MAHARAJA AGRASEN INTERNATIONAL COLLEGE, RAIPUR (C.G.)

(B+ Grade by NAAC Affiliated to Pt. Ravishankar Shukla University, Raipur)

Academic Year

2021-22

Syllabus for BBA

Department of Management

MAHARAJA AGRASEN INTERNATIONAL COLLEGE

(B+ Grade by NAAC Affiliated to Pt. Ravishankar Shukla University, Raipur)

Department of Management

Academic Year 2021-22

Course Content of BBA

SEMESTER ONE	Internal Marks	Sem. Exam Marks	Total Marks
101. English	10	90	100
102. Computer Application	10	90	100
103. Business Mathematics	10	90	100
104. Principles of Management	10	90	100
105. Financial Accounting	10	90	100
SEMESTER TWO			
106. Hindi	10	90	100
107. Business Economics	10	90	100
108. Business Statistics	10	90	100
109. Cost Accounting	10	90	100
110. Environmental Studies	10	90	100
SEMESTER THREE			
111. Managerial Economics	10	90	100
112. Business Communication	10	90	100
113. Business Laws	10	90	100
114. Business and Environment	10	90	100
115. Management Information System (MIS)	10	90	100
SEMESTER FOUR			
116. Organisational Behaviour	10	90	100
117. Marketing Management	10	90	100
118. HRM	10	90	100
119. Financial Management	10	90	100
120. Production Management	10	90	100
121 Comprehensive Viva	10	90	100
SEMESTER FIVE			
122. Marketing Research	10	90	100
123. Quantitative Techniques	10	90	100
124. Sales and Advertisement Management	10	90	100
125. Investment Management	10	90	100
126. Material Management	10	90	100
SEMESTER SIX			
127. Business Policy and Strategy	10	90	100
128. Enterprenuership and Small Business Management	10	90	100
129. Business Taxation	10	90	100
130. Business Ethics and Social Responsibility	10	90	100
131. Project Report and Viva –Voce	10	90	100

MAHARAJA AGRASEN INTERNATIONAL COLLEGE

(B+ Grade by NAAC Affiliated to Pt. Ravishankar Shukla University, Raipur)

Department of Management
Academic Year
2021-22
BBA First Year

Name of the Program: **BBA**		Program Code: **BBA I**
Name of the Course: **English**		Max Marks: **100**
Course Code: **BBA (101)**	Total Duration- **60 Hours**	(Internal: **10** + External: **90**)

Course Objective:

1. To enable the students of management to speak and write with a fair degree of grammatical correctness.
2. To understand the written text and able to use skimming, scanning skills.

Syllabus

Unit	Topic	Duration (In Hours)	Marks
1	Tense	12	18
	Simple Present, Progressive and Present Perfect		
	Simple Past, Progressive and Present Perfect		
	Indication of Futurity		
	Models (will, shall, should, would, ought to & others)		
	Verb Structure (infinitive, Gerund and Participles)		
	Linking Devices		
2	Clauses	12	18
	Co-ordinate Clause (with, but or either-or, Neither-Nor, otherwise, or else.)		
	Subordinate Clauses: Noun Clause (As subject, object and complement)		
	Relative Clause (restrictive and non-restrictive)		
	Adverb Clauses (Open a hypothetical conditional, with because, though where, so that, as long as, as soon as, Comparative Clauses as +adjective/adverb + as –no sooner than)		
3	Structural Items	12	18
	Simple sentence.		
	Compound sentence		
	Complex sentence		
4	Reported Speech	12	18
	Declarative Sentences,		
	Imperative sentences		
	Interrogatives (wh-questions, Yes/No Questions), Exclamatory sentences		

	Exclamatory sentences		
	Voice (Transformation of Sentences from Active to Passive and Vice-Versa)		
5	Composition	12	18
	Paragraph writing.		
	Essay writing.		
	Letter writing.		

Course Outcome: After completion of the course, students will be able to;

1. Students will heighten their awareness of correct usage of English grammar in writing and speaking.
2. Develop your abilities as a critical reader and writer

References:

- "Written Communication in English" By Sarah Freeman Published by Orient Longman.
- A Practical English Grammar - By Thompson and Martinet
- English Grammar and Composition - By Rajendra Pal and Prem Lata Suri, Sultan Chand & Co.
- High School English Grammar & Composition - By Wren & Martin
- A textbook of fundamental English grammar & composition, Sultan Chand & Co.
- Living English structure by W.S. Allen (Tiwari Publishing House Pvt. Ltd.)- Dr. A.K. Chatte

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Department of Management
Academic Year
2021-22
BBA First Year

Name of the Program: **BBA**		Program Code: BBA I
Name of the Course: **Computer Application**		Max Marks: **100**
Course Code: **BBA (102)**	Total Duration- 90 **Hours**	(Internal: **10** + External: **90**)

Course Objective:

1. To provide an understanding of computers, computer operating system.
2. To enhance productivity through advance features of MSWord, MS Excel
3. To impart skills of using MS Outlook and basic social networking tools

Syllabus

Unit	Topic	Duration (In Hours)	Marks
1	Computer System Characteristics and Capabilities Computer Hardware and Software Block Diagram of a Computer, Different Types Of S/W Type Of Computer and Purpose Computers Computer Generation: Characteristics of Computer Generations, Computer System Various Types of Computer Peripherals and Memory Devices.	18	18
2	Computer Organization CPU Organization, Alu Control Unit Input Device Categorizing Input H/W Keyboard, Direct Entry – Card Readers, Scanning Device O.M.R., Character Readers MICR Pointing Device – Mouse Light Pen Output Device- Impact Printer, Non-Impact Printer,	18	18
3	Memory Of Computer Main Memory Secondary Memory; Cache Memory Real And Virtual Memory Memory Management Unit (Mmu)	18	18
4	Ms Word, Excel and Power Point Creating & Editing Word Documents, Formatting Documents, Checking Spelling & Grammar, Adding Page No, Footnote, Graphics Clip Art, Mail Merge	18	18

	Use Of Excel Sheet, Header, Footer, Functions and Formats, Statistical,		
	Mathematical, Trigonometric Functions, Goal Seek, Pivot Table, Macros, Types of Charts		
	Working With Slides, Types of Slides		
	Making Presentation with Slides, Slide Transition		
5	Elementary Internet Application	18	18

Course Outcome: After completion of the course, students will be able to;

1. Evaluate, select and use office productivity software appropriate to a given situation and improve decision making skills
2. Apply personal productivity through advanced features of MSWord, MS-Excel & MS-PowerPoint
3. Use MS Outlook and basic social networking tools

References:

- Computer Fundamentals   B. Ram (BPB Publication)
- Computer Fundamentals P.K. Sinha (BPB Publication)
- Computer System Architecture Morris Mano (BPB Publication)
- An Introduction to Html O.P. Vyas
- Dos Fundamentals Peter Nortan

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Department of Management
Academic Year
2021-22
BBA First Year

Name of the Program: **BBA**		Program Code: BBA I
Name of the Course: **Business Mathematics**		Max Marks: **100**
Course Code: **BBA (103)**	Total Duration- 90 **Hours**	(Internal: **10** + External: **90**)

Course Objective:
1. To provide elementary yet essential background of mathematical method so that managers may use themselves in business analysis and decision making
2. To adapt the knowledge of various mathematical tools and techniques and models which helps in dealing with real-life business situations.

Syllabus

Unit	Topic	Duration (In Hours)	Marks
1	Matrices and Determinants	18	18
	Definition of a matrix; Types of matrices		
	Algebra of matrices;		
	Properties of determinants		
	Calculation of values of determinants upto third order		
	Adjoint of a matrix,		
	elementary row & column operations		
2	Linear Programming	18	18
	Formulation of LPP		
	Graphical method of solution		
3	Simultaneous Equations	18	18
	Theory of Indices		
	logarithms		
4	Average	18	18
	Ratio and Proportions		
	percentages		
	Commission and Discount		
	Profit and Loss		
5	Interest: Simple and Compound	18	18

Course Outcome: After completion of the course, students will be able to;
1. Understand and apply the skill required for selected mathematical concept encountered in business situations
2. Apply fundamental and arithmetic skill in real business scenario

References:

- Business Mathematics: Dr. S.M. Shukla, Sahitya Bhawan Publications.
- "Practical Business Mathematics and Statistics" Suranjan Saha, Tata Mc. Graw – Hill Publishing Company ltd. New Delhi.
- "Business Mathematics" by Dr. B.N. Gupta & Dr. S.K. Agrawal, Sahitya Bhawan Agra.
- "Plane Trigonometry" by Mr. S.L. Loney.
- M. Rsghsvachari Mathematics for Management – An Introduction. Tata Mc Graw Hill Pub. Co., New Delhi.

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Department of Management
Academic Year
2021-22
BBA First Year

Name of the Program: **BBA**		Program Code: BBA I
Name of the Course: **Principles of Management**		Max Marks: **100**
Course Code: **BBA (104)**	Total Duration- 90 **Hours**	(Internal: **10** + External: **90**)

Course Objective:

1. To help the student to acquire the basic knowledge in concept and theory of principles of
   Management.
2. To enable them to analyze and understand the environment of the organization.
3. 3 To help the students to develop the importance of management principles.

Syllabus

Unit	Topic	Duration (In Hours)	Marks
1	Concept of Management Nature & Scope of Management Significance of Management, responsibility of managers Management thoughts: Fayol, Taylor, Elton Mayo Functions of Management.	18	18
2	Planning, Characteristics of Planning Steps in Planning Process Benefits and Limitation of planning Types of planning, Objective Strategies, Policies Management by Objectives.	18	18
3	Organizing: Nature & purpose of organization principle of organization Departmentation Centralisation & Decentralization; Forms of organization structure	18	18
4	Decision Making: Features of decision making Role of decision making in management Types of managerial decision Steps in decision making process Decision making techniques Principles of decision making	18	18
5	Controlling and Budgeting	18	18

Nature of Control, relationship between planning and control		
Need for control, significance		
limitation of control, types of control		
process of control, budgetary control		
performance budgeting, Zero based budgeting		
Management audit, networks techniques – PERT & CPM a over view		

Course Outcome: After completion of the course, students will be able to;

1. Develop skills that reflect respect for human difference and support inclusion with the references management theory
2. Utilize skills and best practices gained to assist in creating an inclusive workplace environment.
3. Identify managerial activities that contribute to managerial effectiveness by using management principle

References:

1. Drucker Peter F: Management Challenges for the 21st Century; Butterworth Heinemann, Oxford.
2. Weihrich and Koontz; Essentials of Management; Tata Mc Graw Hill, New Delhi.
3. Hampton, David R.; Modern Management; Mc Graw Hill, New York.
4. Terry and Franklin; Principles of Management; AITBS, New Delhi.
5. Stoner and Freeman; Management PHI, New Delhi

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Department of Management
Academic Year
2021-22
BBA First Year

Name of the Program: **BBA**		Program Code: BBA I
Name of the Course: **Financial Accounting**		Max Marks: **100**
Course Code: **BBA (105)**	Total Duration- **60 Hours**	(Internal: **10** + External: **90**)

Course Objective:

1. To familiarize the students with basic concepts and methods of Financial Accounting as a practical subject in Business Management
2. To ascertain profit and loss and disclose financial position
3. 3 To report financial information and facilitate financial decision making

Syllabus

Unit	Topic	Duration (In Hours)	Marks
1	Accounting – Definition, Meaning Advantages Limitations and system Relationship of Accounting with other functional Areas.	12	18
2	Capital and Revenue Classification, Expenditure and Revenue Journal, Ledger and Trial Balance.	12	18
3	Cash Book Bank ReconciliationStatemen Rectification of Errors	12	18
4	Final Accounts Manufacturing Account Trading Account & Profit and Loss Account Balance Sheet	12	18
5	Depreciation Hire Purchase Installment System	12	18

Course Outcome: After completion of the course, students will be able to;

1. Critically evaluate financial statement information with the help of concept of financial accounting.
2. Calculate the financial situation with the help of profit & loss statements
3. Analyze the financial positions with the help of financial decision making

References:

1. S.M. Shukla, Accounting Principles, Sahitya Bhawan, Agra
2. Hanif Mukherji, Modern Accounting- Vol –I, T.M.H.
3. S.P. Jain and K.L. Narang – Financial Accounts, Kalyani Publishers.
4. S.N. Maheshwari, Advanced Accountancy, Vol I, Vikas Publishing House.
5. T.S. Grewal, Advanced Accounts, S. Chand& Sons, New Delhi.
6. R.L. Gupta, Advanced Accounts, S. Chand & Sons, New Delhi

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Department of Management
Academic Year
2021-22
BBA First Year

Name of the Program: **BBA**		Program Code: BBA I
Name of the Course: **Hindi**		Max Marks: **100**
Course Code: **BBA (106)**	Total Duration- **90 Hours**	(Internal: **10** + External: **90**)

विषय का उद्देश्य :- इस प्रश्नपत्र का उद्देश्य विद्यार्थी का हिंदी रचना से उसकी अंतरंगता बढ़ाना है | उसे इसका अभ्यास हो की वह रूचि से हिंदी रचना के संसर्ग में आय और धीरे-धीरे उसके भीतर प्रवेश न करे

Syllabus

Unit	Topic	Duration (In Hours)	Marks
1	मानक हिंदी भाषा मानक भाषा स्वरुप और लक्षण मानक, उपमानक और अमानक भाषा में अंतर उदाहरण, मानक हिंदी औपचारिक	अनौपचारिक मानक हिंदी औपचारिक हिंदी (अनौपचारिक उपमानक हिंदी)	 क्षेत्रीय बोलियों के प्रभाव से अनुरंजित मानक हिंदी		18	18
2	अशुद्धि संशोधन – अशुद्धियों का वर्गीकरण क. उच्चारण अशुधियां ख. वर्तानियती अशुधियां ग. शब्द एवं शब्दार्थगत अशुधियां घ. व्याकरण अशुधियां	18	18
3	हिंदी में रचना और प्रकार क. शब्द रचना - उपसर्ग एवं नायुत्पादक प्रत्यय तथा उनके अर्थपूर्वक प्रभाव ख. शब्द प्रकार- तत्सम , तदभव, देशी, विदेशी, शंकर नवनिर्मित	 ग. शब्दार्थ – पर्यायवाची, विलोमार्थी, युग्म, अनेकार्थी	 घ. शब्दकोष में शब्द और अर्थ का संधान		18	18
4	पत्र लेखन – व्यवसायिक, निजी शासकीय अर्धशासकीय आवेदन पत्र, हिंदी में सार लेखन	 पाठय पुस्तक मध्यप्रदेश उच्च शिक्षा अनुदान आयोग भोपाल द्वारा प्रायोजित तथा मध्यप्रदेश हिंदी ग्रंथ अकादमी भोपाल द्वारा प्रकाशित		18	18
5	हिंदी रचना और प्रयोग संपेक्षिकरण एवं निबंध	18	18

Course Outcome: After completion of the course, students will be able to;

1. इस पाठयक्रम के माध्यम से सिखने सिखाने की प्रक्रिया में हिंदी भाषा के प्रारंभिक स्तर से अब तक के बदलते रूपों की विस्तृतजानकारी प्राप्त की जा सकेगी |

2. भाषा के सैधांतिक रूप के साथ साथ व्यावहारिक पक्ष को भी जाना जा सकेगा |

संदर्भ :-

1. हिंदी रचना और प्रयोग, भाग-1 , प्रो गणेश दत्त त्रिपाठी, मध्यप्रदेश हिंदी ग्रन्थ अकादमी भोपाल |

2. आधार पाठयक्रम प्रथम वर्ष – डा रामकुमार बेहार , डा सुधीर शर्मा , गीता पब्लिकेशन, रायपुर |

3. आधार पाठयक्रम – विश्वविद्यालय प्रकाशन, ग्वालियर |

4. सरल – सुबोध – हिंदी व्याकरण – डा मोतीलाल चतुर्वेदी, विनोद पुस्तक मंदिर आगरा |

MAHARAJA AGRASEN INTERNATIONAL COLLEGE

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Department of Management
Academic Year
2021-22
BBA First Year

Name of the Program: **BBA**		Program Code: BBA I
Name of the Course: **Business Economics**		Max Marks: **100**
Course Code: **BBA (107)**	Total Duration- **60 Hours**	(Internal: **10** + External: **90**)

Course Objective:

1. To familiarize the student with various theoretical concepts of Economics that is related to life
2. To illustrate what elements are considered while policy and decision making at the strategic level
3. To analyze operations of markets under varying competitive conditions and make optimal business decisions.

Syllabus

Unit	Topic	Duration (In Hours)	Marks
1	Elasticity of Demand; Concept and measurement of Elasticity of Demand Determinant of elasticity of demand Importance of elasticity of demand.	12	18
2	Production Function Law of variable Proportion; Iso-quant Economics region and optimum factor combination Expansion path: Return to Scale Internal & External economics and diseconomies; ridge lines. Theory of costs: short run and long run curves traditional and modern approaches	12	18
3	Market Structure – I Market Structure and Business Decision: Objective of a business firm Perfect Competition: Profit maximization and equilibrium of firm and industry Short – run and long run supply curves; Price and output determination Monopoly: Determination of price under monopoly Equilibrium of a firm; Compression between perfect competition monopoly; Price discrimination	12	18
4	Market Structure – II Monopolistic Competition; Meaning and characteristics Price and output determination under monopolistic competition; Product Differentiation	12	18

	Oligopoly: Characteristics indeterminate pricing and output		
	Classical models of oligopoly: Kinked demand curve		
5	Factor Pricing – I: Marginal Productivity theory and demand for factor	12	18
	Nature of supply of factors inputs		
	Determination of wage rates under perfect competition and monopoly		
	Exploitation of labor		
	Factor Pricing – II: Rent concept, Recording and modern theories of rent Quasireant		
	Interests-concepts and theories of interest; Profit nature, concepts and theories of profit		

Course Outcome: After completion of the course, students will be able to;

1. Understands the concept of economics with the help of different economic theories.
2. Learners will comprehend the relationship between various policies of business.
3. Student will accomplish the identical Short Run and Long Run Equilibrium of a firm and industry and also about different market structure and various pricing techniques

References:

1. Paul A. Samuelson and William D. Nordhaus – Economics, Tata McGraw – Hill, New Delhi.
2. M.L. Seth; Principles of Economics, Lakshmi Nrain Agrawal Educational Publishers, Agra.
3. Ahuja H.I.; Business Economics; S. Chand & Co., New Delhi.
4. Dutta & Samuelson; Micro Economics.
5. K.P.M. Sundharam, E.N. Sundharam; Business Economics, Sultan Chand & sons, New Delhi.

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Department of Management
Academic Year
2021-22
BBA First Year

Name of the Program: **BBA**		Program Code: BBA I
Name of the Course: **Business Statistics**		Max Marks: **100**
Course Code: **BBA (108)**	Total Duration- **60 Hours**	(Internal: **10** + External: **90**)

Course Objective:

1. To help the student in understanding the various statistical methods, techniques in Business studies and Analysis / Discussions
2. To understand the data analysis process with different methodology.
3. To develop the student's ability to deal with numerical and quantitative issues in business

Syllabus

Unit	Topic	Duration (In Hours)	Marks
1	Meaning and definition of Statistics Scope and Limitations of Statistics Processing and Presentation of Data.	12	18
2	Measures of Central Tendencies Mean, Median, Mode Geometric Mean	12	18
3	Measure of Variation Standard Deviation and Skewness.	12	18
4	Correlation Analysis Karlpearson's co-efficient of Correlation.	12	18
5	Index Number Time Series Analysis	12	18

Course Outcome: After completion of the course, students will be able to;

1. Critically evaluate the underlying assumptions of analysis tools
2. Helpful for students in the field of data science and data analysis
3. Describe and discuss the key terminology, concepts tools and techniques used in business statistical analysis

References:

1. D.H. Elhence-Fundamental of Statistics, Kitab Mahal Allahabad
2. Gupta S.P.-Business Statistics, Sultan Chand & Sons, New Delhi. Hoonda R.P-Statics for business and economics MacMillian, New Delhi. Richard I& David S Rubin-statics for management, Pretice hall –New Delhi. Hein l.w.: Quantitative approach to managerial decisions Prentice Hall –New Jersey
3. S.C. Gupta & Smt. I. Gupta: Fundamental of Statics –Himalaya Publishing House –Delhi D.C. Sancheti & V.K. Kapoor-Statistics Theory Methods and Applications

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Department of Management
Academic Year
2021-22
BBA First Year

Name of the Program: **BBA**		Program Code: BBA I
Name of the Course: **Cost Accounting**		Max Marks: **100**
Course Code: **BBA (109)**	Total Duration- 90 **Hours**	(Internal: **10** + External: **90**)

Course Objective:
1. To familiarize the students the basic elements of cost and cost determination.
2. To better understand the costing aspects of a business.
3. To identify per unit cost price of the product.

Syllabus

Unit	Topic	Duration (In Hours)	Marks
1	Cost Accounting Definition, scope Purpose of Costing and Cost Accounting	18	18
2	Elements of Cost – Material, Labour and Overheads Functional Classification of Cost- Direct and Indirect Cost.	18	18
3	Accounting of Material Labour and Overheads Cost	18	18
4	Methods of Costing Unit Costing, Contract Costing Process Costing (Excluding Equivalent costing) (By-products and Job Costing)	18	18
5	Standard Costing and Budgetary Control.	18	18

Course Outcome: After completion of the course, students will be able to;
1. Explains the relationships between cost and financial accounting.
2. Calculate factory overhead costs and records them.
3. Calculate production cost according to the job cost system.

References:
1. R.K. Gupta, Principles and Practice of Cost Accounting, Agra Book Stores.
2. Nigam H- Principles and Practice of Cost Accounting, S. Chand & Co. New Delhi.
3. S.I. Iyengar- Cost Accounting, Sultan Chand & Co. New Delhi.
4. M.L. Agrawal – Cost Accounting, Sahitya Bhawan Publications.
5. S.P. Jain and K.L. Narang- Cost Accounting, Kalyani Publishers

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Department of Management
Academic Year
2021-22
BBA First Year

Name of the Program: **BBA**		Program Code: BBA I
Name of the Course: **Environmental Studies**		Max Marks: **100**
Course Code: **BBA (110)**	Total Duration- 60 **Hours**	(Internal: **10** + External: **90**)

Course Objective:

1. To familiarize the student with the multidisciplinary environmental issues and to develop public awareness for it.
2. To Imparting basic knowledge about the environment and its allied problems.
3. To Creating the awareness about environmental problems among people.

Syllabus

Unit	Topic	Duration (In Hours)	Marks
1	Nature of environmental studies: Definition scope, importance, need for public awareness Natural Resources: Renewable and non- renewable resources Natural Resources and associated problem Role of an individual in conservation of natural resources.	12	18
2	Ecosystems: concepts, structure, function, produces, consumers, decomposers food chains and webs and ecological pyramids. Introduction, types characteristic features, structure and function of forest grassland, desert and aquatic (ponds, stream, lakes, rivers) ecosystems.	12	18
3	Bio-diversity and its conservation: Introduction Definition: genetic, species and ecosystem diversity Biographical classification of India threats and conservation of biodiversity.	12	18
4	Environmental pollution: Definition causes, effects and control measures of air, water, soil, marine, noise thermal pollution and nuclear hazards Solid waste management Causes, effects and control measures of urban and industrial waste. Disaster management: floods, earthquake, cyclone and landslides.	12	18
5	Social issues and environment Urban problems related to energy; water conservation rain-water harvesting; resettlement and rehabilitation of people, environmental ethics	12	18

climate change, global warning, acid rain, ozone layer depletion, nuclear accidents		
Environment Protection Act; Role of Information Technology in Environmental and human health.		

Course Outcome: After completion of the course, students will be able to;

1. Creating knowledge and awareness among the students with the help of subject.
2. Students are aware to getting benefits and what are the factors affect the environment.
3. Students will create better environment for us.

References:

1. Agarwal K.C. 2001, Environmental Biology, Nidi pub. Ltd, Bikaner.
2. Bharucha Erach, the Biodiversity of India, Mapin Pub. Pvt. Ltd., Ahmedabad.
3. Dr. R.A. Sharma, Environment Education, Lal Book Depot, Meerut.

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Department of Management
Academic Year
2021-22
BBA Second Year

Name of the Program: **BBA**		Program Code: BBA II
Name of the Course: **Managerial Economics**		Max Marks: **100**
Course Code: **BBA (111)**	Total Duration- **90 Hours**	(Internal: **10** + External: **90**)

Course Objective:

1. To Familiarize the students the concepts and theory in decision making of firm and its Application in managerial function.
2. To understand the production cost and cost estimation for the economic growth of the country.

Syllabus

Unit	Topic	Duration (In Hours)	Marks
1	Definition of Managerial Economics Objective of Managerial Economics Nature of Managerial Economics Scope of Managerial Economics Application of Economic Theories in Decision Making.	18	18
2	Business Cycle, Definition Phases of business cycle Use of Business Cycle in Decision Making. Stabilization Technique National Income concept Measurement of National Income	18	18
3	Objectives of business Firms Economic & Non-Economic Profit, Nature of profit Accounting profit Economic Profit Aim of Profit Policy	18	18
4	Capital Budgeting concept Investment Decisions concept Investment Decisions under Certainty Investment Decisions Under Risk Investment Decisions Uncertainty	18	18
5	Cost of Capital Concept Cost of debt Cost of Preference capital	18	18

	Cost Of Retained earning		
	Average Cost of Capital		
	Weighted Cost of Capital		

Course Outcome: After completion of the course, students will be able to;

1. Develop understanding with different managerial function and application of managerial economics.
2. Learning the cost of production, risk, uncertainty and other important aspects of managerial economics.

References:

1. P.L. Mehta; Managerial Economics, Sultan Chand and Sons, New Delhi.
2. Varshney & Maheshwari; Managerial Economics, Sultan Chand and Sons, New Delhi.
3. Dwivedi D.N., Managerial Economics, Vikas Publishing House, New Delhi.
4. Adhikary M, Business Economics, Excel Books, New Delhi.
5. Dean, Joel; Managerial Economics, Prentice Hall, Delhi.
6. Chopra O.P.; Managerial Economics, Tata Mc Graw Hill, Delhi.
7. Peterson, H. Craig and W. Cris Lewis; Managerial Economics, Prentice Hall, Delhi.

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Department of Management
Academic Year
2021-22
BBA Second Year

Name of the Program: **BBA**		Program Code: **BBA II**
Name of the Course: **Business Communication**		Max Marks: **100**
Course Code: **BBA (112)**	Total Duration- **60 Hours**	(Internal: **10** + External: **90**)

Course Objective:

1. To develop effective business Communication skills among the students.
2. To impart the correct practices of the strategies of Effective Business writing
3. To provide an outline to effective Organizational Communication.

Syllabus

Unit	Topic	Duration (In Hours)	Marks
1	Introduction Business Communication Definition & Concept Objectives & Importance Limitation of Communication Communication Models Processes of Communication Principles Of Communication	12	18
2	Corporate Communication Formal Communication Informal Communication Communication Network	12	18
3	Barriers in Communication Improvement in Communication Non-verbal aspect Of Communication Effective Listening Principals of Effective Listening	12	18
4	Report writing Concept Format Of Report writing Concept of Business letter Types of Business Letter Format Of Business Letter	12	18
5	Oral Presentation Concept Format of Oral Presentation Interview Skills Writing Resume Letter of Application	12	18

Course Outcome: After completion of the course, students will be able to;
1. Learn business communication skill with the help of subject content.
2. Business writing and other communication skills are helping the students for better communication in the organization.
3. Effective listening and effective way communicating is also improve by the help of subject content.

References:
1. Bahal, sushil, Business Communication, Saga Publication. Pearce, C Glenn etc., Business Communications; Principles and Applications, John Wiley, New York.
2. Randall E. Magors; Business Communication; Harper and Row, New York.
3. Kaul; Business Communication; Prentice Hall, New Delhi.
4. Rajendra Pal, J.S. Korhahalli; Business Communication, Sultan Chand, Delhi.
5. Dr. Urmila Rai, S.M. Rai; Business Communication, Himalaya Publishing House.

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Department of Management
Academic Year
2021-22
BBA Second Year

Name of the Program: **BBA**		Program Code: BBA II
Name of the Course: **Business Law**		Max Marks: **100**
Course Code: **BBA (113)**	Total Duration- **60 Hours**	(Internal: **10** + External: **90**)

Course Objective:

1. To provide the basic knowledge of the provision of various acts related to business and management.
2. To help the students to understand the concept of free consent, company's act, consumer protection act, factory's act etc.

Syllabus

Unit	Topic	Duration (In Hours)	Marks
1	Company Act 1956	12	18
	Provisions of Company Act		
	Types of Company		
	Memorandum Of Association		
	Articles Of Association		
	Meeting, Agenda, Minutes		
2	Concepts of Negotiable Instruments	12	18
	Act of Negotiable Instruments		
	Partnership Concept		
	Types of Partnership		
	Rights and Duties of Partner		
	Partnership Act 1932		
3	Contract Act Concept & Provisions	12	18
	Regards to offer & acceptance		
	Consideration &Capacity of Party		
	Element & kinds Of Contact		
	Void & violable contract		
	Quasi Contract		
	Remedies for Breach of contract		
4	Concept of Consumer Rights	12	18
	Consumer Protection Act 1986		
	Concept of FXMA		
	Foreign Exchange Management Act 2000		
5	Concepts of labour laws		18

Provisions Of Labour laws		12	
Concept Of Industrial Disputes			
Act of Industrial Disputes			
Factory act			
Workmen Compensation Act			

Course Outcome: After completion of the course, students will be able to;

1. Understanding the general legal boundaries that define the regulation of business, including the general parameters of business association law and commercial law.
2. Be able to identify relevant legal issues and to understand, interpret and apply statutes and case law in the area of commercial law, bankruptcy.

References:

- N.D. Kapoor - Business Laws, Sultan Chand and Sons, New Delhi.
- Avatar Singh - The Principles of Mercantile Law, Eastern Book Co. Lucknow.
- S.K. Tuteja - Business Law for Managers.

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Department of Management
Academic Year
2021-22
BBA Second Year

Name of the Program: **BBA**		Program Code: **BBA II**
Name of the Course: **Business Environment**		Max Marks: **100**
Course Code: **BBA (114)**	Total Duration- **60 Hours**	(Internal: **10** + External: **90**)

Course Objective:
1. To help students understand the nature scope and structure of International Business
2. Toexplorestudents to various policy perspective in international regulatory environment
3. To enable students to understand the influence of various environmental factors on international business operations.

Syllabus

Unit	Topic	Duration (In Hours)	Marks
1	Indian Business environment concept Types of Business environment Economic factor Cultural, political & Social Business environment important Need of Business environment Limitation	12	18
2	Economic Trends Income, Saving & Investment Structure of Indian Industry Public & Private Sector Trade (foreign) Balance Of Payment concept Important of Balance of Payment	12	18
3	Problems Of Growth Unemployment Concept Regional Imbalance Concept Social Injustice & Inflation Parallel Economy & Poverty Industrial Sickness Concept The Current five-year plan	12	18
4	Role of Government Monetary Policy Fiscal policy Industrial Policy Privatization & liberalization	12	18

	globalization		
	Export- Import Policy		
5	International Trading Environment Concept	12	18
	Problems of Developing countries		
	GATT & WTO		
	World Bank & IMF		
	UNCTAD		
	Trends Of world Trade		

Course Outcome: After completion of the course, students will be able to;
1. Conduct an environmental scan to evaluate the impact of world issues on an organization's international
2. Manage the preparation of documents and the application of procedures to support the movement of products and services in the organization's global supply chain
3. Evaluate the impact of statutory and regulatory compliance on an organization's integrative trade initiatives

References:
1. Francis Cherumilam, Business Environment, Himalaya Publishing House
2. Adhikari. M., Economic Environment of Business.
3. K. Aswathapa, Essential of Business Environment, Himalaya Publishing House
4. Sundaram & Black; The International Business Environment; Prentice Hall, New Delhi.
5. Misra S.K. and Puri V.K.; Indian Economy; Himalaya Publishing House, New Delhi.
6. Hedge Lan; Environmental Economics; Macmillan, Hampshire.
7. Agrawal A.N. Indian Economy; Vikas Publishing House, Delhi.

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Department of Management
Academic Year
2021-22
BBA Second Year

Name of the Program: **BBA**		Program Code: BBA II
Name of the Course: **Management Information System**		Max Marks: **100**
Course Code: **BBA (115)**	Total Duration- **60 Hours.**	(Internal: **10** + External: **90**)

Course Objective:

1. To understand managerial concepts and principles in the development and operations of information system
2. To design, implement and evaluate a computing-based solution to meet a give set of computing requirements in the context of the program's discipline.

Syllabus

Unit	Topic	Duration (In Hours)	Marks
1	Introduction to MIS Nature of MIS Scope of MIS Significance of MIS Limitation Of MIS	12	18
2	Structure of MIS System of MIS Sub- System of MIS Integrated System System view OF Business	12	18
3	Process of MIS Development Defining the problem Setting System Objectives Determining Information Needs Sources and Development Selection of alternative Design	12	18
4	Implementation of MIS Evaluating of MIS Maintance of MIS Uses of MIS Limitation of MIS	12	18
5	Information system Particularly Finance Information System Marketing Information nature	12	18

Human Resources information System		

Course Outcome: After completion of the course, students will be able to;

1. Apply sound managerial concepts and principles in the development and operation of information systems.
2. Improve business processes through the effective application of information technology concepts and practices.

References:

1. Robert G. Murdic Joel E, Ross, James R. Clagget, Information Systems for Modern Management, PHI, New Delhi.
2. Gordon B. Davis, M.H. Olson, Management Information System, Prentice Hall, New Jersey.
3. Jerome Kanter, Management Oriented Management Information Systems, PHI, New Delhi.

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Department of Management
Academic Year
2021-22
BBA Second Year

Name of the Program: **BBA**		Program Code: BBA II
Name of the Course: **Organisational Behaviour**		Max Marks: **100**
Course Code: **BBA (116)**	Total Duration- **60 Hours**	(Internal: **10** + External: **90**)

Course Objective:

1. To familiarize the student the basic concepts and behavioral process in an origination.
2. To understand the different organizational situation with the help of human behaviour
3. To deeply understand the individual and group level of human behaviour.

Syllabus

Unit	Topic	Duration (In Hours)	Marks
1	Introduction to Organizational Behavior Advantages of Organizational Behavior Limitation of Organizational Behavior Approaches to Organizational Behaviour Model of Organizational Behaviour	12	18
2	Needs of Organizational Behaviour Motivation concepts & theory Perception concept Learning of Organizational Behaviour Personality of Organizational Behaviour	12	18
3	Leadership Concepts & theory Supervision Concept & Principles Theory of Leadership & Advantages Concepts of group formation Concepts of Group Formation Concepts Of group Development Inter group problems	12	18
4	Concepts of Organizational Change Need & Advantage of Organizational change Conflict in Organization Theory of Conflict in Organization Concept of conflict Resolution management	12	18
5	Concepts of Organizational Development Theory of Organizational Development Diagnosis of Organizational Development	12	18

Intervention Of Organizational Development		

Course Outcome: After completion of the course, students will be able to;

1. Learn different behaviour aspects of the organization.
2. Understand human behaviour in the different situation of the organization.
3. Understand various factors that affects humans and behaviours in organization.

References:

1. Keith Davis & John W. Newsroom; Organizational Behavior, Tata McGraw Hill, New Delhi.
2. Stephen P. Robbins; Organizational Behavior, Prentice Hall of India Ltd. New Delhi.
3. Robbins S.P.; Organizational Behavior, Prentice Hall of India Ltd. New Delhi.
4. Luthans Fred; Organizational Behavioral New York McGraw Hills, New York.
5. L.M. Prasad; Organizational Behavioral, Sultan Chand & Sons, New Delhi.

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Department of Management
Academic Year
2021-22
BBA Second Year

Name of the Program: **BBA**		Program Code: BBA II
Name of the Course: **Marketing Management**		Max Marks: **100**
Course Code: **BBA (117)**	Total Duration- **60 Hours**	(Internal: **10** + External: **90**)

Course Objective:

1. To familiarize the students the modern marketing concepts.
2. To understand the marketing tools techniques and skill of marketing functions
3. To improve the selling techniques in different situations of marketing area.

Syllabus

Unit	Topic	Duration (In Hours)	Marks
1	Nature and scope of Marketing Marketing system and Environment Consumer Behavior Consumer Markets Industrial market Decision making process in buying	12	18
2	Market Segmentation & Grouping of market Targeting and Positioning Product Decision & Marketing Mix Element of Marketing Mix Product Mix & Branding Packing Decisions Promotion Mix	12	18
3	Pricing decision Methods of setting prices Pricing Strategies Concept of Promotion mix Elements of Promotion mix	12	18
4	Concept of distribution Channel of distribution Types Limitation of Channel of distribution Concepts of marketing channels Agency in marketing channel	12	18

5	Concept of Marketing Research	12	18
	Advantages of Marketing Research		
	Limitation of Marketing Research		
	Concept of Marketing information System		
	Advantage of Marketing information System		
	Limitation of Marketing information System		

Course Outcome: After completion of the course, students will be able to;

1. Marketing concept are helping the understanding of situations and environments
2. Different tools and methods improve selling techniques.
3. Situation and marketing environment are also important for good marketing practice.

References:

1. Philip Kotler: Principles Marketing, Prentice Hall of India.
2. William J. Stanton: Fundamentals of Marketing, McGraw Hill, New Delhi.
3. R.S. Davarar, Modern Marketing Management, Universal book seller, New Delhi.
4. Ramaswamy, V.S. And Namakumari, S: Marketing Management, (McMillian India)
5. Cundiff, E W, Still R. c. Goans NAP-Fundamentals of Modern Marketing, (Delhi Prentice Hall)
6. Victor P Buell: Handbook of Modern marketing (MC Graw Hill)

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Department of Management
Academic Year
2021-22
BBA Second Year

Name of the Program: **BBA**		Program Code: BBA II
Name of the Course: **Human Resources management**		Max Marks: **100**
Course Code: **BBA (118)**	Total Duration- **60 Hours**	(Internal: **10** + External: **90**)

Course Objective:
1. To help the students to acquire and develop decision-making skills in relation to maintain people in organizations.
2. To understand the different situation of employee and the right directions.
3. To understand the all perspective of HRM, ethical, social, cultural and environmental responsibility in all context.

Syllabus

Unit	Topic	Duration (In Hours)	Marks
1	Human Resources concept	12	18
	Perspectives of Human Resources		
	Theory of Human Resources		
	Structure of Human Resources		
	Role of Human Resources		
2	Human Resources Planning	12	18
	Job description		
	Job Analysis		
	Recruitment of Human Resources		
	Selection Process of Human Resources		
	Socializing the new Employee		
3	Employee Training	12	18
	Employee Development		
	Performance Evaluation		
	Methods of Job Evaluations		
	Technique of Job Evaluations		
	Types Of Job Evaluations		
4	Compensation of Human Resources	12	18
	Reward system of Human Resources		
	Industrial Disputes		
	Trade Disputes		
	Participative Management		

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5	Human Resources information System concept	12	18
	Advantage of Human Resources information System		
	Limitation of Human Resources information System		
	Concept of Human Resources Development		
	Collective Bargaining of Human Resources		

Course Outcome: After completion of the course, students will be able to;

1. Learn to knowledge, skill to understand and maintain people in organization.
2. Take the right direction or a correct path for organization with the help of manpower
3. Understanding the different factors which help to grow the organization.

References:

- Armstrong, M. Lal Handbook of Personnel Management. 1984 Kegan and page, London.
- Cascio V.F. Managing Human Resources 2nd Ed. 1989 McGrew Hill New York.
- DeCinze D.A. and Robbins, S. Personnel Human Resource Management 3rd Ed. 1989 Prentices Hall of India, Delhi.
- Strauss C & Sayless Lr: Human Problems of Management (New Delhi, Tata Mc Graw Hill Publishing Company)
- R.S. Dwivedi: Personnel/Human Resource Management, Galgotia Publishing Co., New Delhi.

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Department of Management
Academic Year
2021-22
BBA Second Year

Name of the Program: **BBA**		Program Code: BBA II
Name of the Course: **Financial Management**		Max Marks: **100**
Course Code: **BBA (119)**	Total Duration- **60 Hours**	(Internal: **10** + External: **90**)

Course Objective:

1. To understand the different perspective of financial management like profit maximization, wealth maximization.
2. To understand the financial situation with the help of different financial statements.

Syllabus

Unit	Topic	Duration (In Hours)	Marks
1	Concept Of Finance Function Nature and Scope of Finance Function Objective of Finance Management Profit Vs Wealth Maximization Relationship of Financial Management Area of Financial Management	12	18
2	Analysis and interpretation of financial Statement Meaning & objectives of financial Statement Types of financial Statement Tools of Financial Analysis Comparative Statement Common Size Statement Cash flow & Fund flow Statement	12	18
3	Concept of Ratio Analysis Definition and Objectives of Ratio Analysis Limitation of Ratio Analysis Classification of Ratio Profitability and liquidity Ratio Solvency And Acid Ratio	12	18
4	Working Capital management Concept Types & cycle of Working Capital management Working Capital Forecasting Elements of working Capital Management Management of cash & Inventory Management of Accounts	12	18

	Receivables and accounts payable		
5	Concept of Capital Budgeting	12	18
	Important of Capital Budgeting		
	Appraisal methods		
	Concept of Pay-back Period method		
	Accounting Rate of Return Method		
	Discounted Cash Flow Method		
	Profitability Index Method		

Course Outcome: After completion of the course, students will be able to;
1. Learn how to work for profit maximization and cost minimization.
2. Understand the financial statement and working capital model and system.

References:
1. I.M. Pandey; Financial Management, Vikas Publishing House, New Delhi
2. P. Chandra; Financial Management, TMH, New Delhi Publishing House, Mumbai
3. R.M. Srivastava; Financial Decision Making, Himalaya
4. M.Y. Khan and P.K. Jain; Financial Management, T.M.H, New Delhi.
5. R.K. Sharma, Shahi K. Gupta; Financial Management, Kalyani Publishers
6. S.C. Kuchal; Financial Management, Chaitya Publishing House, Allahabad

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Department of Management
Academic Year
2021-22
BBA Second Year

Name of the Program: **BBA**		Program Code: BBA II
Name of the Course: **Production management**		Max Marks: **100**
Course Code: **BBA (120)**	Total Duration- **60 Hours**	(Internal: **10** + External: **90**)

Course Objective:

1. To impart knowledge about the basic concept, techniques and methods of Production Management.
2. To understand the basic concept of plant and plant layout and degine of plants.
3. To learn the concept of JIT, and different techniques of TQM and other technical part of production

Syllabus

Unit	Topic	Duration (In Hours)	Marks
1	Concept Of Production Management Scope and Objective of Production Management Important & Problems of Production Management Production Planning and Control Objective of Production Management function of Production Management	12	18
2	Concept of Production System Continuous Production System Intermittent Production System Plant Layout and factor Types and methods Of Plant Layout Concept of Plant Location	12	18
3	Concept of Aggregate Planning Objective and limitation of Aggregate Planning Concepts of Capacity Planning Objective and limitation of Capacity Planning Concepts of Material Requirement Planning Objective and limitation of Material Requirement Planning	12	18
4	Concepts of Quality Control Function of Inspection Concept Quality Control Department Function Concept of Statistical quality Control Acceptance Sampling and Control Charts TQM (Total quality management) Concept	12	18

5	Concept of work Studies			
	Objectives of work Studies		12	18
	Technique of time studies			
	Concept of Motion Study			
	Objectives of Motion Study			

Course Outcome: After completion of the course, students will be able to;

1. Give the knowledge about the production of product and the management
2. Understand the details of plant factory layouts and degine of product production
3. Learn the different techniques and methods of production

References:

1. Industrial Engineering; Hazra.
2. Industrial Engineering; Martand Telsang Sultan Chand & Sons.
3. Production management; Buffa

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Department of Management
Academic Year
2021-22
BBA Third Year

Name of the Program: **BBA**		Program Code: BBA III
Name of the Course: **Marketing Research**		Max Marks: **100**
Course Code: **BBA (122)**	Total Duration- **60 Hours**	(Internal: **10** + External: **90**)

Course Objective:

1. The purpose of this paper is to enable students learn the process, tools and techniques of marketing research.
2. To understand the concept and process of business research in business environment
3. To know the use of tools and techniques for exploratory, conclusive and causal research.
4. To understand the concept of measurement in empirical systems.
5. To use statistical techniques for analysis of research data.

Syllabus

Unit	Topic	Duration (In Hours)	Marks
1	Marketing Research Application of Marketing Research Limitation of Marketing Research Threats to Marketing Research Marketing Information System Introduction, concept	12	18
2	Marketing Research Management Information Values Scientific Methods, Research Design. Types & Methodology Objectives	12	18
3	Data Collection, Scaling Techniques, Sampling Designs, Sample size decisions, Attitude Measurement, Interviewing.	12	18
4	Data Processing Analysis of Data, Testing Hypothesis Experimental design, Interpretation and Report Writing.	12	18

5	Sales Analysis and Forecasting	12	18
	Advertising Research,		
	Product Research		
	Identifying Market Segments.		
	Models and case study		

Course Outcome: After completion of the course, students will be able to;

1. Relate the concept and process of business research in business environment
2. Familiar to the use of tools and techniques for exploratory, conclusive and causal research.
3. Apply concept of measurement in empirical systems.
4. Interpret the result of statistical techniques for analysis of research data

References:

1. Marketing Research (Text&Cases), Harper W. Boyd, Jr. Ralph Westfall, Stanley F. Stasch.
2. Marketing Research; G.C. Beri, Tata Mc Graw Hill, New Delhi
3. D. D. Sharma, Marketing Research, Himalaya Publishing House, Mumbai.
4. M.N. Mishra, Marketing Research, Sultan Chand and Sons, New Delhi.
5. Churchill, Gilbert A.; Basic Marketing Research, Dryden Press, Boston.
6. Zaltman and Burger; Marketing Research; Dryden Press, Illinois.
7. Luck, D.J.; Marketing Research, Prentice Hall; New Delhi

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Department of Management
Academic Year
2021-22
BBA Third Year

Name of the Program: **BBA**		Program Code: BBA III
Name of the Course: **Quantitative Techniques**		Max Marks: **100**
Course Code: **BBA (123)**	Total Duration- **60 Hou**rs	(Internal: **10** + External: **90**)

Course Objective:
1. The objective of the course is to help the student in understanding the various quantitative techniques in business studies.
2. To familiarize student with the use quantitative techniques in managerial decision-making.
3. To understand & apply various statistical methods of data summarization and analysis, to gain ability to take decision in diverse aspects of business environment.

Syllabus

Unit	Topic	Duration (In Hours)	Marks
1	Variables and Functions Introduction & concept Graphical representation of a function Mathematical question based on functions. Numericals on functions	12	18
2	Elements of Calculus. (Excluding Proofs of theorems and Problems involving trigonometrically ratios) Standard rules for differentiation Addition Multiplication Subtraction Division Chain Rule and Logarithm.	12	18
3	Meaning and definition of Probability Addition Rule, Multiplication Rule, Baye's Theorem Poison distribution Binomial distribution).	12	18
4	Sampling and Sampling Distribute T-test Z-test f-test Chi-square test	12	18

5	Linear Programming	12	18
	Formulation of Problem		
	Methods of solving Linear Programming		
	Problems related to mixed constraints		
	Types & Techniques		

Course Outcome: After completion of the course, students will be able to;

1. Students will able to Understand and develop insights and knowledge base of various concepts of Quantitative Techniques.
2. Acquire and explain in-depth knowledge of statistical tools to the students to enable them to make statistical analysis in business/industry, which are also highly important for further studies in management

References:

- U.K. Shrivastava Quantitative Techniques
- G.V. Shenuy & S.C. Sharma Managerial Decisions
- M. Raghavachari Quantitative Techniques
- Narag, A.S. Linear Programming and Decision Making, New Delhi, Sultan Chand

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Department of Management
Academic Year
2021-22
BBA Third Year

Name of the Program: **BBA**		Program Code: BBA III
Name of the Course: **Sales & advertisement Management**		Max Marks: **100**
Course Code: **BBA (124)**	Total Duration- **60 Hours**	(Internal: **10** + External: **90**)

Course Objective:

1 The basic objective of this paper is to acquaint students with management of a firm's sales operations, as well also with the theory and practice of advertising.
2 To provide foundations in components of sales and Advertisement management.
3 To introduce various facts of the job of a sales manager.
4 To focus on decision-making aspects and implementation of decisions in sales and distribution management.

Syllabus

Unit	Topic	Duration (Hours)	Marks
1	Sales Management, Objectives, nature and scope Theories of Selling.	12	18
2	Sales Force Management Selection, Training, Evaluation Motivation, Compensation of Sales Personnel, and control	12	18
3	Advertising Management Nature and Scope of Advertising Media Planning, Campaign Planning.	12	18
4	Steps in preparation of advertisement copy logo slogan illustration	12	18
5	Advertising appeals Advertising effectiveness.	12	18

Course Outcome: After completion of the course, students will be able to;

1 Students will acquire the knowledge of management of a firm's sales operations, the theory and practice of advertising

2 Students will able to distinguish importance of services marketing in the global economy.

3 Evaluate, classify, imagine and plan the successful service marketing.

4 Analyze the challenges and opportunities before the marketing of services and to develop the suitable marketing mix

References:

1. Aaker, David, et. al.; Advertising Management, Prentice Hall, New Delhi.

2. Anderson, Hair, Bush. Professional Sales Management, McGraw Hill, Singapore.

3. Batra, Rajeev, John G Myers and David A. Aaker; Advertising Management, Prentice Hall, New Delhi.

4. Still, Cundiff and Govani, Sales Management, Prentice Hall, New Delhi.

5. Koter, Philip; Markerting Management: Analysis Planning & Control; Prentice Hall, New Delhi

6. Stanton William J; Fundamentals of marketing; Mc Graw Hill Publication co., New York.

7. B.S. Rathore; Advertising Management; Himalaya Publication, Mumba

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Department of Management
Academic Year
2021-22
BBA Third Year

Name of the Program: **BBA**		Program Code: **BBA III**
Name of the Course: **Investment Management**		Max Marks: **100**
Course Code: **BBA (125)**	Total Duration- **60 Hours**	(Internal: **10** + External: **90**)

Course Objective:

1. Objective of this course is to help students understand various issues in security analysis & portfolio management.
2. This course aims to help students develop a broad knowledge and understanding of portfolio management and investment analysis.
3. To develop the knowledge of stock market operations and investments models.
4. To learn the basics of security valuation and its application in market.

Syllabus

Unit	Topic	Duration (In Hours)	Marks
1	Investment Management Nature Scope Objectives, Alternative forms of investment.	12	18
2	Stock market operations New Issue Market Secondary Market operations Secondary Market operations (Case studies)	12	18
3	Valuation of securities Valuation of securities (Importance & practical approach) Valuation of Bonds Valuation of Bonds (Methods & Technique) Valuation of Shares. Case studies	12	18
4	Fundamental Analysis Meaning, Types, Characteristics Methods Technical Analysis.	12	18
5	Techniques Portfolio Analysis	12	18

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	Debt & Equity		
	Sharpe Index		
	Markowitz Theory.		
	Use & Importance of theory		

Course Outcome: After completion of the course, students will be able to;

1. Apply portfolio theory in practice, covering asset allocation and international investment, portfolio risk management and risk-adjusted performance measurement.
2. Understand and critically evaluate Value strategies, Markowitz strategies and Hedge fund strategies.
3. Students will able to understand the stock market application.
4. Understand and critically interpret output from securities valuation and risk management tools such debt & equity.

References:

1. Amling, Frederic. Investment Englewood Cliffs, New Jersey, PHI
2. Lee, Cheng F. etc Security Analysis and Portfolio Management Scott, Foresman.
3. Alexander Gordon J. and Sharpe, William F, Fundamentals of Investments, Englewood Cliffs, New Jersey, Prentice Hall Inc.

MAHARAJA AGRASEN INTERNATIONAL COLLEGE

(B+ Grade by NAAC Affiliated to Pt. Ravishankar Shukla University, Raipur)

Department of Management
Academic Year
2021-22
BBA Third Year

Name of the Program: **BBA**		Program Code: **BBA III**
Name of the Course: **Material Management**		Max Marks: **100**
Course Code: **BBA (126)**	Total Duration- **60 Hours**	(Internal: **10** + External: **90**)

Course Objective:

1. This Course aims at acquainting the students with the importance and various techniques of Material Management.
2. The course intends to equip students with updated knowledge of modern materials management concepts.
3. Aims to develop their functional expertise in the store and purchase management disciplines.

Syllabus

Unit	Topic	Duration (In Hours)	Marks
1	Material Management. (concept) Scope Importance Functions of Material Management Characteristics of Material Functions Process	12	18
2	Objectives of Material Management Manpower planning Features of Material Management Materials Planning, Capacity Requirements	12	18
3	Principles of Inventory Management, Types of Inventories ABC Analysis Basic Inventory Models Determination of EOQ Safety Stock, Symptoms of Poor Inventory Management Need and functions of Inventory Control, Quality Standards in inventory Control.	12	18
4	Cost Reduction Techniques- Value Analysis, Value Engineering, Simplification & Standardization, use of Linear Programming,	12	18

	Transportation Model		
	Quality Control and Inspection		
	Material Information System.		
5	The Future of Material Management	12	18
	Capital Investment Decisions,		
	Purchase of Capital Equipments		
	Techniques used in Capital Investment Decision.		
	Methods used in investment decision		

Course Outcome: After completion of the course, students will be able to;

1. Apply various purchasing method and inventory controlling techniques into practice.
2. Analyzing the materials in storage, handling, packaging, shipping distributing and standardizing.
3. Acquire**,** Identify, study, compare, and evaluate alternatives, select and relate with a good supplier

References:

- M.M. Verma- Material Management, S. Chand and Sons, New Delhi.
- A.K. Dutta, Material Management, Prentice-Hall of India Pvt. Ltd, New Delhi.
- Dolbey & Lee- Materials Management- IMH Publications
- Gopal Krishanan- Material Management, PHI Publications, New Delhi 5 S.E. Sexena, Material Management, Sahitya Bhawan.

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Department of Management
Academic Year
2021-22
BBA Third Year

Name of the Program: **BBA**		Program Code: **BBA III**
Name of the Course: **Business Policy & Strategy**		Max Marks: **100**
Course Code: **BBA (127)**	Total Duration- **60 Hours**	(Internal: **10** + External: **90**)

Course Objective:

1 To expose participants to various perspectives and concepts in the field of Strategic Management.
2 To help participants & develop skills for applying these concepts to the solution of business problems.
3 To help students master the analytical tools of strategic management

Syllabus

Unit	Topic	Duration (In Hours)	Marks
1	Nature and objectives of Business Policy	12	18
	Defining business purpose,		
	Mission and objectives		
	Strategic Intent.		
	Values and importance		
2	Analysis of external and internal environment	12	18
	PESTEL Analysis		
	Advantages & use		
	SWOT Analysis		
	Features & characteristics		
3	Strategy formulation	12	18
	major types of strategies,		
	Determination of strategic plan.		
	Types of planning		
	Types of strategies		
	Process of strategy formation		
4	Strategy Implementation	12	18
	The Process of strategy implementation		
	Resource allocation		
	Social responsibility of business and business ethics.		
	Business ethics (case study)		
5	Evaluation of Strategy	12	18
	Uses of Strategy		

Types and characteristics		
Strategy and Content.		
Business strategy (case study)		

Course Outcome: After completion of the course, students will be able to;

1 Explore participants to various perspectives and concepts in the field of Strategic Management

2 Develop skills for applying these concepts to the solution of business problems.

3 Create mastery in analytical tools of strategic management

References:

1. Azhar Kazmi, Business Policy & Strategic Management TMH, New Delhi.

2. P.K. Ghosh, Business Policy n- Strategic Planning and Management,

3. Sultan Chand and Sons, New Delhi.

Department of Management
Academic Year
2021-22
BBA Third Year

Name of the Program: **BBA**		Program Code: **BBA III**
Name of the Course: **Entrepreneurship & Small Business Management.**		Max Marks: **100**
Course Code: **BBA (128)**	Total Duration- **60 Hours**	(Internal: **10** + External: **90**)

Course Objective:

1. The purpose of this paper is to provide exposure to the entrepreneurial culture and industrial growth to prepare them to set up and mange their own small units.
2. To instill a spirit of entrepreneurship among the student participants.
3. To provide an overview of the competences needed to become an entrepreneur
4. To give insights into the Management of Small Family Business.

Syllabus

Unit	Topic	Duration (In Hours)	Marks
1	Introduction: The Entrepreneur Definition, Meaning, history Emergence of Entrepreneurial Class Theories of Entrepreneurship Models & types	12	18
2	Promotion of Venture, Opportunities analysis External environment analysis economics, social and technological factors competitive factors legal requirement for establishment of a new unit Raising of funds Venture capital sources and documentation required	12	18
3	Innovation and Entrepreneur History and development Entrepreneurial behavior Theories of entrepreneurial behavior Characteristics of entrepreneurial behavior Social responsibility	12	18
4	Entrepreneurial Development Programs (EDP) Roles & Importance Relevance and achievements; Role of Government in Organizing EDPs Critical evaluation	12	18

5	Small Scale Industries	12	18
	Meaning and Definition		
	Growth of Small -Scale Industries		
	The role of Small -Scale Industries in Indian Economy		
	Problems of Small -Scale Industries		
	Measures to promote Small -Scale Industries.		

Course Outcome: After completion of the course, students will be able to;

1. Student will be able to understand entrepreneurial culture and industrial growth to prepare them to set up and mange their own small units.
2. Develop spirit of entrepreneurship among the student participants.
3. Interpret over view of the competences needed to become an entrepreneur
4. Built insights into the Management of Small Family Business

References:

1. Tandon B.C.: Environment and Entrepreneur; Chugh Publications, Allahabad.
2. Siner A David: Entrepreneurial Megabucks; John Wiley and Sons, New York.
3. Srivastava S.B.: A Practical Guide to Industrial Entrepreneurs; Sultan Chand & Sons. New Delhi.
4. Prasanna Chandra: Project Preparation, Appraisal Implementation; Tata McGraw Hill, New Delhi.
5. Pandey I.M.: Venture Capital – The Indian Experience; Prentice Hall of India.
6. Ishwar C. Dingra: The Indian Economy-Resources, Planning, Development and problems; Sultan Chand & Sons, New Delhi.
7. Misra & Puri: Indian economy; Himalaya Publishing House.

MAHARAJA AGRASEN INTERNATIONAL COLLEGE

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Department of Management
Academic Year
2021-22
BBA Third Year

Name of the Program: **BBA**		Program Code: **BBA III**
Name of the Course: **Business Tax**		Max Marks: **100**
Course Code: BBA (129)	Total Duration- **60 Hours**	(Internal: **10** + External: **90**)

Course Objective:

1. To impart knowledge about the concepts, provisions and justification of Income Tax and Wealth Tax in India.
2. To understand the basic concepts in Income Tax Act, 1961.
3. To Calculate Gross Total Income and Tax Liability of an Individual.
4. To highlight the importance of tax planning & Tax evasion.

Syllabus

Unit	Topic	Duration (In Hours)	Marks
1	Law relating to Income tax Detailed study of the main provisions of the Indian Income tax act of 1961, as amended up to date, Tax authorities Important definitions & terminologies Introduction and basic concepts Indian income tax (case study)	12	18
2	Various heads of income Income from salary (excluding retirement) Income from house property Profits and gains of business of profession Capital gains Income from other sources.	12	18
3	Residence and tax liability Exemptions from tax. Set off and carry forward of losses, Deductions from Gross & total Income. Tax liability (case study)	12	18
4	Concept of tax planning, Tax avoidance and tax evasions Corporate taxation and dividend tax. Tax planning with reference to location Nature and form of organization of new consumers.	12	18

5	Computation of total income of individuals	12	18
	computation of tax liability of individuals		
	Recovery and Refund of tax		
	Appeal and revision.		
	Major Amendments		
	Case study		

Course Outcome: After completion of the course, students will be able to;

1. Students will learn the concepts, provisions and justification of Income Tax.
2. Students will be able to learn the basic concepts in IncomeTaxAct, 1961.
3. Estimate Gross Total Income and Tax.
4. Get acquainted with the process of tax planning and tax evasion.

References:

1. Ahuja G.K. and Ravi Gupta: Systematic approach to Income tax and C.S.T.
2. Singhania V.K.: Direct Taxes, Direct tax planning & management.
3. Mehrotra & Goyal: Sales tax and taxation
4. H.C. Mehrotra: Income tax Law Accounts

MAHARAJA AGRASEN INTERNATIONAL COLLEGE

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Department of Management
Academic Year
2021-22
BBA Third Year

Name of the Program: **BBA**		Program Code: **BBA III**	
Name of the Course: **Business Ethics & Social Responsibility**		Max Marks: **100**	
Course Code: **BBA (130)**	Total Duration- **60 Hours**	(Internal: **10** + External: **90**)	

Course Objective:

1. Objective of Business Attitudes, Beliefs and value Principal of Business Ethics
2. This Business Ethics course is designed to explain what moral judgments are and to see how they are integral to all business decisions
3. To learn how you can get better at making moral judgments through theoretical study, reflection, and practice.
4. To learn how to apply theoretical moral principles to the evaluation and judgment of complex ethical issues in business today.

Syllabus

Unit	Topic	Duration (In Hours)	Marks
1	Objective of Business Attitudes,	12	18
	Concept & Importance		
	Beliefs and value		
	Principal of Business Ethics		
	Business Ethics (case study)		
2	Social Responsibilities of Business concept	12	18
	Rational Dimensions		
	Tools of Social Responsibilities		
	Social Responsiveness		
	Approaches		
	Strategies		
3	Ethics in Managing Ethical Theories.	12	18
	Enterprise Mission		
	Institutionalizing Ethics		
	Code of ethics		
	Its implementation in business		
	Case study		
4	Social Audit, Introduction	12	18
	Evaluation of concept		
	Needs, Features		
	Objectives, Benefits		
	Approaches to Social Audit.		

	Case study		
5	Social Responsibilities of Indian Businessmen/Managers, Towards Shareholders	12	18
	Towards Consumers		
	Towards Government		
	Towards Community, Etc. Cases.		

Course Outcome: After completion of the course, students will be able to;

1. Students will able to understand professional Attitudes, Beliefs and value Principal of Business Ethics
2. Students will acquire the knowledge of moral judgments to see how they are integral to all business decisions
3. Understand and able to learn moral judgments through theoretical study, reflection, and practice.
4. Students will lean apply theoretical moral principles to the evaluation and judgment of complex ethical issues in business today

References:

1. Patyrick J.A. & Quinn (J) F. Management Ethics, Response
2. Sherlekar, Ethics in Management Himalaya
3. R.C. Sekhar Ethical Choices in Business Response, New Delhi 1998.
4. Peter F. Drucker – Management Tasks, Responsibilities and Practices.
5. Report of Study Group of the Calcutta Seminar on Social Responsibility of Business Oxford and IBH Publishing Co. New Delhi