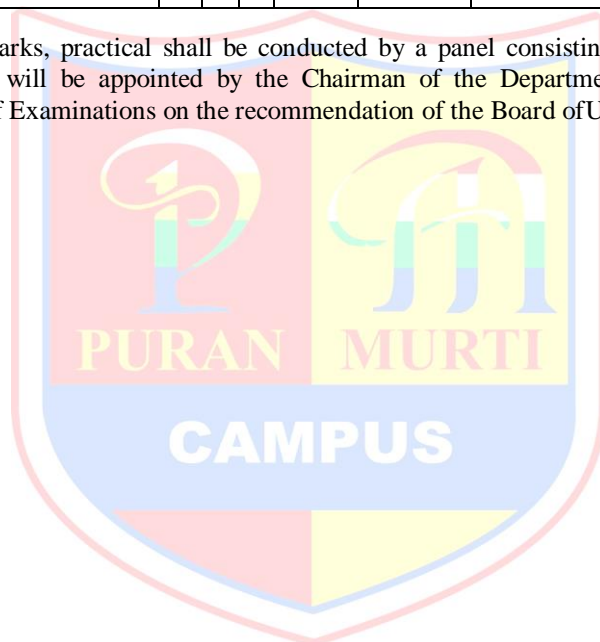


BBA 2ND YEAR (SEMESTER – III)
Choice Based Credit System (Scheme of Studies & Examination w.e.f. 2018-19)

Type of Paper	Paper Code	Title of Paper	Periods			Credits	External Marks	Internal Assessment	Practical Marks	Total Marks	Duration of Exam Hours
			L	T	P						
DSC	BBA-201-B	Business Ethics	4	-	-	4	75	25	-	100	3
DSC	BBA-203-B	Marketing Management	4	-	-	4	75	25	-	100	3
DSC	BBA-205-B	Production Management	4	-	-	4	75	25	-	100	3
DSC	BBA-207-B	Data Base Management System*	3	-	2	4	50	25	25	100	3
DSE	BBA-209-B	Cost and Management Accounting	4	-	-	4	75	25	-	100	3
	OR										
	BBA-211-B	Corporate Accounting									
AECC	BBA-213-B	Environmental Studies	4	-	-	4	75	25	-	100	3
Total			23	2	24	425	150	25	600		

- * 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.



Subject: Business Ethics:
Subject Code: BBA201B

L T P
4 - -
Time: 3 hours

External Marks: 75
Internal Marks: 25
Total Marks: 100

Course objectives:

This course seeks to educate the students about ethical matters on corporate and in business and makethem sensitive to the consequences of their decisions.

Course Contents:

Unit-I

TOPIC NO1 Introduction – Nature, scope, objectives, need and importance of business ethics
TOPIC NO2 characteristics of business ethics
TOPIC NO3 factors influencing business ethics, arguments for and against business ethics
TOPIC NO4 Indian Models of business ethics

Unit-II

TOPIC NO5 Corporate culture and business ethics, reputation management
TOPIC NO6 employment relationship, affirmative actions
TOPIC NO7 code of conduct, gender issues, ethics audit

Unit-III

TOPIC NO8 External Context – Dimensions of pollution and resource depletion
TOPIC NO9 ethics of conserving depletable resources

Unit-IV

TOPIC NO10 Contemporary Issues – Ethical implications of technology
TOPIC NO11 ethics in global economy, cross cultural and cross religious issues
TOPIC NO12 ethical investment, insider trading
TOPIC NO13 ethical dilemma regarding competitive intelligence

Recommended Books

1. Hartman Laura P, Perspective in Business Ethics, TMH, New Delhi
2. Chakraborty S.K., Ethics in Management, Oxford University Press, New Delhi
3. Bajaj P S and Raj Aggarwal, Business Ethics, Biztantra, New Delhi

Suggested Books

1. Albuquerque: Business Ethics, Oxford University Press.
2. Fernando: Business Ethics, Pearson
3. Velasquez, “Business Ethics – Concepts and Cases”, Prentice Hall, New Delhi

Note

1. Latest editions of the suggested readings are to be referred.
2. The list of cases and other specific reference material including recent articles will be given by the instructor at the time of launching the course.
3. Examiner will set eight questions in all, selecting two questions from each unit. Students will attempt five questions in all selecting at-least one question from each unit.

Subject: Marketing Management

Subject Code: BBA203B

L T P

4 - -

Time: 3 hours

External Marks: 75

Internal Marks: 25

Total Marks: 100

Course objectives:

The purpose of this course is to develop and understanding of the underlying concepts, strategies and issues involved in the marketing of products and services.

Course Contents:

UNIT-I

TOPIC NO1 Introduction, Definition, Importance and Scope of Marketing, Philosophies of Marketing
TOPIC NO2 Management, Elements of Marketing - Needs, Wants, Demands, Customer, Consumer, Markets and Marketers
TOPIC NO3 Marketing Vs Selling, Consumer Markets and Industrial Markets
TOPIC NO4 Concept of Marketing Management, Marketing – Mix, Functions of Marketing Management
TOPIC NO5 Marketing Organisations, Qualities of Marketing Manager. Marketing Environment
TOPIC NO6 Factors Affecting Marketing Environment
TOPIC NO7 Marketing Information System and Marketing Research, Strategic Marketing Planning

UNIT-II

TOPIC NO8 Market Segmentation, Segmenting the Market, Benefits/Purpose and Limitations of Market
TOPIC NO9 Segmentations, Market Segmentation Procedure, Basis for Consumer/Industrial Market Segmentation
TOPIC NO10 Market Targeting – Introduction, Procedure, Product Positioning - Introduction, Objectives
TOPIC NO11 Usefulness, Differentiating the Product, Product Positioning Strategy
TOPIC NO12 Consumer Behaviour - Introduction, Importance & Process

Unit-III

TOPIC NO13 Marketing - Mix Decisions, Product Decisions, New Product Development-Concept and Necessity for Development
TOPIC NO14 Failure of New Products, New Product Planning and Development Process
TOPIC NO15 Product-Mix, Branding and Packaging Decisions
TOPIC NO16 Product Life cycle - Stages and Strategies for Different Stages of PLC

Unit-IV

TOPIC NO17 Pricing Decisions, Pricing Objectives, Policies Methods of Setting Price, Pricing Strategies
TOPIC NO18 Channels of Distribution for Consumer/ Industrial Products, Factors Affecting Channel
TOPIC NO19 Distribution, Management of Channels: Current Trends in Wholesaling and Retailing, Retail
TOPIC NO20 Distribution System in India. Promotion: Promotion-mix, Advertising, Sales Promotion, Personal Selling
TOPIC NO21 Publicity and Public Relations. A Brief Account of Marketing of Services, Rural Marketing, E-Marketing
TOPIC NO22 Direct Marketing, International Marketing

Recommended Books

1. Kotler, P., Keller, K L., Koshy, A., and Jha, M., “Marketing Management”, Pearson Education.
2. Mullins, J., Walker, O., and Harper, B.J., “Marketing Management: A Strategic Decision-Making”, McGraw-Hill Publication, Irwin.
3. Baines: Marketing, Oxford University Press

Reference Books

1. Etzel, M.J., Walker, B.J., Stanton, W.J., and Pandit, A., “Marketing: Concepts and Cases”, Tata McGrawHill, New Delhi.
2. Kurtz, D. L., and Boone, L.E., “Principles of Marketing”, Thomson Learning.
3. Panda, Tapan, “Marketing Management”, Excel Publication, New Delhi.
4. Lamb, Hair, Mc Danniel. “Marketing Management”, Thomson Learning
5. Sherlakar, S.A. “Marketing Management”, Himalaya Publishing House, New Delhi.
6. Kotler, P. & Armstrong, Gary. “Principles of Marketing”, Pearson Education, New Delhi.
7. Ramaswamy & Namakumari. “Marketing Management”, Macmillan Publication, New Delhi.

Note:

1. Examiner will set eight questions in all, selecting two questions from each unit. Students will attempt five questions in all selecting at-least one question from each unit.

Subject: PRODUCTION MANAGEMENT:

Subject Code: BBA205B

L T P
4 - -
Time: 3 hours

External Marks: 75
Internal Marks: 25
Total Marks: 100

Course Objective:

This course aims at providing the students with an understanding of the principles and practical issues in the production Management.

Course Contents:

UNIT-I

TOPIC NO1 Production Management: Introduction, evolution, major long term and short term decisions
TOPIC NO2 objectives, importance and activities
TOPIC NO3 difference between products and services (from POM view point)
TOPIC NO4 Meaning and types of production systems: production to order and production to stock
TOPIC NO5 plant location; factors affecting locations and evaluating different locations
TOPIC NO6 Plant Layout: meaning, significance, types and material handling

UNIT-II

TOPIC NO7 Production planning and control: meaning, objectives, advantages and elements
TOPIC NO8 PPC and production systems, sequencing and assignment problems
TOPIC NO9 Inventory Control: Objective, advantages and techniques (EOQ model and ABC analysis)
TOPIC NO10 quality control: meaning and importance; inspection
TOPIC NO11 quality control charts for variables and attributes

UNIT-III

TOPIC NO12 Materials Management: objectives, characteristics, types and importance
TOPIC NO13 functions and organization. Materials information system
TOPIC NO14 standardization, simplification and variety reduction

UNIT-IV

TOPIC NO15 Stores Management: meaning, objectives
TOPIC NO16 importance and functions, stores layout
TOPIC NO17 Classification and codification; inventory control of spare parts
TOPIC NO18 traffic and transportation management

Recommended Books

1. Bedi, Production & Operations Management, 2/e, Oxford University Press.
2. Chary, Production & Operations Management, Tata McGraw Hill, New Delhi.
3. Buffa & Sarin, Modern Production/Operations Management, John Wiley Publication

Reference Books

1. Adam & Ebert, Production & Operation Management, Prentice Hall India, New Delhi.
2. Kachru, Upendra, "Production and Operations Management Text and Cases", Excel Books, New Delhi.
3. Krajewski & Ritzman, "Operations Management", Pearson Education.
4. Richard B Chase, F Robert Jacobs, Nicholas J Aquileno, Nitin K Agarwal, "Operations Management for Competitive Advantage", Tata McGrawHill, New Delhi.

Subject: DATABASE MANAGEMENT SYSTEMS:

Subject Code: BBA207B

L T P Credit
3 0 2 4
Time: 3 Hours

External Marks: 50
Internal Marks: 25
External Practical: 25

Course Objectives:

The objective of the course is to familiarize the students with the concept of database and its utility in organization of information.

Course contents:

Unit-I

TOPIC NO1 Introduction to data base management system – Data versus information, record, file
TOPIC NO2 data dictionary, database administrator, functions and responsibilities
TOPIC NO3 file-oriented system versus database system

Unit-II

TOPIC NO4 Database system architecture – Introduction, schemas, sub schemas and instances
TOPIC NO5 data base architecture, data independence, mapping
TOPIC NO6 introduction to data models, types of database systems

Unit-III

TOPIC NO7 Data base security – Threats and security issues, firewalls and database recovery
TOPIC NO8 techniques of data base security; distributed data base

Unit-IV

TOPIC NO9 Data warehousing and data mining – Emerging data base technologies
TOPIC NO10 internet, database, digital libraries
TOPIC NO11 multimedia data base, mobile data base, spatial data base

Recommended Books:

1. Kahate, A., Introduction to Database Management Systems, Pearson Education
2. Singh S. K., Database Systems , Pearson Education, New Delhi
3. Singh C.S., Data Base System, New Age Publications, New Delhi

Reference Books:

1. Navathe, Data Base System Concepts, TMH, New Delhi
2. Abraham, Korth , Data Base System concepts, McGraw Hill, New Delhi
3. Rob, Database System , Cengage Learning
4. Date C.J., An Introduction to Data Base System, Addison Wesley

Note: Examiner will set eight questions in all, selecting two questions from each unit. Students will attempt five questions in all selecting one question from each unit.

Subject: COST AND MANAGEMENT ACCOUNTING:
Subject Code: BBA209B

L T P
4 - -
Time: 3 hours

External Marks: 75
Internal Marks: 25
Total Marks: 100

Course Objective

The objective of this course is to develop an insight into the utilization of financial and cost accounting information for planning, controlling and decision making in the business. Besides this to have clear understanding of other important tools useful for financial, cost and price related decision making.

Course Contents:

Unit-I

TOPIC NO1 Introduction: - Objective, elements of cost, , importance of cost accounting
TOPIC NO2 Methods and types of costing, installation of costing system
TOPIC NO3 difference between cost accounting and financial accounting. Cost Sheet

Unit-II

TOPIC NO4 Material Control: - Meaning and objectives of material control, material purchase procedure,
TOPIC NO5 fixation of inventory levels – Reorder level, EOQ, Minimum level, Maximum level,
TOPIC NO6 Danger level and Methods of Valuing Material Issues: LIFO, HIFO,
TOPIC NO7 Average cost price(Simple & Weighted Average cost price) ;
TOPIC NO8 Labour Cost Accounting: Labour turnover, Idle Time and Overtime .

Unit-III

TOPIC NO9 Management Accounting: - Meaning, nature, scope, objective and functions
TOPIC NO10 Marginal costing: Meaning, advantages, disadvantages, Cost-volume profit analysis
TOPIC NO11 Break-even analysis, practical application of marginal costing techniques with decision making
TOPIC NO12 Make or Buy, Change in product Mix, Shut- down Decision

Unit-IV

TOPIC NO13 Nature and types of Financial Statements; techniques of financial statement analysis
TOPIC NO14 Ratio analysis: Liquidity or short –term solvency ratios
TOPIC NO15 Profitability ratio based on sales, Turnover ratio. Fund flow Statement

Recommended Books

1. Gupta. L.K. Cost Accounting, Sahitya Bhawan Publications
2. Arora M.N., A Text Book of Cost & Management Accounting, Vikas Pub., New Delhi.
3. Maheshwari, Mittal, Cost Accounting - Principles & Practice, Shree Mahavir Book Depot, NewDelhi.

Reference Books

1. Arora M.N., A Text Book of Cost & Management Accounting, Vikas Pub., New Delhi.
2. Maheshwari, Mittal, Cost Accounting - Principles & Practice, Shree Mahavir Book Depot, NewDelhi.
3. Gupta. L.K. Cost Accounting, Sahitya Bhawan Publications
4. Shah, Management Accounting, Oxford University Press
5. Hanif M., Cost and Management Accounting, TMH, New Delhi.
6. Jawaharlal & Srivastava, Cost Accounting, TMH, New Delhi.
7. Nigam & Jain , Cost Accounting, PHI Publications.

Note:

1. Latest editions of the suggested readings are to be referred.
2. The list of cases and other specific reference material including recent articles will be given by the instructor at the time of launching the course.

Subject: CORPORATE ACCOUNTING
Subject Code BBA 211-B

External Marks: 75
Internal Marks: 25
Total Marks: 100

L T P
4 - -
Time: 3 hours

Course Objective: To help the students to acquire the conceptual knowledge of the corporate accounting and to understand the various techniques of preparing the accounting and financial statements.

Course Contents:

Unit I:

TOPIC NO 1 Accounting for Share Capital & Debentures- Issue,
TOPIC NO 2 forfeiture and reissue of forfeited shares, concept & process of book building,
TOPIC NO 3 Issue of rights and bonus shares,
TOPIC NO 4 Buy back of shares, Redemption of preference shares,
TOPIC NO 5 Issue and Redemption of Debentures.

Unit II:

TOPIC NO 6 Final Accounts of Companies-
TOPIC NO 7 Preparation of profit and loss account and balance sheet adjustments and
TOPIC NO 8 Provisions as per Companies' Act,
TOPIC NO 9 Valuation of Goodwill- valuation methods with simple problems.

Unit III:

TOPIC NO 10 Amalgamation of Companies-
TOPIC NO 11 Concepts and accounting treatment as per Accounting Standard:
TOPIC NO 12 14 (ICAI) (excluding inter-company holdings).
TOPIC NO 13 Internal reconstruction: concepts and accounting treatment excluding scheme of reconstruction,
TOPIC NO 14 Valuation of Shares- valuation methods with simple problems.

Unit IV:

TOPIC NO 15 Final Accounts of Banking and Insurance Companies-
TOPIC NO 16 Various provisions and Preparation of final accounts.

Recommended Books: 1.Rajasekaran, Corporate Accounting, Pearson Education. 2. Monga, J.R., Fundamentals of Corporate Accounting, Mayur Paper Backs, New Delhi. 3. Maheshwari, S.N. and Maheshwari, S. K. Corporate Accounting, Vikas Publishing House, New Delhi. 4. Shukla, M.C., Grewal, T.S. and Gupta, S.C. Advanced Accounts. Vol.-II. S. Chand &Co., New Delhi.

Reference Books: 1.Ahmed, Naseem. Corporate Accounting, Ane Books Pvt. Ltd. New Delhi. 2. Gupta, Nirmal. Corporate Accounting. Sahitya Bhawan, Agra. 3. Jain, S.P. and Narang, K.L. Corporate Accounting. Kalyani Publishers, New Delhi. 4. Compendium of Statements and Standards of Accounting. The Institute of Chartered Accountants of India, New Delhi.

Note: Examiner will set eight questions in all, selecting two questions from each unit. Students will attempt five questions in all selecting one question from each unit

Subject: ENVIRONMENTAL STUDIES:

Subject Code BBA213B

L T P

4 - -

Time: 3 hours

External Marks: 75

Internal Marks: 25

Total Marks: 100

Course Objective

The objective of this course is to sensitize towards the overall business environment within which organization has to function and to provide insight to students of its implication for decision making in business organizations.

Course Contents:

Unit-I

- TOPIC NO1 Environmental studies – Nature, scope and importance
- TOPIC NO2 natural resources – renewable and non- renewable resources
- TOPIC NO3 use and over-exploitation/over-utilization of various resources and consequences
- TOPIC NO4 role of an individual in conservation of natural resources
- TOPIC NO5 equitable use of resources for sustainable lifestyles

Unit-II

- TOPIC NO6 Ecosystems – concept, structure and function of an ecosystem; energy flow in the ecosystem
- TOPIC NO7 ecological succession; food chains, food webs and ecological pyramids
- TOPIC NO8 various types of ecosystem – forest ecosystem, grassland ecosystem, desert ecosystem
- TOPIC NO9 aquatic ecosystems, Environmental Pollution – Definition, cause
- TOPIC NO10 effects and control measures of different types of pollutions
- TOPIC NO11 role of an individual in prevention of pollution

Unit-III

- TOPIC NO12 Social issues and the environment – Sustainable development, urban problems related to energy
- TOPIC NO13 water conservation, rain water harvesting
- TOPIC NO14 watershed management; resettlement and rehabilitation of people, its problems and concerns
- TOPIC NO15 climate change, global warming, acid rain, ozone layer depletion
- TOPIC NO16 Wasteland reclamation, consumerism and waste products

Unit-IV

- TOPIC NO17 Environmental legislation – Environment Protection Act. Air (prevention and control of
- TOPIC NO18 (pollution) Act. Water (prevention and control of pollution) Act, Wildlife Protection Act, Forest Conservation Act
- TOPIC NO19 Issues involved in enforcement of environmental legislation, Public awareness

Recommended Books:

1. Basak P.C., Environmental Studies, Pearson India Education Services Pvt. Ltd., Noida
2. Nath Manju, Environmental Studies, Pearson India Education Services Pvt. Ltd., Noida
3. Rajagopalan R, Environmental Studies, Oxford University Press, New Delhi.

Reference Books:

- 1 Ubaroi N.K., Environment Management, Excel Books, New Delhi.
- 2 Kaushik Anubha, C.P. Kaushik, Perspective in Environmental Studies, New Age Publishers.
- 3 Joseph Benny, Environmental Studies, TMH, New Delhi

Note:

1. Latest editions of the suggested readings are to be referred.
2. The list of cases and other specific reference material including recent articles will be given by the instructor at the time of launching the course.