promotion Tools

#### **Suggested Books:**

1. David Aaker, “Advertisement Management”, 2018, HPH
2. Belch & Belch, “Advertising and Promotion”, TMH
3. Aaker, Kumar, “Advertising Management”, PHI
4. S.A. Chunawalla, “Advertising Management”, HPH
5. Still Rechar, Sales Management, Latest Edition, 2018, Prentice Hall

## **BBA (IB) 306: GENERAL ENVIRONMENTAL SCIENCE (GES)**

### **UNIT-I: INTRODUCTION**

Multidisciplinary nature of environmental studies; Scope and importance; the need for environmental education. Concept of sustainability and sustainable development.

**Ecosystems:** What is an ecosystem? Structure: food chains, food webs and function of ecosystem: Energy flow in an ecosystem, nutrient cycle and ecological succession. Ecological Interactions. Case studies of the following ecosystems: a) Forest ecosystem b) Grassland ecosystem c) Desert ecosystem d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

### **UNIT-II: BIODIVERSITY AND CONSERVATION**

Levels of biological diversity: genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots b. India as a mega-biodiversity nation; Endangered and endemic species of India c. Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity. d. Nature reserves, tribal populations and rights (Niyamgiri-Vedanta, POSCO), and human wildlife conflicts in Indian context (Sundarban-Human-Tiger encounters). e. Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

### **UNIT-III: ENVIRONMENTAL POLLUTION AND GLOBAL ENVIRONMENTAL ISSUES**

Environmental pollution: types, causes, effects and controls; Air, water, soil and noise pollution. Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture. Nuclear hazards and human health risks. Solid waste management: Control measures of urban and industrial waste, special reference e-waste, Biomedical waste. Pollution Tragedies: Love canal, Bhopal Gas, Endosulfan, Minamata and Flint water.

### **UNIT-IV: NATURAL RESOURCES: RENEWABLE AND NON-RENEWABLE RESOURCES**

Land resources and land use change; Land degradation, soil erosion and desertification. Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations. Disaster management: floods, earthquake, cyclones and landslides. Resettlement and rehabilitation of project affected persons; case studies. Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state). Energy resources: Renewable and non renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

### **UNIT V: ENVIRONMENTAL MANAGEMENT: LAWS, POLICIES & PRACTICES**

UN Initiatives and International agreements: Montreal and Kyoto protocols, Paris Climate Summit (2015) and Convention on Biological Diversity (CBD). Environmental ethics: Role of Indian and other religions and cultures in environmental conservation. Green Politics, Earth Hour, Green Option Technologies, ISO standards: ISO 9000 and 14000. Environmental communication and public awareness, Role of National Green Tribunal; EIA Formulations, stages, Merits and demerits: case studies (e.g., CNG vehicles, Bharat IV stage) Environment Laws: Air (Prevention & Control of Pollution) Act (1981); Forest Conservation Act (1980); Water (Prevention and control of Pollution) Act (1974); Wildlife Protection Act (1972).

**Population Growth and the Environment:** Impacts on environment, human health and welfare. Family Welfare Programs, Human Rights. Environmental movements: Chipko, Silent valley, Bishnoi,

Narmada Bachao Andolan, Nava Danya. Role of Information Technology (IT) in environment and Human Health.

**Suggested Books:**

1. Basu, M. and Xavier, S., Fundamentals of Environmental Studies, Cambridge University Press, 2016
2. Mitra, A. K and Chakraborty, R., Introduction to Environmental Studies, Book Syndicate, 2016
3. Enger, E. and Smith, B., Environmental Science: A Study of Interrelationships, Publisher: McGraw-Hill Higher Education; 12th edition, 2010
4. Basu, R.N, Environment, University of Calcutta, 2000
5. Carson, R. 2002. Silent Spring. Houghton Mifflin Harcourt
6. Gadgil, M., & Guha, R. 1993. *This Fissured Land: An Ecological History of India* Univ. of California Press
7. Odum, E.P., Odum, H.T. & Andrews, J. 1971. *Fundamentals of Ecology*. Philadelphia: Saunders
8. Pepper, I.L., Gerba, C.P. & Brusseau, M.L. 2011. Environmental and Pollution Science. Academic Press
9. Agrawal, KM, Sikdar, PK and Deb, SC, A Text book of Environment, Macmillan Publication, 2002
10. Richard T Wright, Environmental Science: Towards a Sustainable Future, Prentice-Hall Inc., 2008

## **BBA (IB) 306 P: COMPUTATIONAL TECHNIQUES FOR MANAGEMENT: SPSS (PRACTICAL)**

### **UNIT-I: INTRODUCTION**

Getting to Know SPSS: Starting SPSS, SPSS windows, Menus, Dialogue boxes. Working with data file, Preparing the Data file:, The Data View Spreadsheet, The Variable View Spreadsheet ,Defining the variables, Categorical variables, continuous variables, Generating New Variables, Creating data file and entering data, modifying data file, Screening and cleaning data, Manipulation of data, import file. Outliers checking.

### **UNIT-II: DIAGRAMMATIC REPRESENTATION**

Constructing Graphical Displays; The Output Viewer; The Chart Editor; Line Chart, Simple Bar diagram, Multiple bar diagram, Sub-divided Bar diagram Percentage diagram, Pie Diagram , Frequency Table – Histogram – Scatter diagram – Box plot.

### **UNIT-III: DESCRIPTIVE STATISTICS**

Mean, Median, Mode, SD- Skewness- Kurtosis.

### **UNIT-IV: STATISTICAL TECHNIQUES: EXPLORE RELATIONSHIP AMONG VARIABLES**

Correlation – Karl Pearson’s and Spearman’s Rank Correlation, Regression analysis: Simple Regression Model.

### **UNIT-V: TESTING OF HYPOTHESIS**

Normality tests, Parametric tests – One sample – Two sample Independent t – test – Paired t – test, Chi square test. Interpreting Output, Drawing Conclusions

Analysis of variance: One way and Two way ANOVA.

**PROJECT:** For the final project, students will use real life data and produce a brief statistical report using at least one graphical display and at least one descriptive statistical method/correlation/Regression analysis. This final project should include a written explanation of the results.

### **Suggested Books:**

1. Landau, Sabine & Brian S. Everitt: “A Handbook of Statistical Analyses using SPSS”, Chapman & Hall/CRC



## SEMESTER – IV

### **BBA (IB) 401: INTERNATIONAL ECONOMICS**

#### **UNIT-I: INTERNATIONAL ECONOMICS**

Introduction to International Economics: An Overview of World Trade. Recent trends of Globalisation.

#### **UNIT-II: INTERNATIONAL TRADE THEORY**

Basis and the gains from trade. Absolute advantage theory, law of comparative advantage, opportunity cost theory, production possibility curve with opportunity costs and relative commodity price, the basis for and gains from trade under constant costs. Production possibility curve with increasing costs, community indifference curve, equilibrium in isolation, gains from trade with increasing costs, gains from exchange and specialization. The equilibrium relative commodity prices with partial equilibrium analysis, offer curves, the equilibrium relative commodity prices with general equilibrium analysis, relationship between general and partial equilibrium analysis, Terms of trade.

#### **UNIT-III: FACTOR ENDOWMENT & HECKSCHER OHLIN THEORY**

Assumptions of the theory, interpretation of Heckscher-Ohlin theorem, general equilibrium framework of Heckscher-Ohlin theorem, diagrammatic presentation of the theory, factor price equalization and income distribution, Leontief's paradox and factor reversal.

#### **UNIT-IV: NEW TOPICS IN INTERNATIONAL TRADE**

International capital flows, capital flows under laissez-faire, welfare analysis. Extension of Heckscher-Ohlin trade theory: many good and many factors extension. Immiserising growth and transfer problem. Foreign investment with special reference to developing countries.

#### **Suggested Books:**

1. Dominic Salvatore: International Economics-8th Edition
2. Jagdish Bhagwati, and T.N. Srinivasan: Lectures on International Trade- MIT Press
3. Hill, Charles W.L., International Business, McGraw Hill, New York, latest edition

## **BBA(IB) 402: SERVICE MARKETING**

### **UNIT-I:**

Growth of service sector economy, Service Characteristics, Service Classification, Service product, Traditional 4 P's of marketing and extended Marketing mix, Service Marketing Triangle, Service Marketing Mix, Quality Gaps Model. Consumer Behaviour in Services, Customer Expectation of Service, Customer Perception of Service. Understanding Customer expectation and Perception through Marketing Research. Relationship Marketing- Data Analysis: Calculation of Acquisition Costs, retention costs and rates, Valuation of a retained customer, Case Study.

### **UNIT-2:**

Service recovery. Service Development and Design: New Service Types, Supplementary Services, Developing Positioning Strategy, Positioning Maps, Services cape Types, Services cape effects on behaviour, Importance and Strategies for effective delivery through Employees, Intermediaries and Customer Participation.

### **UNIT-3:**

Managing Demand, Managing Capacity, Waiting Line Strategies, Services Marketing Communication Mix, Communication Strategies, Factors related to Pricing, Pricing approaches, Pricing Strategies, Customer Service Function.

### **Suggested Books:**

1. Ravi Shankar; Services Marketing Text & Readings, Indian Perspective; Excel Books
2. Leonard L berry and A Parasuraman; Marketing Services: Competing Through Quality; Macmillan India Ltd.
3. Valerie Zeithaml & Mary Jo Bitner; Services Marketing – Tata-McGraw–Hill
4. Christopher Lovelock; Services Marketing, 3e – Prentice Hall, International Edition
5. A Parasuraman; Marketing Services: Competing Through Quality; Macmillan India Ltd.

## **BBA (IB) 403: MONEY, BANKING AND FINANCE**

### **UNIT-I: INTRODUCTION, VALUE OF MONEY & MONETARY STANDARDS**

Definition of money; evolution of money; functions of money; forms of money; paper currencies standard; systems of note issue; Gresham's law; Indian currency system.

### **UNIT-II: TRADE CYCLE & MONEY SUPPLY, INFLATION & DEFLATION**

Meaning, causes, effects & control of trade cycle; theories of trade cycle: Hicks, Hansen, Hawtrey, and Keynes. Components of money supply; determinants of money supply; velocity of circulation of money; demand for money: classical view; Keynesian view; liquidity demand for money; neutrality of money. Meaning of inflation; causes, types, effects, and inflationary measures; inflationary gap; meaning of deflation: causes, types, and effects; deflationary Gap.

### **UNIT-III: COMMERCIAL BANKING AND CENTRAL BANKING**

Functions and types of commercial banks; role of commercial banks in economic development; credit creation; nationalization of commercial banks; objectives and performance. Functions of a central bank; role of a central bank in a developing economy; objectives and methods of credit control; limitations; meaning & objectives of monetary policy.

### **UNIT-IV: RESERVE BANK OF INDIA & MONEY MARKET & CAPITAL MARKET**

Recent trends in the monetary policy of RBI. Promotional functions towards agricultural and industrial development in India. Meaning of money market; features; constituents; features of a developed money market; status of Indian money market; capital market: meaning and features; importance; contrast between capital market and money market.

### **UNIT-V: INTRODUCTION TO CRYPTOCURRENCY**

What is cryptocurrency? Its origin and growth. Relevance of cryptocurrency in the modern era.

#### **Suggested Books:**

1. K.P.M. Sundharam, Money, Banking, Trade and Finance – Sultan Chand & Sons., New Delhi
2. M.L. Seth, Money, Banking, International Trade and Public finance – Lakshmi Narayan Agarwal Publishers
3. D.M. Mithani, Money, Banking, International Trade and Public Finance – Himalaya Publishing House
4. M.L. Jhingan, Monetary Economics – Veveda Publications (P) Ltd., Delhi

## **BBA (IB) 404: RESEARCH METHODOLOGY**

### **UNIT-I: INTRODUCTION**

Meaning and Significance of Research in Business, Types of Business Research

Terminology: Data and Information, Deduction and Induction, Quantitative and Quantitative Methods. Research Process, Research Project: Choice of Topic, Writing a Research Proposal – Objective, Hypothesis, Methodology, Timeframe.

### **UNIT-II: SURVEY METHODS**

Survey Design – Sampling, Sampling Methods, Research Methods: Interview Method, Observational Method, Questionnaires, Types of Research Data, Qualitative Data, Quantitative Data, Primary and Secondary Data, Documentary Sources, Validity and Reliability, Scaling Techniques.

### **UNIT-III: DATA ANALYSIS**

Processing of Research Data-Frequency Distributions, editing, coding, classification & Tabulation, Bar Charts, Histograms, Line Chart, Pie- Chart, Pareto Charts; Statistical Tools of Data Analysis: Mean Median, Mode, Correlation and Regression.

### **UNIT-IV: REPORT WRITING**

Formatting, Title Page, Abstract, Body, Introduction, Methods, Sample, Measures, Design, Results, Conclusions, References, Tables, Figures, Appendices. Presentation of Report: Skills and Methods. Importance of the Report and Presentation, Oral Presentation.

#### **Suggested Books:**

1. Taylor, Bill, Sinha, G and Ghoshal, Taposh: Research Methodology, Prentice Hall of India
2. Trochim, W.M.K.: Research Methods, Biztantra
3. Kumar, M.S. & Prakash, M.: Project Work – Guidelines, Himalaya Publications
4. Kothari, C.R.: Research Methodology – Methods and Techniques, Wiley Eastern
5. Sadhu, A.N. & Singh, A: Research Methodology for Social Sciences, Sterling

## **BBA (IB) 405: FOREIGN LANGUAGE (GERMAN) [ELECTIVE - 1]**

*Objective: The purpose of this paper is to equip the students with foreign language (German) skills at least to that extent that is required for conducting international business.*

### **UNIT-I: SPEAKING TECHNIQUES**

How to greet someone and start the conversation, Introducing oneself, Numbers and Alphabets, To spell a word, Vocabulary related to above mentioned points

Grammar – W questions, Sentences, Verbs and Personal Pronoun, Phonetics and Pronunciation

### **UNIT-II: FRIENDS, COLLEAGUES AND MYSELF**

Speaking on Hobbies, Work and Profession, Weekdays and weekends, Months and routine seasons of the year, Numbers 20 onwards, Internet Profile - Discussion

Grammar - Articles, Plurals, helping Verbs, Yes No questions, Intonation- Questions and answers

### **UNIT-III: THE STATE/ THE CITY**

Places and buildings, Asking questions on Directions, Routes and Addresses, To arrange a pictorial story , Asking about things, Learning International words

Grammar- Definite and Indefinite articles, negative articles, Imperative Sentences, Long and Short vowels

Sightseeing- Discussion, Talking on various Events in Germany (State and City wise)

### **UNIT-IV: FOOD AND VOCABULARY RELATED TO EATING ITEMS**

Lunch time, Dinner time, Conversation on Dining out in Restaurants, Café's

Arranging words and sentences, Shops, Shopping and eating timings, Accusative Verbs

Subject object position in the Sentence. Nominative and Accusative. Food habits and favourite Dishes in European countries

### **UNIT-V: DAILY ROUTINE**

Timings, Explaining Routine, Speaking about family members, Appointments- Fixing and cancelling, Telephonic Conversation

Grammar- Prepositions, Model Verb, Possessive articles, Sounds and Stress on Syllabi, Culture and Punctuality in Germany

### **UNIT-VI: Spending Time with Friends and Family**

Arranging a party, celebrations, Festivals, Invitation- Accepting/ Rejecting, Making payments, Placing an order, talking on someone's experience, Text writing on topics, Comprehension, Free time activities

Talking about important dates

Grammar- Breathing verbs, Prefix-Suffix, Personal Pronouns, Past Tense, Present Tense

How to pronounce ei, eu, au, Clubbing and socialising in Germany

### **Suggested Books:**

1. Netzwerk A1
2. Collins Easy Learning German Dictionary
3. Langenscheidt German Grammar in a Nutshell

## **BBA (IB) 406: FOREIGN LANGUAGE (FRENCH) [ELECTIVE - 2]**

*Objective: The purpose of this paper is to equip the students with foreign language (French) skills at least to that extent that is required for conducting international business*

### **UNIT-I: SELF INTRODUCTION**

Introduction of self and another person, Responding to greetings, asking simple question about profession, place of work, address, civil and marital status. Giving consent.

Grammar: Verbs, definite/indefinite articles, interrogative nouns, possessive adjectives, prepositions.

### **UNIT-II: INITIATING A CONVERSATION**

Approaching a person asking and communicating, asking and giving something, expressing gratitude, appreciation and mortification. Telling about one's personal and professional life, speaking about habits and tastes describing emotions, speaking about the weather. Expressing desires/wishes

Grammar: Genders, first group of verbs introduced, possessive adjective, names of the days of the week, months of the year. Counting 0 to 59, making negative sentences.

### **UNIT-III: TELEPHONIC CONVERSATION**

Initiating a simple telephonic conversation, sending and leaving a message on sms writing an email/letter. Giving instruction inviting people. Leisure activities.

Grammar: Introducing third group of verbs/irregular verbs, interrogative and imperative sentences.

### **UNIT-IV: RESERVING HOTELS, BOOKING TICKET AND CABS**

Reserving and booking, hotels, cabs, cinemas, plane and train tickets. Means of public transport, travelling on trains, buses and aeroplanes. Giving directions.

Grammar: Counting up to 100, telling time, ordinal numbers. Adjectives of quantity/quality/reflexive pronouns.

### **UNIT-V: ORGANISING YOUR DAY**

Describing daily routine, habits sports activities, eating habits, ordering in a restaurant. Reading schedules of trains buses and aeroplanes.

Grammar: Writing a diary, writing few sentences on simple topics, future tense, demonstrative adjectives, COD, and emphatic pronouns.

### **UNIT-VI: DEALING WITH SHOPS, HOTELS AND PUBLIC PLACES**

Making regular purchases online and offline shopping for necessities clothing, shoes and accessories, organising a party, calling emergencies.

Grammar: Simple past tense, relative pronouns, writing email, writing sentences, comprehensions.

### **Suggested Books:**

1. Annie Heminway (Ed), French All-in-One
2. Myrna Bell Rochester PhD, Easy French Step-by-Step
3. Wolfgang Fischer & Anne Marie le Plouhinee, Mastering French Vocabulary
4. Collins Easy Learning French Dictionary

## **BBA (IB) 407 P: COMPUTATIONAL TECHNIQUES FOR MANAGEMENT: R (PRACTICAL)**

### **UNIT-I: INTRODUCTION TO R**

Loading data into R - Working with data from files -Working with well-structured data from files or URLs; Using R on less-structured data; Creating a dataset; Working with relational databases -Loading data from a database into R-working with the PUMS data , Syntax identification and functions.

### **UNIT-II: WORKING WITH GRAPHS**

Graphics; Creating Graphs; The Workhorse of R Base Graphics; the plot () Function – Customizing Graphs; Saving Graphs to Files; Basic Graphs: Bar Plot, Pie charts, Histograms, etc.

### **UNIT-III: BASIC & DESCRIPTIVE STATISTICS**

Computing summary statistics; Visualizing results; Frequency and Contingency Tables; Statistical functions for measures of central tendency, measures of dispersion and measures of symmetry.

### **UNIT-IV: CORRELATION & REGRESSION**

Applying Correlation (Karl Pearson’s and Rank Correlation) and simple linear regression model to real dataset, Computing and interpreting the coefficient of determination.

### **UNIT-V: HYPOTHESIS TESTING & POWER ANALYSIS**

Hypothesis Testing; Large sample tests- Z test for one sample mean and Proportion, Difference for two samples for mean & Proportion,

Small sample tests- Student’s t-test - Applying the t test for one sample test, two sample test-independent and paired t test from real time problem,

Applying chi-square test for goodness of fit and contingency test to real dataset.

ANOVA Models; One-way ANOVA; Two-way ANOVA

### **Suggested Books:**

1. Robert I. Kabacoff, “R in Action Data Analysis and Graphics with R”, 1st Ed, O’Reilly Publisher
2. Nina Zumel, John Mount, “Practical Data Science with R”, 1st Ed, Wiley Dreamtech Press
3. V Vishwanathan, “Data Analytics with R: A Hands-On Approach”, 2015, Pearson
4. P Bruce, A Bruce, “Practical Statistics for Data Scientists:”, 2015, O’Reilly Publishers
5. Tony Fischetti, “Data Analysis with R”, 1st Ed, 2017, PAKT Publishers

## SEMESTER – V

### **BBA (IB) 501: RETAIL MANAGEMENT**

#### **UNIT-I:**

Introduction to Retailing: An Overview: Definition and scope– Retailer– Evolution of retailing industry – Factors behind the change of Indian Retailing industry– Economic growth Retailers 'role indistributionchannels–benefits of retailing–Retailing Environment.

#### **UNIT-II:**

Retail institutions: Theories of institutional change: wheel of retailing, dialectic process, retail accordion, natural selection. Classification of retailers: Store based and Non – store based retailers Understanding the Retail Customer. Rural retail marketing.

#### **UNIT-III:**

Merchandise Assortment Planning: Organizing the buying process by categories: Category Management process, The Buying Organization, Assortment planning process: Need for trade-off between variety, assortment and product availability, Assortment plan, Product mix trends: Shotgun merchandising,Rifle merchandising.Purchasing Systems. Merchandise Purchasing. Merchandise Pricing. Retail promotion mix.

#### **UNIT-IV:**

Store management: Store management, Role of Store managers, legal and ethical issues in managing store personnel, cost controls, reducing inventory shrinkage, detecting and preventing shoplifting. Store layout, design and visual merchandise, Customer service. Contemporary Issues in Retailing: Ethical and Legal issues in retailing. Careers in retailing.

#### **Suggested Books:**

1. Butchev, McAneity Fundamentals of Retailing
2. Dorothy, S. Rogers, L Merei, T. Grassi-Retailing: Newperspectives
3. DiamondAllen, Fashion– Retailing
4. Levy, Michael & Barton AWeitz–Retailing Management
5. Suja Nair-Retail Management



## **BBA (IB) 502: INTERNATIONAL FINANCIAL SYSTEM**

### **UNIT-I: FINANCIAL MARKET**

Role and Importance of Financial Market. Integration of Indian Financial Market with World Markets, Players in Financial Market, Role of Regulator (RBI and SEBI). Money Market: Meaning, role and participants in money market, money market instruments. Capital Market: Introduction and meaning, capital market instruments, derivative market.

### **UNIT-II: PRIMARY MARKET FOR CORPORATE SECURITIES IN INDIA**

Issue of Corporate Securities: Public Issue through Prospectus, Private Placement, Rights Issue. IPO- Fixed price method, Book Building of Shares, Merchant Banker- Role of merchant banker, Issue management: Pre-issue and Post-issue activities, measuring success of an IPO. Role of brokers and underwriters.

### **UNIT-III: SECONDARY MARKET IN INDIA**

Introduction to Stock Markets: NSE and BSE. Indian Stock Indices and their construction, Classification of Securities to be included in the Index, impact of corporate actions (rights, bonus and stock split) on index. Bulls and Bears in Stock Markets, Factors influencing the movement of stock markets. Major Instruments traded in stock markets: Equity Shares, Debentures.

### **UNIT-IV: INTERNATIONAL FINANCIAL MARKET**

International financial market: euro currency market, euro bond market. International Stock Exchanges. Raising of funds in International Markets: ADRs and GDRs, FCCB and Euro Issues.

### **UNIT-V: FOREIGN EXCHANGE MARKET**

Introduction to Foreign Exchange Market: Spot Prices and Forward Prices – Factors influencing Exchange rates – The effects of Exchange rates in Foreign Trade – Tools for hedging against Exchange rate variations – Forward, Futures and Currency options – Determination of Foreign Exchange rate and Forecasting.

#### **Suggested Books:**

1. National Stock Exchange of India 'Indian Securities Market: A Review' 6<sup>th</sup> Edition NSE, Mumbai (2003)
2. Rustagi , R.P, Financial Management : Theory Concepts and Problems : 3<sup>rd</sup> Edition Galgotia Publishing Co. (2006)
3. Buckley, Adrian, Multinational Finance, Prentice Hall of India, New Delhi
4. Henning, C.N., Piggot, W. And Scott, W.H, International Financial Management, McGraw Hill, Int. Ed., New York
5. Maurice, Levi, International Finance, McGraw Hill, Int. Ed., New York
6. Maurice, Levi, INTERNATIONAL FINANCE, McGraw Hill, Int. Ed., New York
7. S.G. Eakins, S.G. 'Finance: Investments, Institutions and Management', Addison Wesley Longman Inc, USA. (1999)
8. Shahani, Rakesh '*Financial Markets in India*' Latest Edition, Anamica Pub Co, New Delhi

## **BBA (IB) 503: ENTREPRENEURSHIP DEVELOPMENT PROGRAMME**

### **UNIT-I:**

Definition of Entrepreneurship, Traits/ Qualities of Entrepreneurs , Difference between Entrepreneurs; Managers, Entrepreneur -Types, Entrepreneurship - types, Intrapreneurship and Innovation, Social and Environmental Responsibility

### **UNIT-II:**

Role of small business Entrepreneurship in Indian Economy, Problems of small business Entrepreneurship in India and sickness, Trade Fairs, MSME act.  
Entrepreneurship development programmes in India – Make In India, Start up India, Atul Innovation Mission, Skill India. District Industrial Centre and Industrial fair

### **UNIT-III:**

Sources of Funds -Ownership Structures ,Venture Capital , Angel Investors, Business Incubator, Government grants and Subsidies, Bank Loans, Micro Credit , Micro Finance , Crowd funding. Make or Buy Decision For Small Scale Industry Financial Institution –SIDBI, IFCI, DIC NABARD, SFCs, EXIM Bank

### **UNIT-IV:**

PROJECT WORK -Meaning & Significance of Project Report, Content of Project Report, Preparation of Project Report, Project Presentation and Appraisal.  
At the end of semester students will present a Project Report.

\*Note: Case Studies and examples of successful entrepreneurs and entrepreneurial ventures should be discussed at relevant places.

### **Suggested Books:**

1. Chandra, Ravi, (2003), Entrepreneurial Success: A Psychological Study, Sterling Publication Pvt. Ltd., New Delhi
2. Balaraju, Theduri, (2004), Entrepreneurship Development: An Analytical Study, Akansha Publishing House, New Delhi
3. David, Otes, (2004), A Guide to Entrepreneurship, Jaico Books Publishing House, Delhi
4. Kaulgud, Aruna, (2003), Entrepreneurship Management, Vikas Publishing House, Delhi

## **BBA (IB) 504: STRATEGIC MANAGEMENT**

### **UNIT-I:**

Definition, nature, scope, and importance of strategy; and strategic management (Business policy). Strategic decision-making. Process of strategic management and levels at which strategy operates. Role of strategists.

Defining strategic intent: Vision, Mission, Business definition, Goals and Objectives.

### **UNIT-II:**

Environmental Appraisal: Concept of environment, components of environment (Economic, legal, social, political and technological). Environmental scanning techniques-ETOP, and SWOT.

Corporate level strategies: Stability, Expansion, Retrenchment and Combination strategies. Corporate restructuring. Concept of Synergy.

Business level strategies: Porter's framework of competitive strategies; Conditions, risks and benefits of Cost leadership, Differentiation and Focus strategies. Location Concept, Importance, Building and use of Core Competence.

### **UNIT-III:**

Strategic Analysis and choice: Corporate level analysis (BCG, GE, Nine-cell). Industry level analysis; Porter's five forces model. Qualitative factors in strategic choice.

Strategic control and operational Control. Organizational systems and Techniques of strategic evaluation.

### **Suggested Books:**

1. Kazmi, Azhar, (2008), Strategic Management and Business Policy, 3<sup>rd</sup> Edition, McGraw Hill Education
2. Ghosh, P.K., (2006), Strategic Planning and Management, 8<sup>th</sup> Edition, Sultan Chand & Sons, New Delhi
3. Walker, Gordon, (2005), Modern Competitive Strategy, 1<sup>st</sup> Edition, McGraw Hill Education
4. Weelen, (2009), Concepts in Strategic Management and Business Policy, 12<sup>th</sup> edition, Pearson Education
5. Fred, David, (2008), Strategic Management: Concepts and Cases, 12<sup>th</sup> Edition, Prentice hall of India

## **BBA (IB) 505: SECURITY ANALYSIS & PORTFOLIO MANAGEMENT**

### **UNIT-I:**

Investment management: objective, investment opportunities, and philosophy of individual & institutional investors.

Fundamental analysis: concept and significance of economic analysis, industry analysis: introduction, need for industry analysis, alternative classification of industry, industry life cycle analysis, economic factors & industry analysis, SWOC analysis for industries.

### **UNIT-II:**

Company analysis: nature and style of management, key role of financial analysis, ratio analysis.

Technical analysis: different techniques of analysis, Dow Theory, volume indicators, market sentiment indicators, confidence indicators, points & figure charting, bar charting.

Efficient market theory random walk: weak form, semi-strong, strong form of market.

Empirical tests. Comparison of random walk, technical & fundamental analysis.

### **UNIT-III**

Portfolio analysis selection: portfolio theory, return portfolio risk, efficient set of portfolios, optimum portfolio, capital asset pricing theory (CAPM), Sharpe's Single index model

Capital market line, security market line, corporate or folio management in India, portfolio revision techniques, constant value & constant ration plan, formula plan, dollar cost averaging.

Options & futures: concept of derivatives, option trading, option contracts settlement, pricing of option futures, concept of futures, characteristics of future contract, its types, difference between future, options, forwards & badla contracts.

### **Suggested Books:**

1. Investment Analysis and Portfolio management – Prasanna Chandra – TMH - 2nd Edition, 2005
2. Investments – Zvi Bodie, & Mohanty – TMH – 6th Edition, 2005
3. Investment Management – VK Bhalla - S. Chand & Co.
4. Security Analysis & Portfolio Management, S. Bhat, Excel Books
5. Investment Analysis & Portfolio Management – Reilly – 8/e –Thamson / Cengage Learning
6. Security Analysis & Portfolio Management – Fisher and Jordan , 6/e, Pearson, PHI

**BBA (IB) 506: OJT [ON-THE-JOB-TRAINING]  
[4 WEEKS INTERNSHIP IN AN INDUSTRY]**

Students are to pursue an Internship / On-the-Job-Training (OJT) after 4th semester in an Industry/a company. The internship is to be of 4 weeks. On completion of the internship/research work, students will submit a report which will be evaluated in the ratio of 40:60 by the college internally and by a panel of two examiners, of which one will be an external examiner approved by the university.

## SEMESTER – VI

### **BBA (IB) 601: INTERNATIONAL TRADE POLICY AND INSTITUTION**

#### **UNIT-I: INTRODUCTION TO INTERNATIONAL TRADE**

Meaning and scope and importance of International Trade. Multinational corporations and international trade. Foreign Direct Investment and Foreign Institutional Investment; Issues of transfer of technology and transfer pricing and developing countries.

#### **UNIT-II: BALANCE OF PAYMENT ACCOUNT**

Concepts and significance of Balance of payment account; current account and capital account components and accounting system; Balance of trade; Balance of payment deficits problems and developing countries

#### **UNIT-III: INTERNATIONAL TRADE POLICY**

Tariff - definition, types, partial equilibrium analysis of tariffs, effects of tariff on consumer and producer surplus, cost and benefit analysis of tariff, rate of effective protection. Non-Tariff barriers and the New Protectionism. Import Quotas, comparison with tariff, voluntary export restraints, technical administrative and other regulations, international cartels, dumping, export subsidies.

#### **UNIT-IV: INTERNATIONAL TRADE INSTITUTIONS**

GATT and trade liberalization, GATT to WTO, objectives, functions, basic principles, and areas of operation of WTO, structure and working of the WTO, implications of WTO activities for developing countries, WTO and India. IMF and IBRD objectives, functions, basic principles. Important Regional groupings in the World

#### **Suggested Books:**

1. Hill, Charles W.L., International Business, McGraw Hill, New York, latest edition
2. Bennet, Roger, International Business, Financial Times, Pitman Publishing, London
3. Bhattacharya, B., Going International: Response Strategies of the Indian Sector, Wheeler Publishing, New Delhi
4. Dominic Salvatore: International Economics

## **BBA (IB) 602: ECONOMETRICS: INTERNATIONAL BUSINESS**

### **UNIT-I: INTRODUCTION**

Econometrics: Definitions- Scope-Methodology, nature of econometrics, model building, Objective behind building econometric models, role of econometrics in Business Decision making.

### **UNIT-II: SAMPLING AND HYPOTHESIS TESTING**

Statistics and parameters, Properties for a statistic, Central Limit Theorem.

Distribution of the sample mean, difference in means and the proportion. Estimation Theory- Point and interval estimation, Hypotheses testing and types of errors. Significance levels and p values. Normal distribution; chi-sq, t- and F-distributions and their properties. Applications of chi-square and t distributions to interval estimates and tests.

### **UNIT-III: TWO VARIABLE LINEAR REGRESSION MODEL**

Types of Data: Time Series, Cross Section and Panel Data. Concept of PRF and SRF. Estimation of the SRF using OLS. Analysis of variance and R squared. Understanding the residuals/error term. Assumptions of the model. Expectation and standard errors of the regression coefficients and the error term. Gauss Markov Theorem. Confidence intervals and tests on population regression coefficients, variance of population disturbance term, and forecasts. Testing the significance of the model as a whole. Testing the normality assumption.

### **UNIT-IV: MULTIPLE REGRESSION MODEL**

The three variable case. Derivation of the coefficients. Correlation. Additional assumptions. Adjusted R square. Confidence intervals and testing of the regression coefficients. F and t tests for structural stability, contribution and justification of an explanatory variable.

### **UNIT-V: RELAXING THE ASSUMPTIONS OF THE LINEAR MODEL**

Multicollinearity: The problem. Detection. Solution.

Heteroscedasticity: The problem. Detection. Solution.

Autocorrelation: Problem. Tests for detection. Solutions.

Specification Errors: Omission of a variable, Inclusion of irrelevant variable, tests for detecting errors, errors in explanatory and dependent variable.

### **Suggested Books:**

1. Gujarati, Damodar: Basic Econometrics, McGraw Hill, New Delhi
2. Christopher Dougherty, Introductory Econometrics, Oxford University Press
3. Pindyck, Robert S. and Daniel L. Rubinfeld: "Econometric Models and Economic Forecasts", McGraw Hill, Singapore
4. Koutsoyiannis, A. (2004): Theory of Econometrics, 2nd Edition, Palgrave Macmillan Limited

## **BBA (IB) 603: INDIAN ECONOMY IN THE GLOBAL PERSPECTIVE**

### **UNIT-I: INDIAN AGRICULTURE**

Problems of Agriculture in India, India's agriculture through Green Revolution and afterwards, Reforms in Agriculture and the journey so far. Indian agriculture in global perspective. WTO and Agriculture in India. 1991 Post Green Revolution Agriculture; food security, PDS system; Development of agriculture since Reforms Vs. Sustainability, debate in agriculture in India.

### **UNIT-II: L-P-G: A CRITICAL ANALYSIS**

Background for **liberalization**: India's economic crisis of 1990, first generation reforms (under Narasimha Rao government), salutary and negative impacts of new economic policy, second generation reforms; Politics of **privatization**; regulating privatized industries, disinvestment of privatization, contemporary issues and challenges; Impact of **multinational capitalism**, wielding political and economic influences, benefits and unethical activities of multinational corporations, transfer of technology - process, channels, and problems, impact of globalization - on industry: changes in employment and increasing migration; on agriculture: rise of corporate farming and increase in farmer suicides; Globalization of Indian business, supremacy of market forces.

### **UNIT-III: ECONOMICS OF SERVICES SECTOR**

Role of services and infrastructure in economic development; driving forces for and against the service economy; growth of the services sector in India since 1990; key service characteristics for economic analysis; current structure of service consumption; urbanization, market area enlargement and the emergence of service markets; public policy towards services; trust in economic growth cannot replace allocation policy.

#### **Suggested Books:**

1. Uma Kapila (editor), "Indian Economy Since Independence", 25th edition, 2014, Academic Foundation, New Delhi
2. Uma Kapila (editor), "Two Decades of Economic Reforms: Towards Faster, Sustainable and More Inclusive Growth", 2012, 1st edition, Academic Foundation, New Delhi
3. Arvind Subramanian, "India's Turn: Understanding the Economic Transformation", 2008, Oxford University Press, New Delhi
4. B. N. Ghosh, "Business Environment", 1st edition, 2014, Oxford University Press, New Delhi.
5. Jean Dreze and Amartya Sen, "An Uncertain Glory: India and its Contradictions", 1st edition, 2014, Penguin Books Limited, New Delhi
6. Sukhamoy Chakravarty, "Development Planning: The Indian Experience", 1998, Oxford University Press, New Delhi
7. Jan Owen Jansson, "The Economics of Services", 2014, Edward Elgar Publishing, Sweden



## **BBA (IB) 604: E-COMMERCE**

### **UNIT-I:**

Introduction: E-Business & E-Commerce.

Fundamentals: E-Commerce: E-Business Infrastructure; E-Environment.

Internet, Intranet, World Wide Web: Introduction; Gopher, FTP, Telnet, HTTP, Network Protocols; Internet facilities through www.

### **UNIT-II:**

E-Business Strategy: Supply Chain Management; E-Procurement.

Case Studies: Online Gambling; Music Industry; Amazon.com & Flipkart.com.

Mobile Commerce: Concept and applications.

### **UNIT-III:**

E-Marketing: Customer Relationship Management; Change Management.

### **Suggested Books:**

1. E-Business and E-Commerce Management: Strategy: Implementation and Practice; Chaffey, Dave; (2009); 4th Edition; ISBN 978-0-273-71960-1
2. E-Commerce: Business, Technology, Society, Case Book Update; 2005, 2/E; Kenneth C. Laudon, & Carol Guercio Traver; ISBN: 0-321-26937-3 949
3. Applying E-commerce in Business; Tassabehji Rana; (2003) Sage Publications; ISBN 0-7619-4875-9
4. Web 2.0: A Strategy Guide; Shuen, A; (2008); Cambridge, O'Reilly
5. The Google Story; Vise, David A.; (2006); London, Pan
6. Business @ the Speed of Thought; Gates, Bill; (2000); Penguin

## **BBA (IB) 605: BUSINESS LAW**

### **UNIT-I: LAW OF CONTRACTS**

Definition of Contract and Agreement – Classification of Contracts, Essential elements of a valid Contract – Offer - Acceptance - Consideration - Capacity to Contract - Free consent, void Contracts– Legality of Object - Performance of Contract – Remedies for breach of Contract – Quasi Contracts.

### **UNIT-II: INTELLECTUAL PROPERTY LAWS**

Trademark Law and policies, Patent Laws and Policies, Copyright Laws and policy

### **UNIT-III: ELEMENTS OF COMPANY LAW**

Meaning Classification and nature of Company; Promotion and Incorporation of a Company; Familiarization with the Concept of Board of Directors, Shareholders and *Company* Meetings, Memorandum and Articles of Association-Prospectus-Share holders meetings - Board meetings.

### **UNIT-IV: ELEMENTS OF INFORMATION TECHNOLOGY ACT**

Cyberspace; Cyber laws; Scope of Cyber Laws; Classification of Cyber Crime; Information Technology Act 2000; Regulation of Certifying Authorities; Adjudication

### **UNIT-V: CORPORATE GOVERNANCE AND CORPORATE LAW**

Corporate Governance and Corporate Law– Meaning and Definitions, Need of Corporate governance, Good Corporate Governance – Corporate solutions, Scope of Corporate Governance, Core Principles of Corporate Governance, Role of Corporate Governance in banks and Companies, Key features of corporate governance in Companies Act, 2013.

### **UNIT-VI: LAW RELATING TO FOREIGN EXCHANGE**

Objectives and definitions under FEMA, 1999; foreign direct investment in India and abroad; acquisition and transfer of immovable property in India and abroad; establishment of branch, office etc. in India; realization and repatriation of foreign exchange; authorized person; penalties and enforcement; powers of central government; adjudication, appeal and compounding; offences and penalties.

#### **Suggested Books :**

1. N.D. Kapoor, “Elements of Mercantile Law”, 2015, Sultan Chand & Co.
2. K.R. Bulchandani, “Business Law for Management”, 2018, HPH
3. PPS Gogna, “A Text Book of Company Law”, 2006, S. Chand
4. Marianne moody Jennings, “The Legal, Ethical and Global Environment of Business”, 2009, South western Cengage learning, New Delhi
5. Richard Schaffer, Agusti& Earle
6. V. Ramakrishna Raju, “Business Laws and Economic Legislations”, 2005, HPH
7. M.C. Kuchhal Mercantile Law; Vikas Publishing House, New Delhi.
8. P.P.S. Gogna A Textbook of Business Law; Sultan Chand & Company, New Delhi

## **BBA (IB) 606: BUSINESS ETHICS AND CORPORATE GOVERNANCE**

### **UNIT-I:**

Values – Importance, Sources of Value Systems, Types, Values, Loyalty and Ethical Behaviour, Values across Cultures; Business Ethics – Nature, Characteristics and Needs, Ethical Practices in Management. The Ethical Value System – Universalism, Utilitarianism, Culture and Ethics – Ethical Values in different Cultures, Culture and Individual Ethics.

### **UNIT-II:**

Law and Ethics – Relationship between Law and Ethics, Other Bodies in enforcing Ethical Business Behavior, Impact of Laws on Business Ethics; Social Responsibilities of Business – Environmental Protection, Fair Trade Practices, Fulfilling all National obligations under various Laws, Safeguarding Health and well being of Customers.

### **UNIT-III:**

Corporate Governance: Issues, need, corporate governance code, transparency & disclosure, role of auditors, board of directors and share holders; Global issues of governance, accounting and regulatory frame work, corporate scams, committees in India and abroad, corporate social responsibility

### **Suggested Books:**

1. Ferrell, O.C., Fraedrich, John, and Ferrell, Linda (2010). Business Ethics, Ethical Decision Making & Cases, 8th Edition. Boston, MA: Prentice Hall. ISBN: 978-1-4390-4223-6
2. Tom L. Beauchamp and Norman E. Bowie (eds.), Ethical Theory and Business, fifth edition (Upper Saddle River, N.J.: Prentice-Hall, 1997) ISBN: 0-13-398520-2
3. J. P. Sharma Corporate Governance, Business Ethics & CSR, Ane Books Pvt. Ltd., New Delhi.
4. Batra, Nitin (2004) Dynamics of Social Work in India, Jaipur : Raj Publishing House.
5. Bradford, W. Sheafor, Charles, R. Horejsi, Gloria A.; (Fourth Edition: 1997); Techniques and Guidelines for Social Work, London; Allyn and Bacon, A Viacom Company