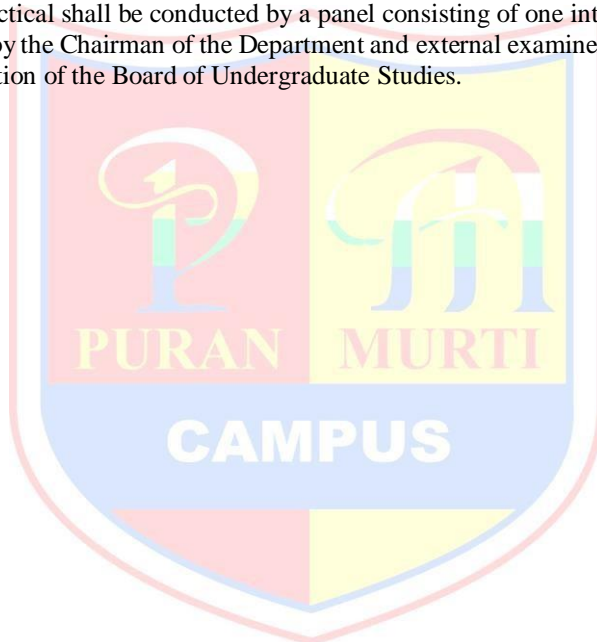


BBA 1ST YEAR (SEMESTER – II)
Choice Based Credit System (Scheme of Studies & Examination w.e.f. 2017-18)

Type of Paper	Paper Code	Title of Paper	Periods			Credit	External Marks	Internal Assessment	Practical Marks	Total Marks	Duration of Exam Hours
			L	T	P						
DSC	BBA102B	Principles of Management	4	-	-	4	75	25	-	100	3
DSC	BBA104B	Financial Management	4	-	-	4	75	25	-	100	3
DSC	BBA106B	Macro Economics for Analysis and Policy	4	-	-	4	75	25	-	100	3
DSE	BBA108B	Disaster Management	4	-	-	4	75	25	-	100	3
	OR										
	BBA110B	Management of Innovations									
SEEC	BBA112B [#]	Seminar	4	-	-	4	-	50	50	100	-
AECC	BBA114B [#]	Computer Fundamentals – II	3	-	2	4	-	50	50	100	-
Total			23	2	2	24	300	150	50	600	

No theory examination of these papers will be held.

In addition to the internal Marks, practical shall be conducted by a panel consisting of one internal and one external examiner. Internal examiner will be appointed by the Chairman of the Department and external examiner will be appointed by the Controller of Examinations on the recommendation of the Board of Undergraduate Studies.



L T P Credit**PRINCIPLES OF MANAGEMENT**
BBA102B**4 0 0 4****External Marks: 75**
Internal Marks: 25
Total Marks: 100
Time: 3 Hours**Unit-I**

- TOPIC NO 1 Introduction – nature and process of management, principles and functions of management
TOPIC NO 2 Basic managerial roles and skills, approaches to management – classical, human relations and Behavioral
TOPIC NO 3 systems and contingency approaches; contemporary issues and challenges

Unit-II

- TOPIC NO 4 Planning and decision making – concept, purpose and process of planning, types of plans, strategic planning
TOPIC NO 5 tactical planning and operational planning, goal setting
TOPIC NO 6 MBO; decision making – nature and process, behavioral aspects of decision making
TOPIC NO 7 forms of group decision making in organizations

Unit-III

- TOPIC NO 8 Organizing and leading: elements of organizing – division of work, departmentalization
TOPIC NO 9 distribution of authority, coordination; organization structure and design
TOPIC NO 10 leadership – nature and significance, leadership styles
TOPIC NO 11 behavioral and situational approaches to leadership

Unit-IV

- TOPIC NO12 Motivation; concept and nature; need hierarchy and 'motivation-hygiene
TOPIC NO13 theories of motivation Management control – nature, purpose and process of controlling
TOPIC NO14 kinds of control system, prerequisites of effective control system, controlling techniques

Suggested Readings:

1. Pravin Durai, Principles of Management, Pearson Education.
2. Robbins, S.P., Coulter, M., Cenzo, D., Fundamental of Management, Pearson Education.
3. Griffin, Ricky W, Management, Biztantra.
4. Bhatt: Management, Oxford University Press.
5. Rao, VSP, Management, Excel Books.
6. Stoner, Freeman and Gilbert, Jr. Management, Pearson Education.
7. Weihrich, Heinz and Harold Koontz, Management: A Global Perspective, McGraw Hill Education.
8. Daft, Management, Cengage Learning.

In the end term examination, the examiner will set nine questions in all. All questions will carry equal marks. First question will be compulsory and will consist of objective type / short answers / sub-parts from the entire syllabus. Remaining eight questions will be distributed among four units. Each unit will consist of two questions. Students have to attempt one question from each unit.

L T P Credit
4 0 0 4**Subject: FINANCIAL MANAGEMENT**
Subject Code: BBA104B**External Marks: 75**
Internal Marks: 25
Total Marks: 100
Time: 3 Hours**Unit-I**

TOPIC NO1 Financial management: Introduction, significance, scope, functions,
TOPIC NO2 objectives of financial management in healthcare, Profit maximization vs. wealth maximization.
TOPIC NO3 Sources of finance: Short term, medium term and long term sources of finance.

Unit-II

TOPIC NO4 Capital budgeting- Meaning, need and objectives, Methods of capital budgeting:
TOPIC NO5 Pay-Back Period, Average Rate of Return (ARR),
TOPIC NO6 Net Present Value Method (NPV), Internal Rate of Return (IRR) and Profitability Index (PI) Method.

Unit-III

TOPIC NO7 Capital Structure: Meaning, Irrelevance of capital structure;
TOPIC NO8 Brief introduction about theories of capital structure:
TOPIC NO9 Net Income (NI), Net Operating Income (NOI) Approach,
TOPIC NO10 Traditional approach and Modigliani-Miller (MM) approach without taxes.

Unit-IV

TOPIC NO11 Working Capital: Meaning, nature and planning of working capital.
TOPIC NO12 Permanent and variable working capital
TOPIC NO13 Determinates of working capital, Issues of working capital management.
TOPIC NO14 Management of cash: Meaning, Motives of holding cash and problems of cash management.

Suggested Readings:

1. Sharan, V., Fundamental of Financial Management, Pearson Education.
2. Damodaran, A., Corporate Finance- Theory & Practice, Wiley Publication
3. Srivastava, Financial Management, Oxford University Press.
4. Pandey, I.M, Financial Management, Vikas Publication House Pvt. Ltd.
5. Brealey and Myers, Principles of Corporate Finance, McGraw Hill Education.
6. Prasanna Chandra, Financial Management - Theory & Practice, McGraw Hill Education.
7. Van Horne and Wachowicz, Fundamentals of Financial Management, Pearson Education.
8. Khan, M. Y and Jain, P.K., Financial Management: Text Problems and Cases, McGraw Hill Education.
9. Kishore, R., Financial Management. Taxman's Publishing House.
10. Chandra, Prasanna, Financial Management, McGraw Hill Education.

In the end term examination, the examiner will set nine questions in all. All questions will carry equal marks. First question will be compulsory and will consist of objective type / short answers / sub-parts from the entire syllabus. Remaining eight questions will be distributed among four units. Each unit will consist of two questions. Students have to attempt one question from each unit.

L T P Credit
4 0 0 4**MACRO ECONOMICS FOR ANALYSIS AND POLICY**
BBA106B**External Marks: 75**
Internal Marks: 25
Total Marks: 100
Time: 3 Hours**Unit-I**

TOPIC NO1 Nature and Scope of Macroeconomics; Circular Flow of Income
TOPIC NO2 National Income – Alternative Concepts a Measures; Macroeconomics Equilibrium
TOPIC NO3 Aggregate Demand and Aggregate Supply; Analysis of Business Cycles
TOPIC NO4 Kaldor and Goodwin's Models of Business Cycles, Causes of Boom and Recessions

Unit-II

TOPIC NO5 Classical and Keynesian Theory of Income and Employment; Determination of National Income
TOPIC NO6 Consumption Function; IS-LM Curve Model: Derivation of IS Curve and Shift
TOPIC NO7 Derivation of LM Curve and Shift, Equilibrium of Goods and Money Market; Multiplier Analysis

Unit-III

TOPIC NO8 Fiscal Policy: Nature, Objective and Mobilization of Resources; Public Expenditure
TOPIC NO9 Concept of Public Expenditure, Types of Public Expenditure
TOPIC NO10 Effects of Public Expenditure on Production and Distribution; Taxation
TOPIC NO11 Classification, Characteristics of Good Taxation System
TOPIC NO12 Government Borrowings: Introduction, Budget Deficits, Debt Financing of Budget Deficit

Unit-IV

TOPIC NO12 Monetary Policy: Objectives, Types, Role in Promoting Economic Growth, and Instruments of
TOPIC NO13 Monetary Policy, Functions of Central Bank; Money Supply
TOPIC NO14 Theory and Concepts of Money Supply
TOPIC NO15 Money Multiplier and its Derivation; Credit Creation

Suggested Readings:

1. Agarwal, V., Macroeconomics: Theory and Policy, Pearson Education.
2. Ahuja, H.L, Macroeconomics: Theory and Policy, S.Chand.
3. Blanchard, Olivier, Macroeconomics, Pearson Education.
4. Rudiger Dornbusch, Stanley Fischer, Richard Startz, Macroeconomics, Pearson Education.
5. Mishkin, Frederic S., Macroeconomics- Policy and Practice, Pearson Education.
6. D'souza, Errol, Macroeconomics, Pearson Education.
7. Paul Samuelson, William Nordhaus, Sudip Chaudhari, Economics, McGraw Hill Education.
8. Gupta, G.S., Macroeconomics - Theory and Applications, McGraw Hill Education.

In the end term examination, the examiner will set nine questions in all. All questions will carry equal marks. First question will be compulsory and will consist of objective type / short answers / sub-parts from the entire syllabus. Remaining eight questions will be distributed among four units. Each unit will consist of two questions. Students have to attempt one question from each unit. consist of two questions. Students have to attempt one question from each unit.

L T P Credit**4 0 0 4****Time: 3 Hours****MANAGEMENT OF INNOVATIONS****BBA110B****External Marks: 75****Internal Marks: 25****Total Marks: 100****Unit-I**

TOPIC NO1 **Innovations:** Concept of innovation, historic retrospective, typology of innovations

TOPIC NO2 innovation process, Macroeconomic view of innovation approaches to innovations

TOPIC NO3 Assumptions and barriers to innovations, Innovation sources, i.e. science and R&D

TOPIC NO4 technology transfer, push and pull approaches

TOPIC NO5 Processes used to explore innovations along the technology

TOPIC NO6 market and strategy dimensions as the innovation moves from idea to market

Unit-II

TOPIC NO7 **Application of Innovation:** Organizational aspects of innovation

TOPIC NO8 Soft methods and techniques of innovation management, Creative approaches

TOPIC NO9 Systemic and analytical methods and techniques of innovation management

TOPIC NO10 Economic aspects of innovations encompassing sources of innovation financing

Unit-III

TOPIC NO11 **Marketing Innovation Products:** Strategic considerations on innovations

TOPIC NO12 innovation platforms that incorporate new product development, process innovations

TOPIC NO13 service innovation, service design innovation

TOPIC NO14 multiple product options, portfolios and standards

Unit-IV

TOPIC NO15 **Evaluation of Innovation:** Effectiveness evaluation, integration of risks

TOPIC NO16 factors influencing economic effectiveness

TOPIC NO17 Post implementation analysis of innovation projects, Intellectual property of innovations

TOPIC NO18 legal aspects of innovations

Suggested Readings

1. CK Prahalad and MK Krishnan, The new age of innovation, McGraw Hill Education.
2. Paul Trott, Innovation Management and New product Development, Pearson Education.
3. Khandwalla, Corporate Creativity, McGraw Hill Education.
4. Narayanan, V.K, Managing Technology and Innovation for Competitive Advantage, Pearson Education.
5. Mauborgne, René, Blue Ocean Strategy, Boston, Harvard Business School Press, 2005.
6. Snyder, Duarte, Unleashing Innovation, How Whirlpool Transformed an Industry, Jossey-Bass, 2008
7. Mass, Harvard Business School Press, 2006
8. Fraser, Heather, Design Works; Toronto: University of Toronto Press, 2012
9. Govindarajan, Vijay & Trimble, Chris, 10 Rules for Strategic Innovators; Boston: Harvard Business School Press, 2005
10. Govindarajan, Vijay & Trimble, Chris, Reverse Innovation; Boston: Harvard Business School Press, 2012

In the end term examination, the examiner will set nine questions in all. All questions will carry equal marks. First question will be compulsory and will consist of objective type / short answers / sub-parts from the entire syllabus. Remaining eight questions will be distributed among four units. Each unit will consist of two questions. Students have to attempt one question from each unit.

L T P Credit

4 0 0 4

Subject: SEMINAR

Subject Code: BBA112B

External Marks: 50

Internal Marks: 50

Total Marks: 100

Time: 3 Hours

The objectives of seminars is to make learning a fun, entrusting students assignment to present, inculcating presentation and leadership skills among students, involving students to learn actively, offering the presenter student an opportunity of interaction with peer students and staff, assessing student while performing assignment etc. The students will be allotted the topic of presentation by the department and the every student will make and deliver presentations on at-least four topics before theclass in the entire semester. Each presentation will of minimum 15 minutes following by questions from other students of the class and as well as by the committee constituted by the Chairman of thedepartment to evaluate the students on the basis of the seminar.

Note: 1. No theory paper of this subject will end.

2. In addition to the internal Marks, practical shall be conducted by a panel consisting of one internal and one external examiner. Internal examiner will be appointed by the Chairman of the Department and external examiner will be appointed by the Controller of Examinations on the recommendation of the Board of Undergraduate Studies.



L T P Credit
4 0 0 4
Time: 3 Hours

Subject: COMPUTER FUNDAMENTALS – II
Subject Code: BBA114B

External Marks: 50
Internal Marks: 50
Total Marks: 100

Unit-I

TOPIC NO1 **Working with Operating System (MS Windows):** Booting a computer system
TOPIC NO2 Checking System Information, Managing Files and Folders: Creating, Moving
TOPIC NO3 Copying and Deleting files/folders, Checking File/Folder properties; Managing Windows
TOPIC NO4 Moving, Sizing and Hiding; Adjusting Mouse properties, Adjusting Display properties
TOPIC NO5 Setting system Date and Time, Customizing Windows START menu, Manipulating Task Bar
TOPIC NO6 Recycle Bin; Using System Administration Tools: Disk Checkup, Disk Defragmenter
TOPIC NO7 Control Panel; Connecting with Wired and Wireless LANs, Working with web browser
TOPIC NO8 Checking IP Address

Unit-II

TOPIC NO9 **Working with MS Word:** Understanding MS Word window and its components
TOPIC NO10 Creating work documents, formatting and managing text, formatting and managing paragraphs
TOPIC NO11 working with style sets, working with lists and tables, sorting of paragraphs
TOPIC NO12 lists and tables, inserting charts and pictures, managing page layout and background
TOPIC NO13 Using SmartArt, Using Mail Merge, Checking spelling and grammar
TOPIC NO14 Managing comments, footnotes and endnotes, Tracking changes in documents
TOPIC NO15 Managing Header and Footer, Adding security passwords to word documents
TOPIC NO16 printing word documents, Working with Word Options

Unit-III

TOPIC NO17 **Introduction to MS PowerPoint:** Understanding MS PowerPoint window and its components
TOPIC NO18 Different views of PowerPoint window, Working with Slides and slide layout
TOPIC NO19 Inserting text, picture, graphics, charts in slides, inserting audio and video in slides
TOPIC NO20 adding notes to slides, manipulating slide design and styles, setting slide layout
TOPIC NO21 Managing slide transitions, Adding animation effects to slide components
TOPIC NO22 Setting up of slide shows, printing slides, handouts and notes
TOPIC NO23 Working with PowerPoint Options

Unit-IV

TOPIC NO24 **Introduction to MS Excel:** Understanding MS Excel window and its component
TOPIC NO25 working with Sheets, Cell referencing
TOPIC NO26 Working with cells and cell range, Using Cut, Copy, Paste and Paste Special
TOPIC NO27 Working with Excel formulae, Using Autofill options, Formatting cell contents
TOPIC NO28 Cell Styles and Conditional formatting, Sorting and filtering of data
TOPIC NO29 working with charts and graphs, Managing page layouts and printing of excel sheets
TOPIC NO30 managing worksheet header and footer, adding security passwords to excel sheets
TOPIC NO31 Switching Between Sheets in a Workbook, Inserting and Deleting Worksheets
TOPIC NO32 Renaming and Moving Worksheets, Hiding Columns, Rows and Sheets
TOPIC NO33 Splitting and Freezing a Window, Working with Excel Options

Suggested Readings:

1. Jonshon Steve, MS Office 2010 on Demand, Pearson Education.
2. Lambert, Joan and Cox, Joyce, MOS 2010 Study Guide For Microsoft Word Excel PowerPoint & Outlook, PHI Learning.
3. Murray, Katherine, Microsoft Word 2010 inside Out, PHI Learning.
4. Wempen, Faithe, Microsoft PowerPoint 2010 Bible, Wiley Publishing.
5. Walkenbach, John, Microsoft Excel 2010 Bible (With CD), Wiley Publishing.

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2. In addition to the internal Marks, practical shall be conducted by a panel consisting of one internal and one external

examiner. Internal examiner will be appointed by the Chairman of the Department and external examiner will be appointed by the Controller of Examinations on the recommendation of the Board of Undergraduate Studies.

