

BBA III year

Group VII

Paper XIII Entrepreneurship Development

Course Objective

1. To build awareness of entrepreneurship opportunities available in the society for the Entrepreneur.
2. To acquaint them with the challenges faced by entrepreneur.

Course Outcome

At the end of the course the students will have skills, analytical tools, perspectives and understanding of sources available for finance to start the business

Unit-I Concept and Nature of Entrepreneurship and SSI, Entrepreneurship Trait, Types and Significance, Role and Importance of entrepreneur in economic growth, Government policies with regards to SSI's and Entrepreneurs, Quality of an entrepreneur – Business Plan writing

Unit- II Entrepreneurial Development programmes in India, History, support, objectives, stages of Performance, Entrepreneurial Environment, EDP and their valuation, Startup: startup requirement, process and procedures.

Unit- III Entrepreneurial behaviour and entrepreneurial Motivation, Achievement and Management success, Innovation and Entrepreneur. Entrepreneurial Success in Rural Areas and government policies thereof.

Unit- IV Establishing Entrepreneur system, Forms of Ownership (Proprietorship, Partnership, Joint stock companies, HUF), Search for Business Idea, Sources of Ideas, Idea Processing, Input requirement.

Unit –V Sources and Criteria of Financing, fixed and Working capital assessment, technical assistance, Marketing assistance, Sickness of units and Remedial assistance.

Suggested Readings

1. Desai Vasant : Small scale Industrial & Entrepreneurship, Himalaya Pub. House Mumbai
2. M.B Shukla : entrepreneurship & Small business Management, Kitab Mahal, Allahabad.
3. Proceedings of X/XI Biennial Conference Proceedings on Entrepreneurship Development Book well publishers, New Delhi
4. H. Nandan, Fundamentals of Entrepreneurship, PHI Learning Private Limited, 3rd Edition, 2013
5. C. B. Gupta & M. S. Khanka, Entrepreneurship & Small Business Management, Sultan Chand & Sons, New Delhi, 2014.

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Group VII

PAPER -XIV MANAGEMENT INFORMATION SYSTEM

Course Objective

The objective of this course is to provide a foundation application of information system within an organization. It will help students understand the role of management information system in achieving business competitive advantage through informed decision making. The students will have understanding of e-business and e-governance.

Course Outcome

At the end of this course, the student should be able to analyze, evaluate, and make recommendations regarding business technology and decisions. They will be able to plan, coordinate, monitor and control various business functions using latest tools and technologies.

Unit I Management Information system – definition, basic concepts, framework, Major trends in technology, Application of information technology, Information system and resource management, enterprise resource planning (ERP), e-business and e-governance.

Unit II System approach to MIS, operating elements of MIS, MIS and decision making, Network and virtual organizations, knowledge Based Enterprise-Systems and processes.

Unit III MIS structures on the basis of management activity and organizational functions, synthesis of MIS structure, types, flexibility and its evaluation, role of MIS at various level viz. operational, planning and control.

Unit IV Need of information, levels of information handling, characteristics of information at various control levels, advantages of computerization. Database Management System (DBMS) and RDBMS, data flow diagram, data dictionary.

Unit V Introduction to Decision support system, Using data warehousing and data mining in decision making process, Word processing, electronics spreadsheet and managerial application. Use of computer in managerial operations.

SUGGESTED READING

- Olson Davis, Management Information System TMH New Delhi
- Laudon & laudan, management Information System, Pearson Pub. New Delhi Management Information System,
- The Manager's View, Robert Schulte's , TataMcgraw-Hill Edition.
- System Analysis and Design by Elias M. Awad
- Data WareHousing Fundamental by Pualraj Ponniah(Wiley India Edition)
- Data Mining Concepts and Techniques, Han Kamber, Morgan Kaufmann

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GROUP VIII

PAPER XV BUSINESS ENVIRONMENT

Course Objective

To make the students aware of the different environmental factors in a business and its effect on the working of the organization.

Course Outcome

At the end of the course students will develop an understanding of business environment concepts with a view to prepare them to face emerging challenge of managing business.

Unit I: Introduction to Business Environment, Classification of Business environment, Factors affecting business, Role of Environment in business, Strategy to change environment.

Unit II: Economic & Political Environment: Economic Policy – Old & New Economic Policy, Industrial Policy, Role of Government in Business. Government- Business Interface, PDS, LPG and CPA.

Unit III: Technological Environment: Introduction, How technology affects business, Technological Factors affecting business, ways to adopt technology.

Unit IV: Culture & Business: Introduction, Role & Effect of Culture on Business, Social Responsibility of Business Organisation.

Unit V: Global Business Environment: Global market, Strategies for going Global, Pros & Cons of Global Markets. EXIM Procedures, FTAs, FDI, FII, JV, Global Marketing Strategies.

SUGGESTED READINGS:

- Aswathappa, K, Essentials of Business Environment, Himalaya Pub. House, Mumbai
- Dutt and Sundaram: Indian Economy, S. Chand Pub. New Delhi
- Sinha V. C., Business Environment, SBD Pub. House Agra
- Business Environment- Francis Cherunilam
- Business Environment- Rosy Joshi & Sangam Kapoor

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GROUP – VIII
PAPER – XVI
BUSINESS LAW

Course Objective

- (1) To explain the framework within which business activities are carried out according to Law.
- (2) Impart knowledge about the contents of the law and expose the students to the interpretation to stimulate thinking on rationale behind the laws and their enforcement in an organisation.

Course Outcome

On completion of the syllabi the student will understand the fundamental principles and functions of business law that include maintaining order, protecting rights and liberties, establishing standards, and resolving disputes at organisational level.

UNIT – I Contract Act: Essentials of valid contract, capacity to contract (Contracts Minor), free consent, Unlawful and Void Agreements, Discharge of Contract, Remedies for Breach of Contract.

UNIT – II Bailment & Pledge, Agency, Law of Consumer Protection, Consumer and Consumer Dispute, Consumer Protection Councils Consumer Disputes Redressal Agency.

UNIT – III Company: Formation of Company, Prospectus, Memorandum and Articles of Association, Share Capital and Share Holders, Meeting and Resolution, Companies Act 2013.

UNIT-IV Law of Sales of Goods: Conditions and Warranties Transfer of Property & Title, Performances of the Contract, Rights of an Unpaid Seller and Suits for Breach of Contract. Negotiable Instruments Act 1881 Nature & their Types, FEMA.

UNIT- V Introduction of Intellectual Property Rights (IPR), Concept and Case Laws, Registration of Trade Mark, Copy rights, Patent and Design, Cyber Law – Concepts, Utility and its application, Cyber Crimes, Case Study.

SUGGESTED READINGS

- Bulchandani K.R : Business Laws, Himalaya, Bombay.
- Maheshwari R.P : Business Law, National Pub, New Delhi.
- Reddy P.N : Essentials Of Company Law, Himalaya, Bombay.
- Sharma N.K : Company Law & Secretarial Practice, Sahitya Bhawan, Agra.
- B.K. Acharya : Company Law & Secretarial Practices, Himalaya, Bombay.
- Rajesh Talwar : Indian Laws Of E- Business, New Delhi.

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GROUP IX

Elective A: Marketing

Paper XVII: CONSUMER BEHAVIOUR

Course Objective

1. To build an understanding of consumer behavior and perception in the market
2. To study the personal and environmental factors that influence consumer decisions.
3. To understand the decision making processes of individuals, group or organizations.

Course Outcome

The students will be able to understand the influencing factors of consumer behavior and how it can help in increasing the profitability of business.

Unit- I Consumer Behavior studies, Scope and their applications. Consumer need and motives.

Unit –II Consumer as a perceiver and learner, mechanics of learning, influence of personality and attitude in buying behavior, process of attitude formation and functioning models

Unit-III Group Dynamics ~~& group~~; consumer buying behavior, group dynamic as a role model of purchasing decision process, reference group system

Unit –IV Personal influence and opinion leadership process, dynamics of opinion leadership, personality traits of innovator

Unit-V Social classes and their influence on consumer behavior, Model of consumer decision, social economic and cultural aspects of Indian consumer market, model of industrial buying behavior, pattern of industrial buying behavior in India

Suggested Reading:

1. Consumer Behavior Schiffman L.G., Kanuk
2. Chunnawal: Consumer Behaviour Pub.S Chand, New Delhi
3. Kazami and S.Batra Satish : Consumer Behaviour Excel Book New Delhi.
4. Consumer Behaviour- Micheal R Solomon

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GROUP IX

Paper XVIII ADVERTISEMENT MANAGEMENT AND SALES PROMOTION

Course Objective

1. To understand the advertising
- 2 To develop an understanding of media planning and sales promotion technique principles.

Course outcome

At the end of the course students will be understand the use of advertisement & sales promotion and use effective media planning to get desired results.

Unit –I Definition , Objective , Function and classification of advertisement , Advertisement as a component of marketing mix, Advertisement as a marketing communication process, use of marketing for stimulating primary and secondary demand.

Unit-II Advertisement Vs other forms of mass communication, Communication mix, DAGMAR approach, Determination of target audience, building of advertisement programmer – Message, Headlines, Copy, Logo, Illustration, Appeal, Layout.

Unit- III Media Planning – Media Characteristics, Media Selection, Media Scheduling, Social and economic relevance of advertisement, ethic and truth in Advertising.

Unit-IV Sales Promotion- Meaning and Importance of Sales promotion, Objective and Strategies for Sales promotion, Consumer oriented promotion, Trade oriented coupons, Deals Premiums, Contest etc

Unit –V Trade Oriented Sales promotion-Allowance and Discount, Training of Distributors, Sales force contest and rewards.

Suggested Reading

1. Aaker David, Advertisement Management, PHI New Delhi
2. Manendra Mohan, Advertisement Management, TMH, New Delhi

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GROUP IX

Paper- XIX Services and Digital Marketing

Course Objective

- To build an awareness of various avenues of service and digital marketing.
- To build an understanding of these opportunities and how to utilize it.

Course Outcome

At the end of the course the students will be able to apply the concept of digital and service marketing.

Unit -I Marketing Service :Introduction, Growth of the service sector, The concept of services, Characteristics of services, classification of service, designing of the services, blueprinting, using technology developing human resources, building service aspirations. Marketing demand and supply through capacity planning and segmentation, internal marketing of service, external versus internal orientation of service strategy.

Unit-II Marketing Mix in Services Marketing: the seven P's, Product decision, pricing, strategies and tactics, promotion of services, placing and distribution methods for services.

Unit -III Delivering Quality Services: Causes of service, quality gaps, the consumer expectations versus perceived service gap, Factors and techniques to resolve this gap, Gaps in services, quality standards, factors and solutions, the services performance gap, key factors and strategies for closing the gap. Marketing of Services with special reference to: Financial services, Health services, Hospitality services including travel, hotels and tourism, Professional services, Public utility services, Educational services.

Unit-IV Digital Marketing: Introduction to Digital Marketing, Strategies in Digital Marketing, aligning Internet with Business Objectives. Search Engine Optimisation: Keyword Research, How Google Works, Search Engine Factors. Search Engine Marketing: How to create a PPC Campaigns, Implementing Your PPC Budget, Target Advertising, Measuring & Managing Campaigns.

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Unit-V Social Media and Email Marketing: Social Media Concept, Overview of Facebook, Twitter, LinkedIn, Blogging, Youtube, Flickr etc. Building Brand Awareness Using Social Media, Increasing Website Traffic Using Facebook, Twitter, Video, etc. Best Practice Examples & Case Studies. Email Marketing - Creating Optimised Campaigns, How to Measure Success, Managing Your Database, The Development of Mobile Marketing, Various Forms of Mobile Marketing, Best Practice Case studies.

Suggested Readings

1. Service Marketing - E Rampal Gupta.
2. Essence of Service Marketing-Payne Adrain.
3. Service Marketing- Integrating Customer Focus Across the Firm- Valarie A Zeithaml.
4. Service Marketing : People, Technology & Strategy - Christopher Lovelock
5. Services Marketing- Ravi Shanker.
6. Hoffman, K.D, & John, E.G.B. (2006). Marketing of services . Concepts strategies and cases. New Delhi. Thomson- South Western.

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Elective B Finance
Group IX
Paper- XVII Working Capital Management

Course Objective

1. To impart the fundamental of working capital management.
2. To make them understand the basic of financial system of India

Course outcome

At the end of the course the students have the knowledge of management of cash in day to day business and also have the preliminary knowledge of handling finance.

Unit –I Working capital management : Concepts of working capital and its determinants , Risk –returns trade off.

Unit –II Cash Management and marketable Securities, Cash Planning

Unit –III Credit Management, Optimum credit policy, Recent trends in Credit Market in India

Unit-IV Inventory Management: Need and objectives of Inventory Management, Inventory Management techniques, Selective Inventory Control

Unit-V Short term Financing, money market in India, Monetary system, Debt financing Bank financing.

Suggested Readings

1. S.C Kunchal : Financial Management , Chaitanya publishing House, Allahabad
2. Khan and Jain : Financial management, Tata Mc Graw Hill New Delhi
3. I .M Pandey : Financial Management, Vikas Publishing House

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Group IX

Paper XVIII- Corporate Taxation

Course Objectives

1. To understand the basics of Indian Tax System.
2. To Make them understand the basic concepts of Goods and Service Tax in India.

Course Outcome-

At end of the course students are able to file Income Tax Return, knows the basic of Tax planning and management.

Unit I- Basic Concept of Income Tax, Computation of Income under different heads of income- (Introduction), Deduction of Tax at source

Unit II- Company's Tax Management, Rationale of company taxation, Residential status of a company, set off and carry forward of losses, Advances payment of taxes

Unit III- Tax Planning, concept, significance and problem of planning, Distinction between tax avoidance and tax evasion, Division of Income Claiming , Maximum deduction , Rebates and Restoring Tax free incomes .

Unit IV- Tax Administration: Filling of returns, Self-Assessment of Tax, Default and Penalties Concept of VAT, Conceptual framework of GST, Government Initiatives and Emerging Trends

Unit V- Tax Consideration in respect of special managerial decision. Make or Buy, Own or Lease, close or continue, Export or Domestic sales return or Replace , Tax Planning in respect of Managerial Remuneration.

Suggested readings

Ahuja , GK & Gupta , Ravi Systematic Approach to Income Tax , Bharat Law House Allahabad

Singhanian , VK Direct Tax : Law and Practices , Taxman Delhi

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Group IX

Paper XIX- SECURITY AND PORTFOLIO MANAGEMENT

Course Objective

1. To make them understand the basic of portfolio construction
2. To impart them the concepts of return and risk

Course Outcome

At the end of the syllabus the student able to construct the portfolios and able to understand the investment and risk pattern of Indian financial market.

Unit-I Investment , Nature & scope of Investment Analysis, Elements of Investment, Avenues of Investment , Approaches to investment Analysis, Concept of Return and risk, security Return & Risk Analysis , measure of Return & Risk

Unit-II Security Market in India: Primary Market & Secondary Market, Function of stock Exchange in India, SEBI – Its Function & Operation, Depositories Act 1996.

Unit III Types of investment & Risk: Security & Derivatives , Deposits , LIC Policies , UTI , Non – Financial Investment – Real Estate, Gold & other types, Tax Saving Scheme in India; Risk – Interest Rate Risk, Market Risk & Inflation Risk

Unit-IV Analysis for Investment :Fundamental Analysis – Economy Analysis, Industry Analysis, Company Analysis Efficient Market Hypothesis – Weak, Semi Strong & Strong market & its Testing Techniques

Unit-V Portfolio Construction: Traditional Portfolio & Modern Portfolio, Markowitz Model, Selection of Optimum Portfolio, Management Portfolio & Portfolio Revision, Capital Market Theory

Suggested Readings

1. Security Analysis & Portfolio management – Jordan & Fisher
2. Security Analysis & Portfolio management – Shashi K. Gupta & Rosy Joshi
3. Investment- Bhalla

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GROUP IX

Elective C- HRM

PAPER -XVII HUMAN RESOURCE DEVELOPMENT

Course Objective

To impart the fundamental knowledge of techniques and methods of modern employee training and development

Course Outcome

At the end of the course students will have theoretical knowledge of HRD and will be able to apply them for effective HRD in the corporate world.

Unit- I HRD-Goals, Concepts and Importance, HRD Climate and Practices in India, HRD Functions and Strategies.

Unit- II Manpower Planning, Training and Development, Assessment of Training need, Training Effectiveness, Designing and Adminstrating Training, Feedback

Unit- III Performance Appraisal: Concept, Need and Methods, Differentiate between Performance Appraisal and Potential Appraisal, Career Planning and Management.

Unit- IV HR System: Designing and Administration, HRD for workers, HRD approaches for coping with organisation change, HRD in Indian organisation, Objective and Functions of HRD professionals.

Unit -V HR report, HR Accounting, Audit and research,, Total Quality Management, HRD strategies, HRD in organisation, Human Resource Information System.

SUGGESTED READING

- Gupta, S.K., & Joshi, R.(2013). Human Resource Development(3rdedi), Kalyani Publishers.
- Rao, TV, Alternative Approaches & Strategies of HRD, RawatPbu. Jaipur.
- Prateek, U., Managing Transitions, The HRD Response, TataMcgraw Hill, New Delhi
- Rao, TV, Recent Experiences in HRD, TMH, New Delhi

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PAPER- XVIII WAGES AND SALARY ADMINISTRATION

Course Objective

To enable students to acquire skills to control cost and establishment of fair and equitable wage and salary structure for an organisation.

Course Outcome

On completion of the syllabi the student will understand the application of wage and salary administration.

Unit – I Job Evaluation, Wages and Salary Administration, Method of Wages Administration, Factor Affecting Wages administration, Importance of Wage administration in Indian Context, Wage theories.

Unit – II Wage Differentials – Concept and Its Determinants, Internal and External equity In wages Differentials, Understanding different components of wage packages.

Unit – III Employees Benefits Programme, Incentives, Fringe Benefits – Nature and Importance.

Unit – IV Wage Board and Laws, Working of Different Institution related to reward system – Wage board, Pay Commissions.

Unit – V Wage and Salary Administration Act – Minimum Wages, Salary and Employee Welfare Act.

SUGGESTED READING

- Srivastava S.C. Industrial Relations and Labour Laws, Vikas Pub, New Delhi
- Malhotra OP, The Law of Industrial Disputes Vol. I & II, Bombay
- Seth DD, Industrial Disputes Act 1947m Vol. I & II, Bombay.

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Group – IX

PAPER – XIX ORGANISATIONAL CHANGE AND DEVELOPMENT

Course Objective

The objective is to familiarize the students with concepts and principles of Organisational Change and Development.

Course Outcome

Teaching practical and applicable change management skills to equip students to proactively engage with change processes in the workplace, as well as improving the student's self-confidence to use change management tools and models to design appropriate change plans for their workplace.

Unit –I Organizational changes(Definition, objectives, process, types), culture and change management, managing resistance to change, effective Implementation of change, Intervention in organizational change, evaluation of organizational change programs.

Unit –II Organizational Diagnosis: Issues and Concepts- an Overview, diagnostic methodology: salient features, Diagnostic methods: Quantitative and Qualitative Models of Organizational change, models of organizational change; why changes fail- Case Study.

Unit – III Organizational Development: Introduction, Definition, History, Nature , Importance and Organizational Development process, OD climate, OD in Indian companies

Unit – IV Organizational Development intervention, Definition, nature of Organizational Development intervention, Classification of Organizational development intervention

UNIT – V Team intervention, team building intervention, RAT (Role Analysis Technique), Action Research, Sensitivity training, Continuous development, evaluation and key concepts, Case Study.

SUGGESTED READING

1. Organizational Development-French & Bell.
2. Organizational Development – Sandhya Mehta
3. Organizational Development- Donald L Anderson
4. Organizational Development- Thomas G Cummings
5. Organizational Change- Robbins.
6. Organizational Change- W Warner Burke
7. Organizational Change- Barbara Senior

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