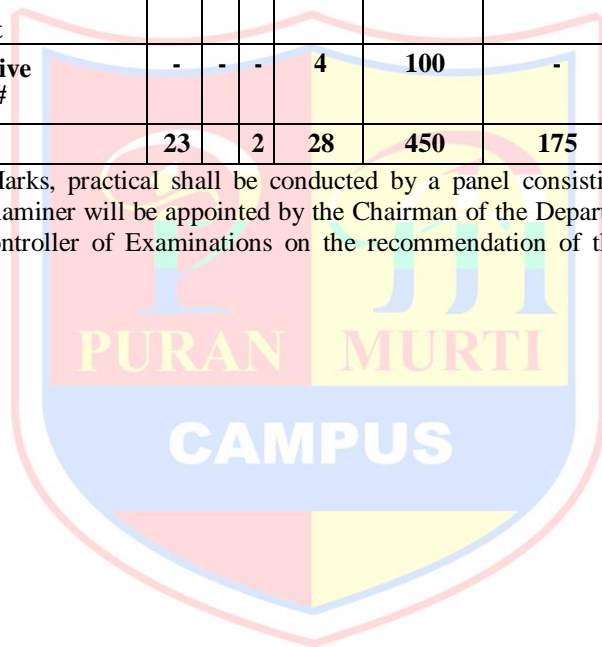


BBA 3rd YEAR (SEMESTER – VI)
Choice Based Credit System (Scheme of Studies & Examination w.e.f. 2019-20)

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	BBA302B	Industrial Relation	4	-	-	4	75	25	-	100	3
DSC	BBA304B	Fundamentals of Insurance	4	-	-	4	75	25	-	100	3
DSC	BBA306B	System Analysis & Design	4	-	-	4	75	25	-	100	3
DSC	BBA308B	E-Commerce*	3	-	2	4	50	25	25	100	3
DSE	BBA310B	International Business	4	-	-	4	75	25	-	100	3
	OR										
	BBA312B	International Logistics Management									
SEEC	BBA314B	Personality and Soft Skills Development	4	-	-	4	-	50	50	100	3
AECC	BBA316B	Comprehensive Viva Voce I [#]	-	-	-	4	100	-	-	100	-
Total			23	2	2	28	450	175	75	700	

* 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: INDUSTRIAL RELATIONS:**Subject Code BBA302B****L T P**
4 - -
Time: 3 hours**External Marks: 75**
Internal Marks: 25
Total Marks: 100**Course Objective:**

The aim of the course is to help the students to understand the laws governing Human Resource Management and how to handle industrial relations.

Course Contents:**Unit I**

TOPIC NO1 Industrial Relations: Meaning, Definitions, Characteristics, Objectives, Factors Affecting IR
TOPIC NO2 Different Approaches to Industrial Relations: Psychological, Sociological
TOPIC NO3 Human Relations, Giri, Gandhian, Unitary and Pluralist Approach. Industrial Disputes
TOPIC NO4 Forms of industrial disputes, Causes of Industrial disputes
TOPIC NO5 prevention and settlement of disputes

Unit II

TOPIC NO6 Trade Unions- Introduction, meaning, definitions, role, nature objectives and functions of trade unions
TOPIC NO7 reasons for joining trade unions, problems of trade union
TOPIC NO8 Types of trade union (craft, industrial and general union); Political affiliations of trade union
TOPIC NO9 Recognition of Trade union, Rights and privileges of registered union
TOPIC NO10 Recommendations of the second national commission on labour

Unit III

TOPIC NO11 Interactions & Outcomes in Industrial Relations: Worker participation in management:
TOPIC NO12 objectives, needs, types and forms of participation, Level of participation. Collective Bargaining:
TOPIC NO13 Concept, Features, objectives, Types of Bargaining, Bargaining Process,
TOPIC NO14 essential Conditions for effective collective bargaining, hindrances in collective bargaining.
TOPIC NO15 Industrial discipline and grievance handling (procedure of grievance handling)

Unit-IV

TOPIC NO16 Legal framework of Industrial relation: Industrial Health and Safety
TOPIC NO17 Need for industrial health and safety, Accidents, Occupational hazards and diseases
TOPIC NO18 Trends in Occupational diseases and accidents, Statutory and Non- Statutory Safety measures
TOPIC NO19 Administration of industrial safety and health

Recommended Books

1. Rao V S P, "Human Resource Management- Text and Cases", Excel Books.
2. Ghosh & Nandan. "Industrial relations and labour laws", McGraw Hill Education
3. Mamoria & Mamoria. "Dynamic of Industrial Relations in India", Himalaya Publishing House, New Delhi.
4. Venkatratnam: Industrial Relations, Oxford University Press

Reference Books

1. Sinha, P.R.N., Sinha, InduBala and Seema Priyadarshini Shekar, "Industrial Relations, Trade Unions and Labour Legislation", Pearson Education, New Delhi.
2. Ramaswamy E.A. "The Strategic Management of Industrial Relations", Oxford University Press.
3. Monappa, Arun, Industrial Relations. Tata McGraw Hill
4. Srivastava, S.C, industrial Relations and Labour Laws, Vikas Publication House.

Note:*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: FUNDAMENTALS OF INSURANCE:

Subject Code: BBA304B

L T P
4 - -
Time: 3 hours

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

Course Objective:

This course aims at providing students with a comprehensive understanding of the theoretical and applied aspects of Insurance.

Course Contents:

Unit I

- TOPIC NO1 Insurance- Meaning, scope and principles of insurance
- TOPIC NO2 types of insurance- Life Insurance, Health Insurance, and Automobile Insurance
- TOPIC NO3 Industrial Insurance, Marine Insurance, Crop Insurance. Re-insurance
- TOPIC NO4 Underwriting in insurance, factors affecting the growth of insurance sector in India
- TOPIC NO5 Role of IRDA as a regulator on insurance sector in India

Unit-II

- TOPIC NO6 Life Insurance- need, factors affecting the need of life insurance
- TOPIC NO7 Unit-linked insurance plan and traditional plans in life insurance
- TOPIC NO8 criteria for the selection of life insurance policy

Unit-III

- TOPIC NO9 Health Insurance- need and types, criteria for the selection health insurance policy
- TOPIC NO10 Third Party Administration (TPA): Origin of TPA
- TOPIC NO11 role of TPA as mediator, functions of Third Party Administration

Unit-IV

- TOPIC NO12 Pricing and Distribution Channels of Insurance
- TOPIC NO13 Plans- factors affecting the pricing of various types of insurances
- TOPIC NO14 Online and offline mode of distribution insurance, insurance brokers and agents, banking outlets

Recommended Books

1. Rejda, Principles of Risk Management and Insurance, Pearson Education.
2. Black, Life and Health Insurance, Pearson education, New Delhi.
3. Gupta, PK., Fundamentals of Insurance, HPH.
4. Mishra, M. N., Principles and Practices of Insurance, S. Chand and Sons

Reference Books

1. Crane, F., Insurance Principles and Practices, John Wiley and Sons, New York.
2. Vaughan, E. J. and T. Vaughan, Fundamentals of Risk and Insurance, Wiley & Sons
3. Hansell, D.S., Elements of Insurance, Macdonald & Evans Ltd.

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: SYSTEM ANALYSIS AND DESIGN**Subject Code: BBA306B****L T P**
4 - -
Time: 3 hours**External Marks: 75**
Internal Marks: 25
Total Marks: 100**Course objectives:**

The objective of this paper is to familiarize the participants with the concept and process of system analysis and design for new system development.

Course Contents:**Unit-I**

TOPIC NO1 Introduction to analysis and design: - SDLC, Case tools for analyst
TOPIC NO2 role of system analyst, ER data models, feasibility study – economic, technical, operational

Unit-II

TOPIC NO3 Design of Application: DFDs, form design, screen design, report design
TOPIC NO4 structure chart, data basedefinition, equipment specification and selection
TOPIC NO5 personnel estimates, I-O design.

Unit-III

TOPIC NO6 Implementation: data dictionary, decision tables, decision trees
TOPIC NO7 Education and Training-System Testing-Change over, Maintenance and Review

Unit-IV

TOPIC NO8 Introduction to distributed data processing and real time system
TOPIC NO9 evaluating distributing system, designing distributed data base
TOPIC NO10 event based real time analysis tools

Recommended Books:

1. Elias, M., System Analysis and Design, Prentice Hall of India
2. Rajaraman, V. Analysis and Design of Information Systems, New Delhi, PHI.
3. James A., Analysis and Design of Information System, McGraw Hill
4. Len, Fertuck, System Analysis and Design, McGraw Hill
5. Powers, Cray, System Analysis and Design, McGraw Hill

Reference Books:

1. I.I. Hawryzkiewicz, Introduction to Systems Analysis & Design, PHI, New Delhi.
2. Edward Y, Design of On-Line Computer System, Englewood Cliffs, N. J. Prentice Hall.
3. Coad, Peter and Edward, Yourdon. Object Oriented Analysis. Englewood Cliff, New Jersey, Yourdon Press.
4. Hawryzkiewicz, I.T. Introduction to Systems Analysis and Design. New Delhi, PHI.
5. Macro, T.D. Structured Analysis and System Specification, New Delhi, Yourdon Press.

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: E-COMMERCE:

Subject Code: BBA308B

L T P
3 - 2

External Marks: 50

Internal Marks: 25

Practical: 25

Total Marks: 100

Time: 3 hours

Course objective:

To familiarize participants with the growing role of electronic commerce and its application in business

Course Contents:

Unit-I

TOPIC NO1 Introduction to E-Commerce: Basic concepts and framework, e-commerce and e-business
TOPIC NO2 unique features of e-commerce, Types of e-commerce
TOPIC NO3 Inter Organization (B2B) E-Commerce, Intra-Organizational Ecommerce
TOPIC NO4 Business to Consumer (B2C) E-Commerce, Forces effecting E-Commerce

Unit-II

TOPIC NO5 E-Commerce Infrastructure: Evolution of the Internet and key concepts
TOPIC NO6 commercialization of Internet service
TOPIC NO7 Network infrastructure for e-commerce comprising of hardware and software requirements
TOPIC NO8 e-commerce enabling features of the Internet and WWW
TOPIC NO9 Process involved and major considerations in the development of e-commerce website
TOPIC NO10 Factors in optimizing websites for performance

Unit-III

TOPIC NO11 Online Payments systems; Security Threats and countermeasures in e-commerce environment
TOPIC NO12 Cyber Fraud and solutions, Digital Signatures
TOPIC NO13 Digital Certificates, Concept of Encryption and Cryptography, Public and Secret key encryption
TOPIC NO14 IT Act to legalise E-commerce, Taxation in relation to E-Commerce
TOPIC NO15 Consumer Protection in Cyberspace

Unit-IV

TOPIC NO16 E-Commerce Applications: EDI:Nature, Benefits of EDI, Demerits of EDI
TOPIC NO17 Online Retailing; Online Content and Publishing
TOPIC NO18 e-procurement and Supply Chain Management
TOPIC NO19 Online auctions, e-commerce portals and Social networks

Recommended Books:

1. Laudon, Kenneth C. and Traver, Carol G., E-commerce: Business, Technology, Society 4/e, Pearson Education.

Reference Books

1. Deitel H., Dietel P. and Steinbuhler K., e-Business and e-Commerce for Managers, Pearson Education
2. Chaffey, Dave, E-Business and E-Commerce Management, 3/e, Pearson Education
3. Rayport, J. F. and Jaworski, B. J., Introduction to e-commerce, Tata McGraw Hill

Note:*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: INTERNATIONAL BUSINESS:

Subject Code: BBA310B

L T P

4 - -

Time: 3 hours

External Marks: 75

Internal Marks: 25

Total Marks: 100

Course objectives:

The objective is to impart knowledge and skill of analysis of operational processes of business between two or more nations.

Course Contents:

Unit-I

TOPIC NO1 International Business – Introduction, Significance, Nature and Scope of International Business

TOPIC NO2 Reasons to go for International Business, Modes of Global business

TOPIC NO3 Global Business Environment- Social, Cultural, Economic, Political and Ecological factors

Unit-II

TOPIC NO4 Theories of International Trade- Classical country based theories: Mercantilism

TOPIC NO5 Absolute advantage theory, Comparative cost advantage theory, Factor endowment theory

TOPIC NO6 Modern firm based trade theories: Country similarity theory, Product life cycle theory

TOPIC NO7 Global strategic rivalry theory & Porter's national competitive advantage theory

TOPIC NO8 International Trading Environment: Free Trade Vs Protection, Tariff and Non-tariff Barriers

TOPIC NO9 Commodity agreements, Regional economic integration, Cartels

Unit-III

TOPIC NO10 Balance of Payment: Concept, Components of BOP

TOPIC NO11 Disequilibrium in P - Causes for disequilibrium

TOPIC NO12 Methods to correct the disequilibrium in Balance of Payment. Foreign Exchange Market

TOPIC NO13 Nature of transactions in foreign exchange market and types of players.

TOPIC NO14 Foreign direct investment: Types, reasons of increased FDI inflow in developing economies

TOPIC NO15 impact of FDI in home and host country.

Unit-IV

TOPIC NO16 International financial institutions and liquidity - IMF, IBRD, IFC. World Trade Organization

TOPIC NO17 Objectives, Organization Structure and Functioning

TOPIC NO18 WTO and India. International human resource management

TOPIC NO19 International marketing management; Future of international business.

Recommended Books

1. Kumar Raj, Goel Nidhi, International Business-Text and Cases, UDH Publishers and Distributors Pvt. Ltd, NewDelhi
2. Cherunilam Francis, International Business Environment, Himalaya Publishing House, New Delhi.
3. Aswathappa A., International Business, TMH, New Delhi.
4. Mahapatra S.N, Global Marketing Management, Galgotia Publishing Company, New Delhi.
- 5.

Reference Books

1. Michael R. Czinkota, Iikka A. Ronkainen & Michael H. Moffett., International Business, Cengage.
2. Charles W. L. Hill, Irwin, International Business, TMH, New Delhi
3. Roger Benett, International Business, Pearson, New Delhi.
4. Shiva Ramu S., Globalisation and Indian Liberalisation, South Asia Publication, New Delhi.
5. Sundaram & Black, International Business Environment, The Text and Cases, PHI, New Delhi.
6. Gupta Sonia, International Business, Mc Graw Hill Education.

Note:*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: PERSONALITY AND SOFT SKILLS DEVELOPMENT:

Subject Code: BBA 314B

L T P

4 - -

Time: 3 hours

Internal Marks: 50

Practical Marks: 50

Total Marks: 100

Course Objective:

To provide students knowledge and skills required for making them an effective manager with adequate soft Skillsrequired for any organization.

Course Contents:

Unit-I

TOPIC NO1 Personality Development, soft skills
TOPIC NO2 identifying, improving and practicing soft skills
TOPIC NO3 Self – discovery: SWOT Analysis
TOPIC NO4 Self Confidence, Self Esteem

Unit-II

TOPIC NO5 Goal setting, life and career planning
TOPIC NO6 positive Attitude, Self-motivation
TOPIC NO7 Creativity and problem solving

Unit-III

TOPIC NO8 Team building, Presentation skills
TOPIC NO9 Interview skills, Group Discussion, Negotiation skills

Unit-IV

TOPIC NO10 Time management, Stress management
TOPIC NO11 Business etiquettes, Body language

Recommended Books:

Barun Mitra, Personality Development and Soft Skills, Oxford University Press, New Delhi.

1. K. Alex, Soft Skills, S.Chand & Company Pvt. Ltd., New Delhi.
2. Prashant Sharma, Soft Skills: Personality Development for Life Success, BPB Publications, New Delhi.

Reference Books:

1. Gajendra Singh Chauhan, Sangeeta Sharma, Soft Skills: An Integrated Approach to Maximise Personality, Wiley.
2. Peggy Klaus, The Hard Truth About Soft Skills: Workplace Lessons Smart People Wish They'd Learned Sooner, HarperBusiness.
3. T. Kalyana Chakravarthi, T. Latha Chakravarthi, Soft Skills for Managers, Dreamtech Press.
4. Meenakshi Raman, Shalini Upadhyay, Soft Skills: Key to Success in Workplace and Life, Cengage India Private Limited.
5. Elizabeth Hurlock. Personality Development. Mc Graw Hill New Delhi.

Note:*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: COMPREHENSIVE VIVA-VOCE:

Subject Code: BBA316B

External Marks: 100

Objective:

The objective of the course is to assess the capacity of the student to articulate and comprehend what is being learned by him during full duration of the programme i.e., in all the sixth semesters of the course.

The Comprehensive Viva Voce shall carry 100 marks in total. The Comprehensive viva-voce shall be taken by an external expert appointed by the University on the recommendation of Chairman, PGBOS. Comprehensive viva-voce will include project Report vice-voce as well.

As part of the requirements to be fulfilled for the award of the degree of Masters in Business Administration (MBA)- 5 Year Dual Degree Programme from DeenbandhuChhotu Ram University of Science & Technology, Murthal students are expected to undergo a 6-8 weeks summer internship after their second semester and during their summer break (June-July). The candidates are expected to present a report on the same in their third semester. This document contains details of expected practices and guidelines with respect to the summer internship and subsequent report. Clearly general guidelines such as these may not cover all circumstances. Particular emphasis and minor adjustments may be necessary in individual cases. Such adjustments are to be brought to the notice of the faculty and only on their approval it should be incorporated in the report. It is thus imperative that students consult their faculty members for specific advice and guidance on matters pertaining to the design and content of internship and of course, the reporting of it.

