

SCHEME OF EXAMINATION
&
SYLLABI
of
BACHELOR OF BUSINESS ADMINISTRATION



FROM THE ACADEMIC SESSION 2014-15

**MAHARSHI DAYANAND UNIVERSITY
ROHTAK (HARYANA)**

**CURRICULUM AND SCHEME OF EXAMINATIONS OF
BBA PROGRAMME FROM THE SESSION 2014-15**

FIRST YEAR

First Semester

Paper No	Title of Paper(s)	External Marks	Internal Assessment/ Work-shop Marks	Practical Marks	Total Marks
BBAN101	Business Organization	80	20	-	100
BBAN102	Business Mathematics	80	20	-	100
BBAN103	Financial Accounting	80	20	-	100
BBAN104	Computer Fundamentals	50	-	50	100
BBAN105	Business Communication	80	20	-	100
BBAN106	Micro-economics for Business Decisions	80	20	-	100
	TOTAL				600

Second Semester

Paper No	Title of Paper(s)	External Marks	Internal Assessment/ Work-shop Marks	Practical Marks	Total Marks
BBAN201	Principles of Management	80	20	-	100
BBAN202	Macro-economic Analysis and Policy	80	20	-	100
BBAN203	Company accounts	80	20	-	100
BBAN204	Computer Applications in Management	50	-	50	100
BBAN205	Organizational Behavior	80	20	-	100
BBAN206	Business Statistics	80	20	-	100
	TOTAL				600

**CURRICULUM AND SCHEME OF EXAMINATIONS OF
BBA PROGRAMME FROM THE SESSION 2014-15**

SECOND YEAR

Third Semester

Paper No	Title of Paper(s)	External Marks	Internal Assessment/ Work-shop Marks	Practical Marks	Total Marks
BBAN301	Cost and Management Accounting	80	20	-	100
BBAN302	Marketing Management	80	20	-	100
BBAN303	Capital Markets	80	20	-	100
BBAN304	Introduction to Information Technology	50	-	50	100
BBAN305	Environment Studies	80	20	-	100
BBAN306	Disaster Management	80	20	-	100
	TOTAL				600

Fourth Semester

Paper No	Title of Paper(s)	External Marks	Internal Assessment/ Work-shop Marks	Practical Marks	Total Marks
BBAN401	Financial Management	80	20	-	100
BBAN402	Human Resource Management	80	20	-	100
BBAN403	Business Research Methods	80	20	-	100
BBAN404	Business Laws	80	20	-	100
BBAN405	Data Base Management System	50	-	50	100
BBAN406	Human Rights and Values	80	20	-	100
	TOTAL				600

**CURRICULUM AND SCHEME OF EXAMINATIONS OF
BBA PROGRAMME FROM THE SESSION 2014-15**

THIRD YEAR

Fifth Semester

Paper No	Title of Paper(s)	External Marks	Internal Assessment/ Work-shop Marks	Practical Marks	Total Marks
BBAN501	Production and Materials Management	80	20	-	100
BBAN502	Company Law	80	20	-	100
BBAN503	Indian Business Environment	80	20	-	100
BBAN504	Computer Networking & Internet	50	-	50	100
BBAN505	Presentation Skills and Personality Development	80	20	-	100
BBAN506	Cyber Security	80	20	-	100
BBAN507	Summer Training Report	100	-	-	100
	TOTAL				700

Sixth Semester

Paper No	Title of Paper(s)	External Marks	Internal Assessment/ Work-shop Marks	Practical Marks	Total Marks
BBAN601	Income Tax	80	20	-	100
BBAN602	System Analysis & Design	80	20	-	100
BBAN603	Foundations of International Business	80	20	-	100
BBAN604	Consumer Protection	80	20	-	100
BBAN605	E-Commerce	50	-	50	100
BBAN606	Project Report	100	-	-	100
BBAN607	Comprehensive Viva-voce	100	-	-	100
	TOTAL				700

NOTE:

- 1 The duration of the end term examination shall be 3 hours
- 2 Immediately after the completion of the IV semester examination, the students shall proceed for their Summer Training of 4 weeks duration. The Summer Training Reports prepared after the completion of shall be assessed in the V semester as a compulsory paper.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

BUSINESS ORGANIZATION
PAPER CODE: BBAN-101

UNIT-I

Business – Concept, nature and scope, business as a system, business objectives, business and environment interface, distinction between business, commerce and trade.

UNIT-II

Forms of business organization – Sole proprietorship, partnership, joint stock company, types of company cooperative societies; multinational corporations.

UNIT-III

Entrepreneurship – Concept and nature; entrepreneurial opportunities in contemporary business environment; process of setting up a business enterprise; choice of a suitable form of business organization, feasibility and preparation business plan.

UNIT-IV

Government and business interface; stock exchange in India; business combination – concept and causes; chambers of commerce and industries in India – FICCI, CII Association.

SUGGESTED READINGS:

1. Vasishth, Neeru, Business Organization, Taxmann, New Delhi
2. Talloo, Thelman J., Business Organizational and Management, TMH, New Delhi
3. Tulsian, P.C., Business Organization, Pearson Education, New Delhi

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

BUSINESS MATHEMATICS

PAPER CODE: BBAN-102

UNIT-I

Theory of Sets – Meaning, elements, types, presentation and equality of sets; union, intersection, compliment & difference of sets; Venn diagrams; Cartesian product of two sets; applications of set theory.

UNIT-II

Indices & logarithms, arithmetic and geometric progressions and their business applications; sum of first n natural numbers, sum of squares and cubes of first n natural numbers.

UNIT-III

Permutations, combinations and binomial theorem (positive index), Quadratic equations.

UNIT-IV

Matrices – Types, properties, addition, multiplication, transpose and inverse of matrix; properties of determinants, solution of simultaneous Linear Equations; differentiation and integration of standard algebraic functions; business applications of matrices, differentiation and integration.

SUGGESTED READINGS:

1. Sancheti, D.C., A.M. Malhotra & V.K. Kapoor, Business Mathematics, Sultan Chand & Sons, New Delhi
2. Zameerudin, Qazi, V.K. Khanna & S.K. Bhambri, Business Mathematics, Vikas Publishing House Pvt. Ltd, New Delhi
3. Reddy, R.Jaya Prakash, Y. Mallikarjuna Reddy, A Text Book of Business Mathematics, Ashish Publishing House, New Delhi

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

FINANCIAL ACCOUNTING
PAPER CODE: BBAN-103

UNIT-I

Meaning and scope of accounting, nature of financial accounting principles, basis of accounting; accounting process – from recording of business transaction to preparation of trial balance.

UNIT-II

Rectification of errors; preparation of final accounts (non-corporate entities) along with major adjustments.

UNIT-III

Bank Reconciliation Statement; accounts of non-profit organization, Single entry system.

UNIT-IV

Joint venture accounts; consignment accounts.

SUGGESTED READINGS:

1. Gupta R.L., Advanced Accounting Vol. I, S. Chand & Sons, New Delhi
2. Grewal T.S. and M.C. Shukla, Advanced Accounting Vol. I, S. Chand & Sons, New Delhi
3. Monga, J.R., Financial Accounting, Margin Paper Bank, New Delhi
4. Maheshwari S.N., Advanced Accounting Vol. I, Vikas Publications

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 50
Practical Marks: 50
Time: 3 hrs.

COMPUTER FUNDAMENTALS

PAPER CODE: BBAN-104

UNIT-I

Introduction – Digital and analog computers, evolution of digital computers, major components of a digital computer, hardware, software, firmware, middleware and freeware, computer applications; Input devices, output devices, printers, plotters, other forms of output devices; main memory, secondary memory and backup memory.

UNIT-II

Decimal number system, binary number system, conversion of a binary number to decimal number, conversion of a decimal number to a binary number, addition of binary numbers, binary subtraction, hexadecimal number system, octal number system.

UNIT-III

Introduction to Operating System, history; functions, types, structure, memory management; file management system.

UNIT-IV

Computer applications in offices, use of computers in books publication, desktop publishing system, application of computers for data analysis, application of computer in education, application of computer in banks, medical field.

SUGGESTED READINGS:

1. Gill, Nasib, Computer Fundamental and Internet
2. Saxena, Computer Applications in Management, Vikas Publication, New Delhi
3. B. Ram, Computer Fundamentals, New Age Publications, New Delhi
4. Rajaraman, V., Computer Fundamentals, PHI, New Delhi

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of five short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

BUSINESS COMMUNICAITON
PAPER CODE: BBAN-105

UNIT-I

Business Communication – Nature and process, forms of communication, role of communication skills in business, communication networks, barriers to communication.

UNIT-II

Communication Skills: Listening skills – cognitive process of listening, barriers to listening, reading skills, speaking skills, public speaking, voice modulation and body language.

UNIT-III

Written Communication – Types, structures and layout of business letters; presentative letters – sales letters, claim letters, employment letters, writing memo, notice and circular.

UNIT-IV

Business Reports – Purpose and types, framework of business reports, presentation of reports, brochures, issuing notice and agenda of meeting and recording of minutes of meetings.

SUGGESTED READINGS:

1. Koneru, Arun, Professional Communication, Tata McGraw Hill, New Delhi
2. Monipally, M.M., Business Communication Strategies, Tata McGraw Hill, New Delhi
3. Das, Biswajit and Ipseeta Satpathy, Business Communication and Personality Development, Excel Books, New Delhi
4. McGrath, E.H., Basic Managerial Skills for All, Prentice Hall of India, New Delhi
5. Rai, Urmila and S.M. Rai, Business Communication, Himalaya Publishing House, Mumbai

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

MICRO ECONOMICS FOR BUSINESS DECISIONS
PAPER CODE: BBAN-106

UNIT-I

Nature and scope of micro economics, determinants of demand and law of demand, price, cross and income elasticity, law of supply, elasticity of supply, competitive equilibrium; consumer's equilibrium- utility and indifference curve approaches.

UNIT-II

Short run and long run production functions, laws of returns; optimal input combination; classification of costs; short run and long run cost curves and their interrelationship; internal and external economies of scale, revenue curves; optimum size of the firm; factors affecting the optimum size, location of firms.

UNIT-III

Equilibrium of the firm and industry – perfect competition, monopoly, monopolistic competition, discriminating monopoly, aspects of non-price competition; oligopolistic behavior.

UNIT-IV

Characteristics of various factors of production; marginal productivity theory and modern theory of distribution; determination of rent; quasi rent; alternative theories of interest and wages.

SUGGESTED READINGS:

1. D. Salvatore, Microeconomic Theory, Tata McGraw Hill, New Delhi
2. Mark Hirschey, Managerial Economics, Thomson, South Western, New Delhi
3. R H Dholkia and A.N. Oza, Microeconomics for Management Students, Oxford University Press, New Delhi
4. P.L. Mehta, Managerial Economics, Sultan Chand, New Delhi

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

PRINCIPLES OF MANAGEMENT

PAPER CODE: BBAN-201

UNIT-I

Introduction – nature and process of management, basic managerial roles and skills, nature of managerial work; approaches to management – classical, human relations and behavioral, systems and contingency approaches; contemporary issues and challenges.

UNIT-II

Planning and decision making – concept, purpose and process of planning, kinds of plans, strategic planning, tactical planning and operational planning, goal setting, MBO; decision making – nature and process, behavioral aspects of decision making, forms of group decision making in organizations.

UNIT-III

Organizing and leading elements of organizing – division of work, departmentalization, distribution of authority, coordination; organization structure and design; leadership – nature and significance, leadership styles, behavioral and situational approaches to leadership.

UNIT-IV

Management control – nature, purpose and process of controlling, kinds of control system, prerequisites of effective control system, resistance to control, controlling techniques, social audit.

SUGGESTED READINGS:

1. Griffin, Ricky W, Management, Biztantra, New Delhi
2. Rao, VSP, Management, Excel Books, New Delhi
3. Stoner, Freeman and Gilbert, Jr. Management, Pearson Education, New Delhi
4. Wehrich, Heinz and Harold Koontz, Management: A Global Perspective, Tata McGraw Hill
5. Daft, Management, Thompson Learning, New Delhi
6. Robbins, S.P., Management, Pearson Education

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

MACRO ECONOMIC ANALYSIS AND POLICY
PAPER CODE: BBAN-202

UNIT-I

Nature and scope of macroeconomics, circular flow of income; national income – alternative concepts and the measures, income and their interrelationship, stock and flow variables, aggregate demand, supply and macroeconomic equilibrium, nature of a trade cycle, causes of booms and recessions.

UNIT-II

Macro analysis of consumer behavior, cyclical and secular consumption, income consumption relationship, absolute, relative and permanent income hypothesis, simple Keynesian Model of income determination; multiplier analysis.

UNIT-III

Nature of fiscal policy, fiscal deficits, fiscal policy in relation to growth and price stability, basic issues in fiscal deficit management, nature and management of public debt; business taxes – types, rationale and incidence.

UNIT-IV

Money supply measures; credit creation process and money multiplier, instruments of monetary policy; promotional and regulatory role of central bank; monetary policy – types, causes, effects and control measures.

SUGGESTED READINGS:

1. Gupta, G.S., Macroeconomics – Theory and Applications, Tata McGraw Hill, New Delhi
2. Edward Shapiro, Macroeconomic Analysis, Galgotia, New Delhi
3. Gupta S.B., Monetary Economics: Theory, Policy and Institutions, S. Chand, New Delhi
4. Vaish, M.C., Macroeconomic Theory, Vikas Publications, New Delhi
5. D'souza, Errol, Macroeconomics, Pearson Education, New Delhi

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

COMPANY ACCOUNTS

PAPER CODE: BBAN-203

UNIT-I

Accounting for share capital transaction, alternation of share capital, buy-back of shares, acquisition of business and profit prior to incorporation.

UNIT-II

Debentures; issue of debentures, methods of redemption of debentures, underwriting of shares and debentures.

UNIT-III

Statutory provision regarding preparation of company's final accounts, preparation of profit and loss account and balance sheet of company as per the requirement of Schedule VI of the companies act, state the basic features of accounting standards 4, 5, 15, 17 18 and 29; company liquidation accounts.

UNIT-IV

Valuation of Goodwill and shares, banking company accounts, insurance company accounts.

SUGGESTED READINGS:

1. Gupta R.L., Advanced Accounting Vol. II, S. Chand & Sons, New Delhi
2. Grewal T.S. and M.C. Shukla, Advanced Accounting, S. Chand & Sons, New Delhi
3. Jain, S.P. & K.L. Narang, Advanced Accounting, Kalyani Publishers, New Delhi
4. Monga, J.R., Corporate Accounting, Margin Paper Bank, New Delhi
5. Maheshwari S.N., Advanced Accounting, Vikas Publications

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 50

Practical Marks: 50

Time: 3 hrs.

COMPUTER APPLICATIONS IN MANAGEMENT
PAPER CODE: BBAN-204

UNIT-I

Introduction to Computers – History, basic anatomy, operating system, memory, input/output devices; types of computers, classification of computers; hardware and software.

Networking – Advantage, types, devices and network connection, wireless networking; virus and firewalls.

UNIT-II

Introduction to information technologies; www, search engines, web browsers, IP addressing, web hosting and web publishing, Internet applications in business, chatting and e-mailing; computer applications, advantages and limitations, use in offices, education, institutions, healthcare.

UNIT-III

Data, information and types; Information systems, types – MIS, TPS, OAS, DSS, expert systems, executive information systems.

UNIT-IV

Multimedia applications in business; marketing and advertising; web applications of multimedia.

SUGGESTED READINGS:

1. Saxena, Computer Applications in Management, Vikas Publishing House, New Delhi
2. Ram, B., Computer Fundamentals, New Age Publication, New Delhi
3. Saxena and Pradeep Kumar, Computer Applications in Management, Anmol Publication
4. Goel and Kakhar, Computer, New Age Publication

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of five short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

ORGANIZATIONAL BEHAVIOR
PAPER CODE: BBAN-205

UNIT-I

Introduction – Concept and scope of organizational behavior, historical development of organizational behavior, emerging trends and changing profiles of workforce; Foundations of organizational behavior, challenges of organizational behavior.

UNIT-II

Foundations of individual behavior; Individual Processes – Personality, values, attitudes, perception, learning and motivation, emotional intelligence: meaning, implications.

UNIT-III

Foundations of group behavior; Team Processes – Interpersonal communication, group dynamics, teams and teamwork, conflict and negotiation in workplace, power and politics.

UNIT-IV

Organizational processes – organizational structure and design, organizational culture, organizational change, development and stress management.

SUGGESTED READINGS:

1. Robbins, S.P., Organizational Behavior, Pearson Education, New Delhi
2. McShane, Steven L, Mary VonGlinow and Radha R. Sharma, Organizational Behavior, Tata McGraw Hill, New Delhi
3. Pareek, Udai, Understanding Organizational Behavior, Oxford University Press, New Delhi
4. Griffin, Ricky W, and Gregory Moorhead, Organizational Behavior, Houghton Mifflin Company
5. New Storm, Organizational Behavior, Tata McGraw Hill

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

BUSINESS STATISTICS

PAPER CODE: BBAN-206

UNIT-I

Statistics: Meaning, evolution, scope, limitations and applications; data classification; tabulation and presentation: meaning, objectives and types of classification, formation of frequency distribution, role of tabulation, parts, types and construction of tables, significance, types and construction of diagrams and graphs.

UNIT-II

Measures of Central Tendency and Dispersion: Meaning and objectives of measures of central tendency, different measure viz. arithmetic mean, median, mode, geometric mean and harmonic mean, characteristics, applications and limitations of these measures; measure of variation viz. range, quartile deviation mean deviation and standard deviation, co-efficient of variation and skewness.

UNIT-III

Correlation and Regression: Meaning of correlation, types of correlation – positive and negative correlation, simple, partial and multiple correlation, methods of studying correlation; scatter diagram, graphic and direct method; properties of correlation co-efficient, rank correlation, coefficient of determination, lines of regression, co-efficient of regression, standard error of estimate.

UNIT-IV

Index numbers and time series: Index number and their uses in business; construction of simple and weighed price, quantity and value index numbers; test for an ideal index number, components of time series viz. secular trend, cyclical, seasonal and irregular variations, methods of estimating secular trend and seasonal indices; use of time series in business forecasting and its limitations, calculating growth rate in time series.

SUGGESTED READINGS:

1. Gupta, S.P. & M.P. Gupta, Business Statistics
2. Gupta, C.B., An Introduction to Statistical Methods
3. Gupta, B.N., An Introduction to Modern Statistics
4. Sancheti, S.C. & V.K. Kapoor, Statistical Methods
5. Ellhans, D.N., Fundamentals of Statistics
6. Gupta, S.P., Statistical Methods
7. Sharma, J.K., Business Statistics, Pearson Education, New Delhi

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

COST AND MANAGEMENT ACCOUNTING

PAPER CODE: BBAN-301

UNIT-I

Introduction: - Objective, elements of cost, cost sheet, importance of cost accounting, types of costing, installation of costing system, difference between cost accounting and financial accounting.

Material Control: - Meaning and objectives of material control, material purchase procedure, fixation of inventory levels – Reorder level, EOQ, Minimum level, Maximum level, Danger level and Methods of Valuing Material Issues.

UNIT-II

Labor Cost Control: - its importance, methods of Time Keeping and Time Booking; Treatment and Control of Labor Turnover, Idle Time, Overtime, Systems of Wage Payment – Time Wage System, Piece Wage System and Balance or Debt Method; Overhead – classification, allocation and apportionment of overhead including machine hour rate.

Methods of Costing – Job, Batch and Contract Costing, Process Costing Fundamental, Process Losses & Gains.

UNIT-III

Management Accounting: - Meaning, nature, scope, objective and functions; marginal costing and profit planning, practical application of marginal costing techniques.

Responsibility Accounting: - types of responsibility centers, performance evaluation criteria, responsibility reporting; budgeting – role of budgets and budgeting in organizations, budgeting process, operational and financial budgeting.

UNIT-IV

Nature and types of Financial Statements; techniques of financial statement analysis, ratio analysis, fund flow and cash flow analysis, techniques in performance measurement.

Management accounting information for activity and process decisions; basic capital budgeting techniques.

SUGGESTED READINGS:

1. Jain & Narang, Advance Cost Accounting, Kalyani Publishers, New Delhi
2. Mittal, S.N., Cost Accounting
3. Bhar, B.K., Cost Accounting
4. Prasad, N.K., Principles and Practice of Cost Accounting

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80
 Internal Marks: 20
 Time: 3 hrs.

MARKETING MANAGEMENT
PAPER CODE: BBAN-302

UNIT-I

Introduction to Marketing; difference between marketing and selling; core concepts of marketing; marketing mix; marketing process; marketing environment.

UNIT-II

Determinants of consumer behavior; consumer's purchase decision process (exclude industrial purchase decision process); market segmentation; target marketing; differentiation and positioning; marketing research; marketing information system.

UNIT-III

Product and product line decisions; branding decisions; packaging and labeling decisions; product life cycle concept; new product development; pricing decisions.

UNIT-IV

Distribution channels: - retailing, wholesaling, warehousing and physical distribution, conceptual introduction to supply chain management, conceptual introduction to customer relationship marketing; promotion mix - personal selling, advertising, sales promotion, publicity.

SUGGESTED READINGS:

1. Kotler, Philip, Kevin Lane Keller, Abraham Koshy & Mithileshwar Jha, Marketing Management, Pearson Education, New Delhi
2. Dhunna, Mukesh, Marketing Management, Text and Cases, Wisdom Publications, New Delhi
3. Sakena, Rajan, Marketing Management, McGraw Hill, New Delhi
4. Zikmund, William G, Marketing, Cengage Learning, New Delhi
5. Panda, Tapan K, Marketing Management, Excel Books, New Delhi

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

CAPITAL MARKETS
PAPER CODE: BBAN-303

UNIT-I

Meaning, nature and role of capital market, features of developed capital market, reforms in the capital market, regulatory framework of capital market, capital market instruments and innovation in financial instruments.

UNIT-II

Primary capital market scenario in India, primary market intermediaries, primary market activities, methods of raising resources from primary market; secondary market scenario in India, reforms in secondary market, organization and management, trading and settlement, listing of securities, stock market index, steps taken by SEBI to increase liquidity in the stock market.

UNIT-III

Meaning, need and benefits of depository system in India, difference between demat and physical share, depository process, functioning of NSDL and SHCIL Importance of Debt market in capital market, participant in the debt market, types of instrument treated in the Debt market, primary and secondary segments of debt market.

UNIT-IV

Role and policy measures relating to development banks and financial institution in India, products and services offered by IFCI, IDBI, IIBI, SIDBI, IDFC, EXIM Bank, NABARD and ICICI Meaning and benefits of mutual funds, types of mutual funds, SEBI guidelines relating to mutual funds.

SUGGESTED READINGS:

1. Pathak, Bharati V, The Indian Financial System, Pearson Education
2. Khan, M. Y, Indian Financial System, Tata McGraw Hill
3. Bhole, L M, Financial Institutions and Markets, Tata McGraw Hill

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 50
 Practical Marks: 50
 Time: 3 hrs.

INTRODUCTION TO INFORMATION TECHNOLOGY
PAPER CODE: BBAN-304

UNIT-I

Documentation using MS WORD; Tool bars, menus, creating and editing documents, format, header and footer, drop cap, auto text, auto correct, spelling and grammar tools, dictionary, page formatting, mail merge, macros, tables, file management and printing.

UNIT-II

Electronic spreadsheet: - creating and editing, formatting, moving and copying data, functions, types of graph, creating graph, formatting cells, macros, conditional formatting.

UNIT-III

Presentations using MS-PowerPoint; creating manipulating and enhancing slides, excel charts, word art, layering and objects, animation and sounds, inserting pictures, inserting sound.

UNIT-IV

Introduction to Tally.

Lab: Practice in Ms-Office and Tally Accounting Package

SUGGESTED READINGS:

1. Saxena, Introduction to Information Technology, Vikas Publishing House, New Delhi
2. Williams and Eawyer, Using Information Technology, Tata McGraw Hill, New Delhi

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of five short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

ENVIRONMENTAL STUDIES

PAPER CODE: BBAN-305

UNIT-I

Environmental studies – Nature, scope and importance, need for public awareness; natural resources – renewable and non-renewable resources, use and over-exploitation/over-utilization of various resources and consequences; role of an individual in conservation of natural resources; equitable use of resources for sustainable lifestyles.

UNIT-II

Ecosystems – concept, structure and function of an ecosystem; energy flow in the ecosystem; ecological succession; food chains, food webs and ecological pyramids; types of ecosystem – forest ecosystem, grassland ecosystem, desert ecosystem, aquatic ecosystems.

Environmental Pollution – Definition, cause, effects and control measures of different types of pollutions – air pollution, water pollution, soil pollution, marine pollution, noise pollution, thermal pollution, nuclear hazards; solid waste management – causes, effects and control measures of urban and industrial wastes; role of an individual in prevention of pollution.

UNIT-III

Social issues and the environment – Sustainable development, urban problems related to energy, water conservation, rain water harvesting, watershed management; resettlement and rehabilitation of people, its problems and concerns; climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust; Wasteland reclamation, consumerism and waste products.

UNIT-IV

Environmental legislation – Environment Protection Act. Air (prevention and control of pollution) Act. Water (prevention and control of pollution) Act, Wildlife Protection Act, Forest Conservation Act.

SUGGESTED READINGS:

1. Rajagopalan R, Environmental Studies, Oxford University Press, New Delhi
2. Kaushik Anubha, C.P. Kaushik, Perspective in Environmental Studies, New Age International (P) Ltd. Publishers
3. Joseph Benny, Environmental Studies, Tata McGraw Hill Publishing Company Ltd., New Delhi
4. Ubaroi, N.K., Environment Management, Excel Books, New Delhi

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

DISASTER MANAGEMENT

PAPER CODE: BBAN 306

External marks: 80
Internal marks: 20
Time: 3hrs.

UNIT-I

Structure of the atmosphere; Pressure, temperature, precipitation, cloud classification and formation; calories force; El Nino phenomenon; western disturbance; energy model and budget of the earth. Primary differentiation and formation of core, mantle, crust, atmosphere and hydrosphere; magma generation and formation of igneous rock; weathering; erosion; transportation and deposition of earth's material by running water; river meandering and formation of ox-bow lake.

UNIT-II

Depletion of natural capital; development as causes of disaster; rapid population growth, environmental pollution; epidemics; industrial accidents and chemical releases; multipurpose project and resettlement issues; humanitarian assistance in emergencies.

UNIT-III

Floods- flood plains, drainage, basins, nature and frequency of flooding, flood hazards, urbanization and flooding, flood hydrographs, dams barrages and rivers diversions, creation of reservoir, influence on micro-climate, impact on flora and fauna. Landslides- landslide analysis, determination of stability and safety factor.

Coastal hazards- tropical cyclone, coastal erosion, sea level changes and its impact on coastal areas and coastal zone management.

Climate change- Emissions and global warming, impact on sea level in south Asian region environmental disruptions and their implications.

UNIT-IV

Earth quakes- preliminary concepts, seismic waves, travel-time and location of epicenter, nature of destruction, a seismic designing, quake resistant building and dams.

Tsunamis- causes and location of tsunamis; disturbance in sea floor and release of energy, travel time and impact on fragile coastal environment volcanoes-causes of volcanism, volcanism materials, geographic distribution of volcanoes.

Suggested Readings

1. William H. Dennen and Bruce R. Moore, WCB Publishers, Iowa, 1986.
2. John M. Wallace and Peter V. Hobbs, Atmospheric science: An Introductory Survey, Academic Press, New York, 1977.
3. Egbert Bocker and Reink Van Grondille, environmental Physics, John Wiley & Sons Ltd., 1999.
4. Barbar W. Murk et. al., Environmental Geology, John Wiley & Sons, New York, 1996.
5. Bohle, H.G., Downing, T.E. and Watts, M.J. Climate Change and Social Vulnerability: the sociology and geography of food insecurity, Global Environmental, Changes. No 4, pp. 37-48

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

FINANCIAL MANAGEMENT
PAPER CODE: BBAN-401

UNIT-I

Evolution, scope and function of finance managers, objectives of financial management, profit vs. wealth maximization, time value of money.

UNIT-II

Investment Decisions; brief introduction of cost of capital; methods of capital budgeting; ARR, PBP, NPV and IRR, capital rationing (simple problems on capital budgeting methods).

UNIT-III

Financing decision: operational and financial leverage; capital structure theories – NI, NOI and traditional approach; EPS-EBIT Analysis.

UNIT-IV

Dividend decision and Management of working capital; determinants of dividend policy; Walter's Dividend Model; Operating Cycle, brief discussion on management of cash, receivable and inventory (simple problem on operating cycle and inventory management).

SUGGESTED READINGS:

1. Pandey, I.M., Financial Management, Vikas Publishing House, New Delhi
2. Khan and Jain, Financial Management, Tata McGraw Hill, New Delhi
3. Kishore, R., Financial Management, Taxman's Publishing House, New Delhi

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

HUMAN RESOURCE MANAGEMENT

PAPER CODE: BBAN-402

UNIT-I

Introduction – nature and scope of human resource management, HRM objectives and functions, HRM policies, HRM in globally competitive environment; strategic human resource management, HR outsourcing – BPO, KPO.

UNIT-II

Acquiring human resources – human resource planning, job analysis and job design, employee involvement, flexible work schedule, recruitment, selecting human resources, placement and induction, right sizing.

UNIT-III

Developing human resources – employee training, training need assessment, training methods and evaluation, cross-cultural training, designing executive development programme, techniques of executive development, career planning and development. Employee retention, Succession planning.

UNIT-IV

Enhancing and rewarding performance – establishing the performance management system, establishing rewards and pay plans, employee benefits, ensuring a safe and healthy work environment. Balance Scorecard, Competency based HRM.

SUGGESTED READINGS:

1. Bohlander George and Scott Snell, Management Human Resources, Thomson Learning,
2. Bhattacharyya, Dipak Kumar, Human Resource Management, Excel Books, New Delhi
3. Cascio, Wayne F., Managing Human Resources, Tata McGraw Hill, New Delhi
4. DeCenzo, David A, and Stephan P. Robbins, Fundamentals of Human Resource Management, Wiley India, New Delhi
5. DeNisi, Angelo S, and Ricky W Griffin, Human Resource Management, Biztantra, New Delhi

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

BUSINESS RESEARCH METHODS

PAPER CODE: BBAN-403

UNIT-I

Business Research – Meaning, types, managerial value of business research; theory and research – components, concept, constructs, definition variables, proposition and hypothesis, deductive and inductive theory; nature and process and importance of problem definition, purpose and types of research proposal, ingredients of research proposal.

UNIT-II

Research Design – Meaning, classification and elements of research design, methods and categories of exploratory research, basic issues in experimental design, classification of experimental design; concept and their measurement, measurement scales.

UNIT-III

Sample design and sampling procedure, determination of sample size, research methods of collecting primary data, and issues in construction of questionnaire.

UNIT-IV

Statistical techniques of data analysis, nature and types of descriptive analysis, uni-variate and bivariate tests of statistical significance, meaning and types of research report, ingredients of research report.

SUGGESTED READINGS:

1. Shekharan Uma, Business Research Methods, John Wiley Publications
2. Zikmund, Business Research Methods, Cenage Publications
3. Copper, Business Research Methods, Tata McGraw Hill

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

BUSINESS LAWS
PAPER CODE: BBAN-404

UNIT-I

Law of contract: meaning and essentials of a valid contract; offer and acceptance; capacity to contract; consent and free consent; consideration; void agreements; quasi contract; different mode of discharge of contract; remedies for breach of contract.

UNIT-II

Purpose and meaning of the contract of the guarantee; kinds of guarantees; rights and obligations of creditors; rights, liabilities and discharge of surety; contract of indemnity; Definition of bailment and its kinds; duties and rights of a bailor and a bailee; rights and duties of a pledger and pledgee.

UNIT-III

Contract of agency; definition of agent and agency; creation of agency; duties and rights of agent and principal; principal's duties towards agents and third parties; termination of agency; power of attorney.

Law of sale of goods – definition and essential of a contract of sale, conditions and warranties, passing of property in goods; performance of contract; right of unpaid seller; remedies for breach of contract.

UNIT-IV

Negotiable instrument act – Meaning and essential elements of a negotiable instruments; types of negotiable instrument; holder and holder in due course; negotiation of negotiable instruments; dishonor of negotiable instruments. Meaning and scope of information technology act; digital signature; electronic governance; regulation of certifying authority; digital signature certificates; duties of subscribers; penalties adjudication and offences.

RTI Act 2005 : Purpose, Right to Information and Obligation of Public Authorities, Exemption from disclosure of information

SUGGESTED READINGS:

1. Kapoor, N.D., Business Law, Sultan Chand & Sons
2. Gulshan, S.S., Mercantile Law, Excel Books
3. Kuchhal, M.C., Mercantile Law, Vikas Publishing Pvt. Ltd.
4. Chadha, P.R., Business Law, Galgotia Publishing
5. Aggarwal, S.K., Business Law, Galgotia Publishing Company
6. Maheshwari S.N. & Maheshwari, Business Regulatory Framework, Himalaya Publishing House

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 50
Practical Marks: 50
Time: 3 hrs.

DATA BASE MANAGEMENT SYSTEM

PAPER CODE: BBAN-405

UNIT-I

Introduction to data base management system – Data versus information, record, file; data dictionary, database administrator, functions and responsibilities; file-oriented system versus database system.

UNIT-II

Database system architecture – Introduction, schemas, sub schemas and instances; data base architecture, data independence, mapping, data models, types of database systems.

UNIT-III

Data base security – Threats and security issues, firewalls and database recovery; techniques of data base security; distributed data base.

UNIT-IV

Data warehousing and data mining – Emerging data base technologies, internet, database, digital libraries, multimedia data base, mobile data base, spatial data base.

Lab: Working over Microsoft Access

SUGGESTED READINGS

1. Navathe, Data Base System Concepts 3rd, McGraw Hill
2. Date, C.J., An Introduction to Data Base System 7^{ed}, Addison Wesley
3. Singh, C.S., Data Base System, New Age Publications, New Delhi

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of five short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

HUMAN RIGHTS AND VALUES

PAPER CODE: BBAN-406

Unit – I

Concept of Human Rights, Indian and international perspectives of Human Rights, Evolution of Human Rights, Human Rights movements in India, Classification of Human Rights and Relevant Constitutional Provisions to Right to Life, Liberty and Dignity, Right to Equality, Right against Exploitation, Cultural and Educational Rights, Economic Rights, Political Rights and Social Rights.

Unit – II

Deprivation of Human Rights – Core Issues: Poverty, overpopulation, illiteracy, Problems of Unsustainable Development, Disadvantaged Groups – (a) Women (b) Children (c) Scheduled Castes and Scheduled Tribes (d) Homeless and Slum Dwellers (e) Physically and Mentally Handicapped f. Refugees and Internally Displaced Persons.

Unit-III

Redressal Mechanisms for Human Rights Violations: Violation of Human Rights by State. Violation of Human Rights by Individuals and groups, Nuclear Weapons and terrorism. Government systems for Redressal, Judiciary, National Human Rights Commission and other Statutory Commissions, Media Advocacy, Creation of Human Rights Literacy and Awareness.

Unit – IV

Concept of Human Values: Aim of education and value education; Evolution of value oriented education; Concept of Human values; types of values; Components of value education. Character Formation Towards Positive Personality - Truthfulness, Sacrifice, Sincerity, Self-Control, Altruism, Tolerance, Scientific Vision; Value Education towards National and Global Development, National Integration and international understanding.

Suggested Readings:

1. Alam, Aftab ed., *Human Rights in India: Issues and Challenges* (New Delhi: Raj Publications, 1999)
2. Bajwa, G.S. and D.K. Bajwa, *Human Rights in India: Implementation and Violations* (New Delhi : D.K. Publishers, 1996)
3. Grose. D. N – “A text book of Value Education’ New Delhi (2005) Dominant Publishers and Distributors
4. Mani, V.S., *Human Rights in India: An Overview* (New Delhi: Institute for the World Congress on Human Rights, 1998)
5. NHRC, *Know Your Rights Series* (2005)
6. NHRC, *Human Rights Education for Beginners* (2005)
7. NHRC, *Discrimination Based on Sex, Caste, Religion and Disability* (2004)
8. Ruhela S. P – “*Human Value and Education*” New Delhi – Sterling publishers
9. Singh, B.P. and Sehgal, (ed.) *Human Rights in India: Problems and Perspectives* (New Delhi: Deep and Deep, 1999)
10. Yogesh Kumar Singh and Ruchika Nath – ‘*Value Education*” New Delhi (2005) A. P. H Publishing Corporation

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section ‘A’** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section ‘B’** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

PRODUCTION AND MATERIALS MANAGEMENT

PAPER CODE: BBAN-501

UNIT-I

Production economics: introduction, evaluation, major long term and short term decisions; objectives, importance and activities, differences between products and services. Meaning and types of production systems: production to order and production to stock; plant location; factors affecting location and evaluating different locations.

UNIT-II

Production planning and control, objectives, advantages and elements. PPC and production systems, sequencing and assignment problems.

Inventory control: objectives, advantages and techniques (EOQ model and ABC analysis); quality control: meaning and importance, inspection, quality control charts for variables and attributes.

UNIT-III

Materials Management: meaning, objectives, importance, functions and organization materials information system; standardization, simplification and variety reduction; value analysis and engineering.

UNIT-IV

Stores Management: meaning, objectives, importance and functions, stores layout; classification and codification; inventory control of spare parts; materials logistics-warehousing management, materials handling, traffic and transportation; disposal of scrap, surplus and obsolete materials.

SUGGESTED READINGS:

1. Dobler & Burt, Purchasing and Supply Management: Text & Cases, Tata McGraw Hill Publishing Company Ltd., New Delhi
2. Nair, Purchasing and Material Management, Vikas Publishing House, New Delhi
3. Gopal Krishnan, P., Handbook of Materials Management, Prentice Hall of India Pvt. Ltd., New Delhi
4. Gopalakrishnana, P. & Sundarshan, M., Materials Management: An Integrated Approach, Prentice Hall of India Pvt. Ltd., New Delhi
5. Bhat, K. Shridhara, Materials Management, Himalaya Publishing House

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

COMPANY LAW
PAPER CODE: BBAN-502

UNIT-I

Company – meaning and features, kinds of companies, registration and incorporation, memorandum of association, article of association, prospectus

UNIT-II

Share Capital – Shares, issue and allotment of shares, transfer of shares, types of shares, alteration of share capital, buy-back of shares, surrender and forfeiture of shares, bonus shares
Debentures – Meaning and kinds, debenture trust deed and duties of trustee

UNIT-III

Company Administration and Meetings – Board of Directors – qualification, appointment, duties and remuneration
Meetings – Statutory meeting, annual general meeting, extra – ordinary general meeting

UNIT-IV

Prevention of oppression and mismanagement
Winding up – types of winding up, appointment of liquidator, powers of liquidator, conduct of winding up

SUGGESTED READINGS:

1. Singh, Avtar, Company Law, Eastern Book Company, Lucknow
2. Kapoor, N D, Elements of Company Law

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

INDIAN BUSINESS ENVIRONMENT

PAPER CODE: BBAN-503

UNIT-I

Nature, components and determinants of business environment; basic nature of Indian economic system; growth of public and private corporate sector; social responsibility of business; economic reforms since 1991 – an overview.

UNIT-II

Review of industrial policy developments and pattern of industrial growth since 1991; industrial licensing policy; public sector reforms; privatization and liberalization trends; growth and problems of SMEs; industrial sickness.

UNIT-III

Development banking: an overview and current developments; regulation of stock exchanges and the role of SEBI; banking sector reforms; challenges facing public sector banks; growth and changing structure of non-bank financial institutions.

UNIT-IV

Trend and pattern of India's foreign trade and balance of payments; latest foreign trade policy; India's overseas investments; policy towards foreign direct investment; globalization trends in Indian economy; role of MNCs; impact of multilateral institutions (IMF, World Bank and WTO) on Indian business environment.

SUGGESTED READINGS

1. F. Cherunilum, Business Environment, Himalaya Publishing House, New Delhi
2. Biswanath Ghosh, Economic Environment & Business, Vikas Publishing House, New Delhi
3. N.K. Sengupta, Government and Business, Vikas Publishing House, New Delhi
4. K. Ashwathappa, Business Environment for Strategic Management, Himalaya Publishing House, New Delhi
5. Govt. of India, Economic Survey (latest year)
6. Bedi, Suresh, Business Environment, Excel Books, New Delhi

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 50
 Practical Marks: 50
 Time: 3 hrs.

COMPUTER NETWORKING AND INTERNET

PAPER CODE: BBAN-504

UNIT-I

Introduction to network, advantages and disadvantages of network, network topologies, analog and digital signal, analog and digital transmission, transmission media, network categories, wireless networks.

UNIT-II

OSI model and TCP/IP model, protocols and their classification, flow control and cryptography, ranking, Firewall.

UNIT-III

Overview of internet, internet service provider, setting windows environment for dial up networking, search engine, searching web using search engine, audio on internet, newsgroup, subscribing to news groups.

UNIT-IV

Intranet concepts and architecture, building corporate world wide web, HTTP protocol, intranet infrastructure, fundamental of TCP/IP, intranet security design, intranet as a business tools, future of intranet, protocols of communication.

Lab: HTML and Surfing with Internet

SUGGESTED READINGS:

1. Forouzan , Data Communication & Networking, TMH, N.Delhi.
2. Miller, Data and Network Communication, Vikas Publishing House, New Delhi.
3. Shay, Understanding Data Communication and Networks, Thomson Learning, Vikas Publishing House, New Delhi.
4. Tannenbaum, Computer Networks, PHI, N.Delhi.
5. Uyles Black, Computer Networks, PHI, N.Delhi.

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of five short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

PRESENTATION SKILLS & PERSONALITY DEVELOPMENT

PAPER CODE: BBAN-505

UNIT-I

Introduction – Meaning, types of presentation: presentation that deeply involves the audience, presentation that creates excitement, persuasive presentation, presentation evoking emotional appeal, presentation that sells a new idea, humorous presentation.

Planned and unplanned presentation, planning a presentation – analyzing the audience, location of presentations, objective of presentation, researching the topic; structuring the presentation, presentation notes and session plan.

UNIT-II

Methods of presentation – Fish bowl, role plays, group discussion, conference, seminar, workshop, clinics, brainstorming, simulations, games, questionnaire; delivering presentation – presenter effectiveness, difficult situations and nerves, motivation and attention.

Outcomes of presentation – inspiring presentation, presentation that builds trust, presentation that offers a solution, value added presentation, presentation that facilitates decision making.

UNIT-III

Concept of personality, personality consciousness, personality patterns, personality syndrome; symbols of self, clothing, names and nicknames, speech, age, success, reputation, moulding the personality pattern, persistence and change.

Personality determinants – physical intellectual, emotional and social determinants, aspirations and achievements, educational determinants and family determinants.

UNIT-IV

Personality development – healthy personalities, developing self-awareness, managing personal stress, solving problems analytically and creatively; grooming – appearance, dress sense, personal hygiene, etiquettes and body language; time management, public speaking.

SUGGESTED READINGS:

1. Gordon, Josh, Presentations that Change Minds, Tata McGraw Hill, New Delhi
2. Kaul, Asha, The Effective Presentation, Response Books, New Delhi
3. Krachnert, Gary, Basic Presentation Skills, Tata McGraw Hill, New Delhi
4. Hurlock, Elizabeth B, Personality Development, Tata McGraw Hill, New Delhi

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

CYBER SECURITY

PAPER CODE: BBAN-506

UNIT-I

Concept of information society, knowledge society, cyber space, digital economy, critical infrastructure. Critical information infrastructure, internet as global Information infrastructure.

UNIT-II

Cyber terrorism, terrorist atrocities, the role of IT by terrorist, the power of cyber terrorism, characteristic of cyber terrorism , factors contributing to the existence of cyber terrorism, real examples of cyber terrorism, political orientation of terrorism, economic consequences.

UNIT-III

Cybercrime, types of cybercrime: hacking, virus, worm, Trojan horse, mail ware, fraud and theft, cyber homicide, current cyber-attack methods, criminal threats to IT infrastructure, web security, basic cyber forensics , internal penetration, external penetration, your role on cyber-attacks. Cybercrimes and law, cyber jurisdiction, Indian IT ACT.

UNIT-IV

Fundamental concepts of information security, information warfare, levels of information war, cost of information warfare, cyber disaster planning, why disaster planning, companywide disaster planning, business impact analysis.

SUGGESTED READINGS:

1. Walter Laqueur, Yohana Alexander, "the terrorism reader: a historical methodology".
2. "Cyber terrorism and information warfare: threats and responses" by Yohana Alexander & Micheal s. swethan.

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

INCOME TAX
PAPER CODE: BBAN-601

UNIT-I

Basic concepts of income tax, residential status and tax incidence, income exempted from tax.

UNIT-II

Income from salaries, income from house property and income from profits and gains of business and profession.

UNIT-III

Income from capital gains, income from other sources, set off and carry forward of losses, clubbing of income, deduction of tax at source.

UNIT-IV

Deductions from gross total income, assessment of individuals.

SUGGESTED READINGS:

1. Malhotra H.C., Income Law and Practice, Sahitya Bhawan Publication
2. Singhanian V.K, Student Guide to Income Tax, Taxmann's Publication
3. Lal B.B., Income Tax Law and Practice

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

SYSTEM ANALYSIS AND DESIGN**PAPER CODE: BBAN-602****UNIT-I**

Introduction to analysis and design: - System and its characteristics, components, environment and classification, SDLC, Case tools for analyst, role of system analyst, ER data models, feasibility study – economic, technical, operational.

UNIT-II

Design of Application: - DFDs, form design, screen design, report design, structure chart, data base definition, equipment specification and selection, personnel estimates, I-O design.

UNIT-III

Implementation:- data dictionary, decision tables, decision trees, logical design to physical implementation.

UNIT-IV

Introduction to distributed data processing and real time system:- evaluating distributed system, designing distributed data base, event based real time analysis tools, state transition diagrams.

SUGGESTED READINGS:

1. James A., Analysis and Design of Information System, McGraw Hill
2. Len, Fertuck, System Analysis and Design, McGraw Hill
3. Powers, Cray, System Analysis and Design, McGraw Hill
4. Elias, M., System Analysis and Design, Prentice Hall of India

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80
 Internal Marks: 20
 Time: 3 hrs.

FOUNDATIONS OF INTERNATIONAL BUSINESS
PAPER CODE: BBAN-603

UNIT-I

Types of international business; basic structure of international business environment; risk in international business; motives for international business; barriers to international business; global trading and financial system – an overview.

UNIT-II

Foreign market entry modes; factors of country evaluation and selection; decisions concerning foreign direct and portfolio investment; control methods in international business.

UNIT-III

Basic foreign manufacturing and sourcing decisions; product and branding decisions for foreign markets; approaches to international pricing; foreign channel and logistical decisions.

UNIT-IV

Accounting differences across countries; cross cultural challenges in international business; international staffing and compensation decisions; basic techniques of risk management in international business.

SUGGESTED READINGS:

1. Daniels, J.D., and H.L. Radebaugh, International Business: Environment and operations, Pearson Education, New Delhi
2. Hill, Charles W.L., International Business, Tata McGraw Hill, New Delhi
3. Sharan, V., International Business: Concept, Environment and Strategy, Pearson Education, New Delhi
4. Bennett, Roger, International Business, Pearson Education, New Delhi

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

CONSUMER PROTECTION

PAPER CODE: BBAN-604

UNIT-I

Concept and types of consumer, need for consumer protection; approaches to consumer protection; consumer buying motives; doctrines of caveat emptor and caveat venditor; concept of consumer's sovereignty; basic consumer rights.

UNIT-II

Measures for consumer protection in India; basic provisions of the Consumer Protection Act.(CPA)1986; organizational set up for consumer protection under CPA; procedure of filing a complaint; relief available.

UNIT-III

Competition Act – Provisions relating to consumer protection; Role of voluntary consumer organizations; formation and registration of a voluntary consumer organization, business self-regulation, consumer awareness – role of media and government.

UNIT-IV

Recent developments in consumer protection movement; consumer information and knowledge as means of protection; sources of consumer information, ethical marketing as an instrument of consumer protection, Role of Advertising Standard Council of India in consumer protection.

SUGGESTED READINGS:

1. Aaker and Day (eds.), Consumerism: Search for the Consumer Interest
2. Gulshan, Consumer Protection and Satisfaction: Legal and Managerial Dimensions
3. Aggarwal, Consumer Protection in India
4. Verma Y.S. and C. Sharma, Consumerism in India, Anamika Prakashan, Delhi

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 50
 Practical Marks: 50
 Time: 3 hrs.

E-COMMERCE
PAPER CODE: BBAN-605

UNIT-I

Introduction – meaning, nature, concepts, advantages and reasons for transacting online, categories of e-commerce; planning online business: nature and dynamics of the internet, pure online vs. brick and click business, assessing requirement for an online business, designing, developing and deploying the system, one to one enterprise.

UNIT-II

Technology for online business – internet, IT infrastructure; middleware contents: text and integrating e-business applications; mechanism of making payment through internet: online payment mechanism, electronic payment systems, payment gateways, visitors to website, tools for promoting website; plastic money: debit card, credit card; laws relating to online transactions.

UNIT-III

Applications in e-commerce – e-commerce applications in manufacturing, wholesale, retail and service sector.

UNIT-IV

Virtual existence – concepts, working, advantages and pitfalls of virtual organizations, workface, work zone and workspace and staff less organization; designing on E-commerce model for a middle level organization: the conceptual design, giving description of its transaction handling, infrastructure and resources required and system flow chart; security in e-commerce: digital signatures, network security, data encryption secret keys, data encryption.

SUGGESTED READINGS:

1. Murty, C.V.S., E-Commerce, Himalaya Publications, New Delhi
2. Kienam, Managing Your E-Commerce business, Prentice Hall of India, N.Delhi.
3. Kosiur, Understanding E-Commerce, Prentice Hall of India, N.Delhi.
4. Kalakota, Whinston, Frontiers of Electronic Commerce, Addison Wesley.

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of five short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

PROJECT REPORT - GUIDELINES FOR BBA PROGRAMME

The objective of the Project Course is to help the student develop his/her ability to apply multi-disciplinary concepts, tools and techniques to solve organizational problems and/or to evolve new/innovative theoretical framework thus preparing a student in understanding the application value of the principles and paradigms studied during BBA programme.

INTRODUCTION

As a student of Bachelor of Business Administration (BBA) one is required to undertake a major individual piece of research work - the Project. In contrast to the other elements of the programme, where students are guided fairly closely, the aim of the Project is to give student the opportunity to learn independently and show that he/she can identify, define and analyze problems and issues and integrate knowledge in business context. It is an important part of the programme that tests student's ability to understand and apply the theory, the concepts and the tools of analysis to a specific problem situation.

This Project Handbook has been compiled to clarify the framework of the project and suggest some ways of assuring success. The only precise rule on what constitutes an acceptable project is that it should be an ordered critical exposition, which affords evidence of reasoning power and knowledge of the relevant literature in an approved field falling within the subject matter of the programme - Management. The emphasis should be on applied research and the investigation of some practical problem or issue related to the situation in which an organization or system operates.

The project is a practical, in-depth study of a problem, issue, opportunity, technique or procedure – or some combination of these aspects of business. Typically, students are required to define an area of investigation, carve out research design, assemble relevant data, analyse the data, draw conclusions and make recommendations. The project should demonstrate organisational, analytical and evaluative skills, and, where appropriate, an ability to design a suitable implementation and review procedure.

Please note that the project must not be treated as just another assignment. The Project provides the opportunity to judge the student's time and self-management skills and his/her ability to successfully undertake a long and in-depth study. Hence it is not only the product that is important, but also the process itself. Students must

therefore ensure that they maintain regular contact with their supervisor and also that they provide the supervisor with drafts of their work at regular intervals.

PROCEDURE

- a) During the sixth semester each student shall undertake a research project to be pursued under the supervision of a faculty of the same college/institute under Management discipline to be appointed by the Director/Principal of the college/institute. Both the topic/subject and the name of the Supervisor will be approved by the Director/Principal of the College/Institution at the start of the sixth semester and communicated to the student in writing. Project selection has to be made in consultation with the supervisor who will act as a Project Guide/Supervisor for the student. Principals can divide all the students pursuing the sixth semester equally among the faculty.
- b) The Principal shall ensure that **No two students are assigned the same project.** Students are advised to be in touch with their Faculty Guide/Supervisor for guidance and for any further correction and suggestions before submitting the Project Report.
- c) One copy of the Project Report must be submitted to the Assistant Registrar (Secrecy), Maharshi Dayanand University, Rohtak for evaluation within twenty days of the commencement of the Sixth Semester Examinations. Project Report shall carry 100 marks. Project Report shall be evaluated by an External Examiner appointed by the Vice Chancellor of the University out of the Panel of Examiners approved by the Undergraduate Board of Studies in Management, Maharshi Dayanand University, Rohtak. Late fee shall be levied, in case the Project Report is submitted late as per university rules, in force, from time to time.

PREPARATION AND SUBMISSION OF PROJECT REPORT:-

- a) Project Report must be computer typed and spirally bounded. Photocopied report shall not be accepted for evaluation by the university.
- b) The Project Report may consist of 50 to 100 pages (including the Appendices, Exhibits etc.) depending on the scope of the topic.
- c) Project Report be typed on A4 sized bond paper with 1.5 line spacing using Verdana or Times New Roman font. The text should be 'justified' and typed in the font style 12pt for text, 14pt for sub-headings.
- d) The project report should contain the **Declaration** by the Student duly countersigned by Supervisor and Principal of the College/Institute stating that the

work is an original one and has not been ever submitted to any University or Institution for the fulfillment of the requirement/s of a course of study (Sample attached).

e) In the interest of environmental considerations, students are encouraged to print the text in their Project Report on both faces of the paper.

f) As the project report will not be returned to the students, they are advised to keep one copy of the report for themselves.

NATURE OF THE PROJECT

The Project may take any one of the following forms:

- a. Comprehensive case study (covering single organization/multifunctional area problem, formulation, analysis and recommendations)
- b. Inter-organizational study aimed at inter-organizational comparison/validation of theory/survey of management services.
- c. Evolution of any new conceptual / theoretical framework.
- d. Field study (Empirical study).
- e. Software analysis, Design and solutions for organizational achievement (Applicable to IT)

The following format is suggested for the project report:

Generally speaking, the following are the contents for the contents of a report:

1. Title page
2. Declaration
3. Table of contents, statistical tables, charts and illustrations
4. Introduction - Problem, Need, Objectives Scope, limitations
5. Research Methodology
6. Research Data Analysis
7. Findings
8. Interpretation
9. Suggestions & recommendations
10. Appendices
Bibliography
Index of key words used in the report

Sample Format: Cover page of Project Report.

PROJECT REPORT

ON

**A COMPARITIVE ANALYSIS ON(name of Industry)
with special reference to.... name of two companies of
the industry)**

Submitted in partial fulfillment of the requirements
for the award of the degree of

**BACHELOR OF BUSINESS ADMINISTRATION
SESSION (2016 - 2017)**

Under the Supervision of:

Name of the Supervisor
Designation

Submitted by:

Name of Student
College Roll No. _____
University Exam Roll No. _____

NAME OF THE COLLEGE/INSTITUTION

Address

Sample DECLARATION

(No Project Report shall be accepted for evaluation without such a Declaration)

DECLARATION

I _____ (Name of the student) _____, a student of Sixth Semester, Bachelor of Business Administration Roll No _____ of _____ (Name of the College) _____, under the Maharshi Dayanand University, Rohtak declare that the Project Report entitled _____ being submitted by me is an original piece of work done by me under the Supervision of _____ (Name & Designation of the Supervisor) _____. The matter presented has not been copied from any other existing report. However, extracts of any literature which has been used for this report has been duly acknowledged providing details of such literature in the references. Also, this Project Report has not been submitted for the fulfillment of the requirements for the award of any other Degree or Diploma to any other college/institution/university.

student

Signature
Name of the

University Roll No _____
University Registration No. _____

Dated:

Place:

COUNTERSIGNED

Signature
Name & Designation of the Faculty Supervisor
Name and Address of the College/Institution

COUNTERSIGNED

Signature & Stamp
Principal
Name and Address of the College/Institution

EVALUATION

The project report will be evaluated by External examiner. Students getting less than 50% marks will be placed under Re-appear and shall have to resubmit the report in the upcoming semester.

SUGGESTED LIST OF BROAD AREAS/PROJECT TOPICS FOR PROJECT REPORT

A list of suggested broad areas/Project Topics is enclosed for reference. The list is not exhaustive. A student can choose any other topic also with the consent of the supervisor. However, the faculty supervisor must see the feasibility of the research topic to be conducted by the students.

- Any topic concerning local economic /entrepreneurial issues / New Business Proposal
- IFRS and Indian Accounting Standard – Opportunities & Challenges
- Credit Rating
- Risk Management
- Credit Risk Management in Banks: Opportunities & Challenges.
- Subprime Meltdown and its after effect with case study from Indian Industry.
- Corporate Frauds/ White Collar Frauds
- Financial Inclusion
- Micro-finance Institutions in India.
- Carbon Credit
- Direct Tax Code (DTC)
- Goods and Service Tax (GST)
- Role of MSMEs in the Indian Economic Development
- Public Sector Undertakings and Indian Economic Development
- Corporate Social Responsibilities
- Corporate Governance
- Financial Sector Reforms
- On-line Banking
- NPA Management
- Business Process Outsourcing
- Capital Market
- Environmental Accounting
- Environmental Management
- Financial Statement Analysis
- Performance Analysis
- Working Capital Management
- Cash Management
- Debtors Management
- Inventory Management
- Mergers & Acquisitions
- e-Commerce

- Study on Aviation Sector in India.
- Venture Capital
- Equity Linked Savings Scheme
- Insurance Industry in India
- Analysis of Mutual Funds
- Study of Non-Performing Assets
- Risk and Return Analysis
- Commercialization of Sports in India.
- The Sub-Prime Crisis.
- Rural and Agricultural Banking
- Marketing Strategy of different companies for their different products
- Marketing and Promotional Strategies
- Market Research
- Study on the Market Awareness of Intellectual Property
- Preservation & Storage of Agricultural Products
- Marketing Strategy of Ball/Gel Pens
- Brand Repositioning
- Customer Relationship Management
- Sales & Distribution Management
- Customer Awareness
- Industrial Marketing Vs. Consumer Marketing
- Study of Consumer Behavior
- "Is attractive packaging really a necessity or eyewash?" A study on packaging of some selected companies-
- After Sales Service and Customer Satisfaction
- Effectiveness of Advertising
- Direct Marketing & Networking
- Educational loans from public sector banks
- Personal loans in private sector banks
- Self Help groups and micro finance
- Liberalization and exports
- Retail Lending
- Availability & Utilization of Bank Finance for Working Capital Needs
- Study of variations in the price level of essential commodities and their effect on the public.
- A study of Cost Control Techniques of manufacturing units.
- Financial Structure of two/ three Advertising Agencies
- Issue of season tickets
- SEBI and investor Protection
- Portfolio Management Practices of UTL/LIC/Mutual Funds
- Problems of stock brokers vis-a-vis the share transfers.
- Performance of Non-Banking Finance Companies
- Problems and Prospects of Non-Banking Finance Companies.
- Management of Non-Banking Finance companies - A study of selected units.
- Policies and practices of Lease Accounting -A study of selected companies.
- Working Capital Management in small scale Units - A study of selected units
- Impact of Liberalizations on Capital Market.
- Impact of Financial Sector Reforms on Banking Sector - A study of selected banks.
- Problems and prospects of Venture Capital - A case study
- Dividend Policies and Practices - A comparative study between a public sector Company and a Private Sector company.
- Working of National Stock Exchange (NSE)
- Working of SEs in India - A comparative study of BSE and NSE
- Effect of Liberalization on Saving and Investments in India.

- Role of HDFC in providing Housing Finance to middle and high income groups.
- Working of Auto Finance Companies - A case study Mergers and Acquisitions in India - A study
- Role of Institutional and small investors in Capital Markets in India Status of Equity Research in India Sickness in Small Scale Units - A study.
- Equity share Valuation: A study of pharmaceutical/Cement/Textiles Industry. Equity Investment and Economic growth in India
- H R Planning & Recruitment - Comparison between PSU and Private Sector Companies H R P in public sector Organization - A case study
- H R D Strategies - Comparison between PSU and private Sector Companies.
- H R M Practices in an organization - A case study
- Impact of Trading on the performance of employees - A case study
- Selection and recruitment practices in an organization - A case study
- Application of Appraisal strategies in an organization - A case study
- Labor / Employee Turnover - A case study
- Settlement and Grievances Handling in an organization - A case study
- Role of H R M department in Turnaround management
- Role of H R M department in a Growing organization
- Role of H R M department in ERP (SAP/ People soft) H R Accounting
- Alignment between process requirements & Governance capabilities in B P O
- Philosophy of H R Management
- Culture and Cross border Mergers & Acquisitions
- High Skill equilibrium
- High Skill Eco System
- Knowledge Transfer through Inheritance
- Talent management
- Knowledge Management
- Affect of Leadership on Performance of the Organization Career stagnation causes and effects on the Individual / Organization
- Organizational effectiveness through HRD in the changed Liberalized markets
- Organizational Climate and Leadership of an Organization a comparative study
- Design of Personal Information System for an organization
- Job Satisfaction and Health of employees in an organization
- Reward system-a tool for promoting desired organizational performance a case study.
- Identification of training needs of security personnel in an organization
- HRD strategies and industrial relations-a case study
- Planning and Identifying HRD interventions for solving organizational problems a study.
- Role of change agent Role of HRD in TQM
- Various Incentive schemes a comparative study.
- Work measurement and wage payment plans
- Study of Employee morale and attitudes.
- Pay Revision Management Wage fixing administration
- Quality of Work life Motivation and morale Dignity of Labor
- Performance appraisal and counseling
- Training needs analysis
- Positive force field analysis and change management
- HRM consultants
- E-Learning
- Paperless office
- Performance appraisal with Traditional & Modern methods
- Mergers and acquisitions
- New Product Research

- A study on Channels of Distribution
- Marketing opportunities for Laptop computers in India
- A study of super market/Hyper markets/Malls with special emphasis on consumer attitude
- Evaluation for consumer awareness of Watches/Refrigerator/TVS/Laptops
- Effectiveness of any consumer products Advertising campaign
- Buyer behaviors Study of Television /Two Wheelers/Four Wheelers
- Product positioning of watches /computers/tow wheelers/Four Wheelers
- A study of MIS in a company
- Competitors Marketing Strategies
- New Product Launch
- Formulation of Advertising Plan for a Consumer Product
- Market Potential for Mosquito Repellents- A Market Survey
- Importance of Dealers in Placements Promotion of Electrical Home Appliances
- Advertisement impact on Consumer
- Marketing Management practices in select industries
- Effect of media on advertising
- Product positioning of select Consumer products
- Study of Consumer satisfaction with reference to ceramic industries
- Study on INOVATIONS ON ADVERTISING
- Study on Hospitality of Modern Hotels-and their Marketing strategies
- Growth of Super Markets
- Survival strategies of companies to compete with MNC's
- Study of Branch Loyalty among customers
- Consumer satisfaction studies
- Marketing strategy of various Airline operators
- Study of surplus distribution of selected companies
- Growth and development of cable TV networks
- Marketing strategies of FM radios
- Marketing of dairy products
- Direct Marketing strategies of various companies
- A study of Telemarketing
- Internet marketing of various domestic products
- Marketing strategies of various regional Edible oil brands
- Marketing strategies of various net-work marketing companies
- Marketing strategies of private life insurance companies
- Marketing strategies of Auto financing companies
- Marketing strategies of Two Wheeler's - a study of motor cycles
- Market potential on Medical insurance offered by various banks-a case study
- A study of health tourism
- A study of consumer preference towards various holiday resorts
- A study of soft toys market-a case study
- A case study of geysers market or water purifiers
- A case study of Branded PC's versus Assembled PC's
- A study of consumer durables- with reference white goods such as AC's and washing machines
- Marketing of life products like jewellery
- A study of growing small car marketing
- Marketing practices at select Public sector units
- Marketing practices at select private sector industries
- C R M Practices
- Green Marketing
- Online Marketing
- Product Mix

- Promoting Mix
- Public Relations
- Mega marketing practices
- Customers Life cycle
- Customer Retention

COMPREHENSIVE VIVA VOCE (BBAN 607)

The students of the BBA Programme will have to appear in a Comprehensive Viva Voce examination for 100 marks at the end of Sixth semester. The students shall be probed from the entire set of papers of the BBA Programme by an External examiner. The Vice Chancellor shall appoint the External examiner for conducting the Comprehensive Viva Voce examination out of the Panel of Examiners recommended by the University Undergraduate Board of Studies in Management, M D University, Rohtak. If any candidate secures less than 50 marks in the Comprehensive viva voce examination, he/she will be awarded Re-appear and shall be required to attend the same during the next semester examination.