

# SHRI GURU RAM RAI UNIVERSITY

(Estd. by Govt. of Uttarakhand, vide Shri Guru Ram Rai University Act no. 03 of 2017)



**Syllabus for Bachelor of Business Administration (BBA)**

**Effective from Academic Session**

**2017-2018**

## Bachelor of Business Administration (BBA) Year-I, II & III

(The syllabus has been divided into semesters therefore the entire course has six semesters)

Semester	Course offered	Course name	Credit	Hours per week	Course type
First	BSAC-101	Business Accounting	5	5	Discipline Specific Core Course
First	PAPM-102	Principles and Practices of Management	5	5	Discipline Specific Core Course
First	BSST- 103	Business Statistics	5	5	Discipline Specific Core Course
First	ENDL-104	Entrepreneurship Development	5	5	(General Elective/Inter disciplinary Course)
First	ENSC 105	Environmental Studies	4	4	(Ability Enhancement) Compulsory Course
<b>Total Credits in this Semester</b>			24	24	
semester	Course offered	Course name	Credit	Hours per week	Course type
Second	HRMT-201	Human Resource Management	5	5	Discipline Specific Core Course
Second	MAEC– 202	Managerial Economics	5	5	Discipline Specific Core Course
Second	BSEV-203	Business Environment	5	5	Discipline Specific Core Course
Second	PRMT 204	Production Management	5	5	(General Elective/Inter disciplinary Course)
Second	BUCO-205	Business Communication	2	2	(Ability Enhancement) Compulsory Course

<b>Total Credits in this Semester</b>			22	22	
<b>semester</b>	<b>Course offered</b>	<b>Course name</b>	<b>Credit</b>	<b>Hours per week</b>	<b>Course type</b>
Third	ACMT-301	Accounting for Management <b>(Core)</b>	5	5	Discipline Specific Core Course
Third	ORBE-302	Organizational Behaviour <b>(Core)</b>	5	5	Discipline Specific Core Course
Third	IDAB-303	India's Diversity & Business <b>(General Elective)</b>	5	5	(General Elective/Inter disciplinary Course)
Third	IFST-304	Indian Financial System <b>(General Elective)</b>	5	5	(General Elective/Inter disciplinary Course)
Third	DBLG-305	Darbar Sahib- A Legacy skill Enhancement	2	2	(Skill Enhancement)
<b>Total Credits in this Semester</b>			22	22	
<b>semester</b>	<b>Course offered</b>	<b>Course name</b>	<b>Credit</b>	<b>Hours per week</b>	<b>Course type</b>
Fourth	RSMY-401	Research Methodology <b>(Core)</b>	5	5	Discipline Specific Core Course
Fourth	MAMA-402	Marketing Management <b>(Core)</b>	5	5	Discipline Specific Core Course
Fourth	FDIS-403	Fundamentals of Insurance <b>(General Elective)</b>	5	5	(General Elective/Inter disciplinary Course)
Fourth	BECR-404	Business Ethics and corporate social Responsibility <b>(General Elective)</b>	5	5	(General Elective/Inter disciplinary Course)
Fourth	MIST-405	IT Tools <b>(Skill Enhancement)</b>	2	2	(Skill Enhancement)

<b>Total Credits in this Semester</b>			22	22	
<b>semester</b>	<b>Course offered</b>	<b>Course name</b>	<b>Credit</b>	<b>Hours per week</b>	<b>Course type</b>
Fifth	PRMT-501	Project Management	6	6	Discipline Specific Core Course
Fifth	INBU-502	International Business	6	6	Discipline Specific Core Course
Fifth	SUTR-503	Summer Training Project	4	-	
Fifth	504-507	Elective I	6	6	Discipline Specific Elective Courses (DSE)
		Elective II	-	-	Discipline Specific Elective Courses (DSE)
<b>Total Credits in this Semester</b>			22	18	
<b>semester</b>	<b>Course offered</b>	<b>Course name</b>	<b>Credit</b>	<b>Hours per week</b>	<b>Course type</b>
Sixth	SRMT-601	Strategic Management	6	6	Discipline Specific Core Course
Sixth	LABS-602	Legal Aspects of Business	6	6	Discipline Specific Core Course
Sixth	RESE-603	Research paper one and viva	4	-	
Sixth	604-607	Elective I	6	6	Discipline Specific Elective Courses (DSE)
		Elective II	-	-	Discipline Specific Elective

				Courses (DSE)
<b>Total Credits in this Semester</b>			22	18

**COURSE STRUCTURE AND EXAMINATION SCHEME FOR BBA -3 YEARS**

**SEMESTER- I**

S.No.	Subject	Paper Code
1	Business Accounting ( <b>core</b> )	BSAC-101
2	Principles and Practices of Management ( <b>core</b> )	PAPM-102
3	Business Statistics ( <b>core</b> )	BSST- 103
4	Entrepreneurship Development ( <b>General Elective</b> )	ENDL-104
5	Environmental Studies ( <b>Ability Enhancement</b> )	ENST- 105

**EXAMINATION – SCHEME**

S.No	Course Code	Subject	Credit	Evaluation – Scheme							
				Period			Sessional			Examination	
				L	T	P	TA	CT	TOTAL	ESE	Total
1.	BSAC-101	Business Accounting	5	4	1	-	10	20	30	70	100
2.	PAPM-102	Principles and Practices of Management	5	4	1	-	10	20	30	70	100
3.	BSST- 103	Business Statistics	5	4	1	-	10	20	30	70	100
4.	ENDL-104	Entrepreneurship Development	5	4	1	-	10	20	30	70	100

5	ENST 105	Environmental Studies	4	4	-	-	10	20	30	70	100
<b>Total</b>			<b>24</b>	<b>20</b>	<b>4</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>150</b>	<b>350</b>	<b>500</b>

**SEMESTER: II**

S.No.	Subject	Paper Code
1	Human Resource Management ( <b>Core</b> )	HRMT-201
2	Managerial Economics ( <b>Core</b> )	MAEC- 202
3	Business Environment ( <b>Core</b> )	BSEV-203
4	Production Management ( <b>General Elective</b> )	PRMT 204
5	Business Communication ( <b>Ability Enhancement</b> )	BUCO-205

**EXAMINATION – SCHEME**

S.No	Course Code	Subject	Credit	Evaluation – Scheme							
				Period			Sessional			Examination	
				L	T	P	TA	CT	TO T	ESE	Total
<b>Theory</b>											
1.	HRMT-201	Human Resource Management	5	4	1	-	10	20	30	70	100
2.	MAEC- 202	Business Accounting	5	4	1	-	10	20	30	70	100
3.	BSEV-203	Business Environment	5	4	1	-	10	20	30	70	100
4.	PRMT 204	Production Management	5	4	1	-	10	20	30	70	100
5	BUCO-205	Business Communication	2	2	-	-	10	20	30	70	100
<b>Total</b>			<b>22</b>	<b>18</b>	<b>4</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>150</b>	<b>350</b>	<b>500</b>

**SEMESTER III**

S.No.	Subject	Paper Code
1	Accounting for Management ( <b>Core</b> )	ACMT-301
2	Organizational Behaviour ( <b>Core</b> )	ORBE-302
3	India's Diversity & Business ( <b>General Elective</b> )	IDAB-303
4	Indian Financial System ( <b>General Elective</b> )	IFST-304
5	Darbar Sahib- A Legacy skill Enhancement	DBLG-305

**EXAMINATION – SCHEME**

S.No	Course Code	Subject	Credit	Evaluation – Scheme							
				Period			Sessional			Examination	
				L	T	P	TA	CT	TOT	ESE	Total
1.	ACMT-301	Accounting for Management ( <b>Core</b> )	5	4	1	-	10	20	30	70	100
2.	ORBE-302	Organizational Behaviour ( <b>Core</b> )	5	4	1	-	10	20	30	70	100
3.	IDAB-303	India's Diversity & Business ( <b>General Elective</b> )	5	4	1	-	10	20	30	70	100
4.	IFST-304	Indian Financial System ( <b>General Elective</b> )	5	4	1	-	10	20	30	70	100
5	DBLG-305	Darbar Sahib- A Legacy skill Enhancement	2	2	-	-	10	20	30	70	100
<b>Total</b>		<b>22</b>	<b>18</b>	<b>4</b>	<b>-</b>	<b>50</b>	<b>100</b>	<b>150</b>	<b>350</b>	<b>500</b>	

## SEMESTER IV

S.No.	Subject	Paper Code
1	Research Methodology (Core)	RSMY-401
2	International Business (Core)	ILBS-402
3	Fundamentals of Insurance (General Elective)	FDIS-403
4	Ethics of corporate social Responsibility (General Elective)	BECR-404
5	IT Tools (Skill Enhancement)	MIST-405

EXAMINATION – SCHEME

S.No	Course Code	Subject	Credit	Evaluation – Scheme							
				Period			Sessional			Examination	
				L	T	P	TA	CT	TOT	ESE	Sub. Total
1.	RSMY-401	Research Methodology (Core)	5	4	1	-	10	20	30	70	100
2.	ILBS-402	International Business (Core)	5	4	1	-	10	20	30	70	100
3.	FDIS-403	Fundamentals of Insurance (General Elective)	5	4	1	-	10	20	30	70	100
4.	BECR-404	Ethics of corporate social Responsibility (General Elective)	5	4	1	-	10	20	30	70	100
5	MIST-405	IT Tools (Skill Enhancement)	2	2	-	-	10	20	30	70	100
<b>Total</b>			<b>22</b>	<b>18</b>	<b>4</b>	<b>-</b>	<b>50</b>	<b>100</b>	<b>50</b>	<b>100</b>	<b>500</b>
*All the students have to undergo summer internship for a period ranging from 45-60 days after completion of 4 <sup>th</sup> semester examination.											



## SEMESTER V

S.No.	Subject	Paper Code
1	Project Management (Core)	PRMT-501
2	International Business (Core)	INBU-502
3	Summer Training Project and its Presentation	SUTR-503
<b>Students are required to choose one group and select two papers from this group as specified here under Discipline Specific Elective (DSE). The groups comprise of Finance(F), Marketing(M), Human Resource(HR),Global Business Management(GB)</b>		
<b>(Discipline Specific Elective Course) FINANCE</b>		
3	Financial Institutions and Markets	FIAM- 504 F1
4	Working capital Management	WCMT- 504F-2
5	Security Analysis and Portfolio Management	SAPM-504 F-3
<b>(Discipline Specific Elective Course) Human Resource</b>		
6	Training and Development	TRDT-505 H-1
7	Industrial Relations	INRL-505 H2
8	Organizational Change and Intervention Strategies	OCIS- 505 H3
<b>(Discipline Specific Elective Course) Marketing</b>		
9	Consumer Behaviour	COBR-506-M-1
10	Customer Relationship Management	CRMT-506 M-2
11	Retail Management	RLMT-506 M-3
<b>(Discipline Specific Elective Course) International Business</b>		
12	Supply Chain Management	SUCM-507 IB- 1
13	International Logistics and Management	ILMT-507 IB- 2
14	Import Export Documentation	EXIM-507-IB-3

## EXAMINATION-SCHEME

S.No	Course Code	Subject	Credit	Evaluation – Scheme							
				Period			Sessional			Examination	
				L	T	P	TA	CT	TOT	ESE	Total
<b>Theory</b>											
1.	PRMT-501	Project Management (Core)	6	5	1	-	10	20	30	70	100
2.	INBU-502	Indian Business and Economy (Core)	6	5	1	-	10	20	30	70	100
3.	SUTR-503	Summer Training Project and its Presentation	4	-	-	4	(50+50)	-	100	-	100
4.		Elective I	6	6	-	-	10	20	30	70	100
<b>Total</b>			<b>22</b>	<b>16</b>	<b>2</b>	<b>4</b>	<b>-</b>	<b>-</b>	<b>190</b>	<b>210</b>	<b>400</b>

## SEMESTER VI

S.No.	Subject	Paper Code
1	Strategic Management (Core)	SRMT-601
2	Legal Aspects of Business (Core)	LABS-602
3	Research paper one (Core)	RESE-603
<b>Students are required to choose one group and select two papers from this group as specified here under Discipline Specific Elective (DSE). The groups comprise of Finance(F), Marketing(M), Human Resource(HR),Global Business Management(GB)</b>		
<b>(Discipline Specific Elective Course) FINANCE</b>		
3	Financial Services	FISR- 604(F1)
4	International Finance	ILFN 604 F2
5	Strategic Corporate Finance	SCOF- 604 F3
<b>(Discipline Specific Elective Course) Human Resource</b>		
6	Performance and Compensation Management	PCMT-605 H1
7	Social Security and Labour Laws	SSLW-605-H2
8	International Human Resource Management	IHRM- 605 - H3

<b>(Discipline Specific Elective Course) Marketing</b>		
9	Brand Management	BRMT-606 M-1
10	Advertising Management	ADMT-606 M-2
11	Sales and Distribution	SADT- 606 M3
<b>(Discipline Specific Elective Course) International Business</b>		
12	Cross Culture Management	CCMT-607 IB-1
13	International Mergers and Acquisition	ILMA-607 IB-2
14	Global Business Environment	GLBE-607 IB-3

**EXAMINATION-SCHEME**

S.No	Course Code	Subject	Credit	Evaluation – Scheme							
				Period			Sessional			Examination	
				L	T	P	TA	C T	TOT	ESE	Total
<b>Theory</b>											
1.	SRMT-601	Strategic Management (Core)	6	5	1	-	10	20	30	70	100
2.	LABS-602	Legal Aspects of Business (Core)	6	5	1	-	10	20	30	70	100
3.	RESE-603	Research paper one (Core)	4	-	-	4	(50+ 50)	-	100	-	100
4.		Elective I	6	6	-	-	10	20	30	70	100
5.		<b>Total</b>	<b>22</b>	<b>16</b>	<b>2</b>	<b>4</b>	<b>-</b>	<b>-</b>	<b>190</b>	<b>210</b>	<b>400</b>

**BBA  
BUSINESS ACCOUNTING  
BSAC-101**

**48 Lectures**

**Objective-** To familiarize the students with basic accounting and its nature

**UNIT-I**

**12 Lectures**

Introduction to Accounting: Meaning, Nature, Objective, Scope, Users, importance, and limitations of Accounting, GAAP, Accounting Principles, Double Entry System, Journals, Ledger, Purchase Book, Sales Book, Cash Book, Three column Cash Book, Trial Balance, Posting of Entries in Accounts Books. Post adjusted Trial Balance.

**UNIT-II**

**11 Lectures**

**Preparation of Financial Statements:** Preparing Manufacturing Account, Trading Account, Profit and Loss Account and Balance Sheet for a sole proprietor. Final account with adjustment. Preparation of Fund Flow statement and Cash Flow statement as per AS-3 (revised).

**UNIT-III**

**09 Lectures**

**Capital and Revenue:** Classification of Income: Classification of expenditure: Classification of receipts., Accounting for Depreciation Significance and methods, Straight line, Diminishing balance. Rectification of Errors, Bank Reconciliation Statement.

**UNIT-IV**

**10 Lectures**

**Analyzing Financial Statements:** Objectives of financial statement analysis, Sources of information, Standards of comparison, Techniques of financial statement analysis- Horizontal, Vertical, and Ratio analysis. Meaning, usefulness, limitations and classification of financial ratios.

**UNIT-V**

**06 Lectures**

**International accounting standards** (only outlines).

**Suggested Readings**

1. S.N. Maheshwari, Suneel K. Maheshwari, and Sharad K. Maheshwari: An Introduction to Accountancy, Vikas Publishing House Pvt. Ltd.
2. R. Narayanaswamy, Financial Accounting: A Managerial Perspective, PHI Learning Pvt. Ltd.
3. Charles T. Horngren, Gart L. Sundem, John A. Elliott, and Donna R. Philbrick, Introduction to Financial Accounting, Pearson.

**(NOTE: - faculties will be distributing, case studies / case lets from time to time when**

**ever required**

**BBA**  
**PRINCIPLES AND PRACTICE OF MANAGEMENT**  
**PAPM-102**

**48 Lectures**

**Objective:** To acquaint the students with the fundamentals of managing business.

**UNIT-I**

**08 Lectures**

Definition, Functions, Process, Scope and Significance of Management. Nature of Management, Managerial Roles, Managerial Skills and Activities, Difference between Management and Administration. Significance of Values and Ethics in Management.

**UNIT-II**

**08 Lectures**

Evolution of Management Thought Approaches of Management Thought, Functions of Management.

**UNIT-III**

**12 Lectures**

Planning and Organizing Nature, Scope, Objective and Significance of Planning, Elements and Steps of Planning, Decision Making Organizing Principles, Span of Control, Line and Staff Relationship, Authority, Delegation and Decentralization. Effective Organizing, Organizational Structures, Formal and Informal Organizations, Staffing.

**UNIT-IV**

**12 Lectures**

Directing Effective Directing, Supervision, Motivation, Different Theories of Motivation- Maslow, Herzberg, Mc Clelland, Vroom, Porter and Lawler. Concept of Leadership- Theories and Styles. Communication Process, Channels and Barriers, Effective Communication.

**UNIT-V**

**10 Lectures**

Controlling and Coordinating- Elements of Managerial Control, Control Systems, Management Control Techniques, Effective Control Systems. Coordination Concept, Importance, Principles and Techniques of Coordination, Concept of Managerial Effectiveness.

**Suggested Readings**

1. Gilbert: Principles of Management, McGraw Hill.
2. Greenberg Jerald and Baron Robert A.: Behaviour in Organisations: Understanding and Managing The Human Side of Work, Prentice Hall of India.
3. Kaul Vijay Kumar, Business Organisation & Management - Text and Cases, Pearson.
4. Kaul, Vijay Kumar, Management- Text & Cases, Vikas Publication.

**(NOTE: - faculties will be distributing, case studies / case lets from time to time when ever required)**

**BBA**  
**BUSINESS STATISTICS**  
**BSST- 103**

**48 lectures**

**Objective:** To familiarize the students with various Statistical Data Analysis tools that can be used for effective decision making. Emphasis will be on the application of the concepts learnt.

**UNIT-I**

**12 Lectures**

Introduction, Importance, Uses of Statistics and quantitative techniques, Methods of Presenting Statistical Information's and Collection of Data, Frequency Distribution, Measure of Central Tendency, Mean, Median ,Mode, Quartile, Decile & Percentile.

**UNIT - II**

**10 Lectures**

Measure of Dispersion , Range , Quartile Deviation, Mean Deviation, Standard Deviation and Variance. Measure of Skewness and Kurtosis

**UNIT-III**

**12 Lectures**

Probability Theory: Definition of Probability, events, Counting rules and Computation of Probabilities: Addition, Multiplication rules, Conditional Probability, Rules of Bayes and Permutation and Combination. Probability Distribution: Introduction to Binomial, Poisson and Normal Distribution.

**UNIT-IV**

**06 Lectures**

Sampling –need of Sampling, Sampling and Non Sampling Errors, statistics and parameters, selection of sample, Probability and non- probability sampling techniques.

**UNIT-V\_**

**08 Lectures**

Nature and Significance of Correlation, Types of Correlation, Methods of studying correlation, Rank correlation coefficient. Business forecasting: techniques of forecasting- linear regression Analysis, Curve Fitting and Method of Least Square.

**Suggested Readings:**

1. Sharma J.K., Statistics For Management, Pearson Education
2. Levin and Rubin, Statistics For Management, PHI
3. Gupta and Gupta, Business Statistics, Sultan Chand & Co.

**(NOTE: - faculties will be distributing, case studies / case lets from time to time when ever required)**

**BBA**  
**ENTREPRENEURSHIP DEVELOPMENT**  
**ENDL-104**

**48 LECTURES**

**Objective-** To develop an entrepreneurial culture among students.

**UNIT 1**

**10 Lecture**

Entrepreneur- meaning, importance, qualities. Entrepreneurship and its Evolution, study of John Kao's model, Building team and leadership, Role of Entrepreneurship, Identifying opportunities and Evaluation, Strategic planning and its steps, Role of management in Entrepreneurship, Motivation for Entrepreneurs, Role of consultancy for Entrepreneurs

**UNIT 2**

**09 Lec ture**

their advantages and disadvantages, Franchising, advantages/disadvantages, types, functions of Franchise, Harvesting and Exit Strategy, Financial Entrepreneurship ventures, Corporate Entrepreneurship, Family businesses- Concept, role and functions, drawbacks, conflict and its resolution in family business.

**UNIT 3**

**11 Lecture**

Role of Innovation, Idea generation, Role of Women in Entrepreneurship, Start-up's, Brainstorming, Stimulating creativity, Organizational factors causing hindrances and enhancement in Creativity, Creative teams, Latest trend and future scope of Entrepreneurs in India.

**UNIT 4**

**08 Lecture**

Concept of Social Entrepreneurship, functions, features, roles, disadvantages, Financing and Risk involvement, Start-up's and early stage venture issues in creating and sustaining a non-profit organization , Women as Entrepreneurs- Role of Women in Entrepreneurship development.

**UNIT 5**

**10 Lecture**

Arrangement of funds, Financing and Risks associated, Role played by Commercial banks, Venture capital, Appraisal of Loan applications by financial institutions, Consortium finance.

**Suggested Readings**

1. KhanKa, S.S., *Entrepreneurial Development*, S. Chand, New Delhi.
2. Zimmerer W. Thomas, Norman M. Scarborough, *Essentials of Entrepreneurship and Small Business Management*, PHI, 4th ed.
3. Kuratko, F. Donald, Richard M. Hodgetts, *Entrepreneurship: Theory, Process, Practice*, Thomson

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**BBA**  
**ENVIRONMENTAL STUDIES**  
**ENST-105**

**48 Lectures**

**Objective: To make student aware about the importance of environment and nature and their essential role in living beings.**

**Unit 1: Introduction to environmental studies**

**07 Lectures**

Multidisciplinary nature of environmental studies;

Scope and importance; Concept of sustainability and sustainable development.

What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession. Case studies of the following ecosystems:

- a) Forest ecosystem
- b) Grassland ecosystem
- c) Desert ecosystem
- d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

**Unit 2: Natural Resources: Renewable and Non-renewable Resources**

**12 Lectures**

Land resources and land use change; Land degradation, soil erosion and desertification.

Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.

Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state).

Energy resources: Renewable and non renewable energy sources, use of alternate energy sources, growing energy needs, case studies. Biodiversity and Conservation Levels of biological diversity: genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots India as a mega-biodiversity nation; Endangered and endemic species of India Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity. Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

**Unit 3: Environmental Pollution & Policies**

**12 Lectures**

Environmental pollution: types, causes, effects and controls; Air, water, soil and noise pollution

Nuclear hazards and human health risks

Solid waste management: Control measures of urban and industrial waste.

Pollution case studies, Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD). Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.

**Unit 4: Human Communities and the Environment**

**10 Lectures**

Human population growth: Impacts on environment, human health and welfare.

Resettlement and rehabilitation of project affected persons; case studies.

Disaster management: floods, earthquake, cyclones and landslides.

Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan.

Environmental ethics: Role of Indian and other religions and cultures in environmental conservation.

Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).

### Unit 5: Field work

07 Lectures

Visit to an area to document environmental assets: river/ forest/ flora/fauna, etc.

Visit to a local polluted site---Urban/Rural/Industrial/Agricultural.

Study of common plants, insects, birds and basic principles of identification.

Study of simple ecosystems---pond, river, Delhi Ridge, etc.

### Suggested Readings:

1. Carson, R. 2002. *Silent Spring*. Houghton Mifflin Harcourt.
2. Gadgil, M., & Guha, R.1993. *This Fissured Land: An Ecological History of India*. Univ. of California Press.
3. Gleeson, B. and Low, N. (eds.) 1999.*Global Ethics and Environment*, London, Routledge. Gleick, P. H. 1993. *Water in Crisis*. Pacific Institute for Studies in Dev.,

**(NOTE: - faculties will be distributing, case studies / case lets from time to time when ever required)**

**BBA**  
**HUMAN RESOURCE MANAGEMENT**  
**HRMT-201**

**48 Lectures**

**Objective:** The objective of this course is to help the students to develop an understanding of the concept & techniques of essential functions of human resource management.

**Unit I**

**13 Lecture**

Human Resource Management: Concept, Functions, roles, skills & competencies, HRD-definition, goals and challenges. The changing environment of HRM – globalization, cultural environment, technological advances, workforce diversity, corporate downsizing, changing skill requirement, HRM support for improvement programs Work life balance, HR role in strategy formulation & gaining competitive advantage. HRM issues in Indian Organisations

**Unit II**

**11 Lecture**

Human Resource Planning: Process, Forecasting demand & supply, Skill inventories Human Resource Information System (HRIS) succession planning, Job analysis – Uses, methods, Job description & Job specifications. HR accounting and Human Resource Development (HRD) audit concept. Recruitment, Selection & Orientation: internal & external sources, e-recruitment, selection process, orientation process.

**Unit III**

**9 Lecture**

Training: Concept, Needs, Systematic approach to training, Methods of training. Management development: Concept & Methods. Performance management system: concept, uses of performance appraisal, performance management methods, factors that distort appraisal, appraisal interview .Career planning: career anchors, career life stages.

**Unit IV**

**5 Lecture**

Compensation: Steps of determining compensation, job evaluation, components of pay structure, factors influencing compensation levels, wage differentials & incentives, profit sharing, gain sharing, employees' stock option plans. Brief introduction of social security, health, retirement & other benefits.

**Unit V**

**10 Lecture**

Industrial Relations: Introduction to Industrial Relations, Trade unions role, types, functions,

problems, industrial dispute- concept, causes & machinery for settlement of disputes- grievance, concepts, causes & grievance redressal machinery, discipline-concept, aspect of discipline & disciplinary procedure, Collective bargaining- concept, types, process, problems, essentials of effective collective bargaining .

**Readings:**

1. De Cenzo, D.A. & Robbins: Fundamentals of Human Resource Management, New York: John Wiley & Sons.
2. Dessler, G: Human Resource Management, Pearson.
3. Monappa & Saiyaddin: Personnel Management, Tata McGraw Hill.
4. Rao, V.S.P.: Human Resource Management- Text and Cases, Excel Books.
5. R. Wayne Mondy & Rober M. Noe: Human Resource Management, Pearson.

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**BBA**  
**MANAGERIAL ECONOMICS**  
**MAEC– 202**

**48 Lectures**

**Objective:** The purpose of this course is to apply micro economic concepts and techniques in evaluating business decisions taken by firms.

**Unit I:** **10 lectures**

Demand, Supply and Market equilibrium: individual demand, market demand, individual supply, market supply, market equilibrium; Elasticity of demand and supply : Price elasticity of demand, income elasticity of demand, cross price elasticity of demand, elasticity of supply

**Unit II** **10 lectures**

Theory of consumer behavior : cardinal utility theory, ordinal utility theory(indifference curves, budget line, consumer choice, price effect, substitution effect, income effect for normal, inferior and giffen goods), revealed preference theory.

**Unit III** **10 lectures**

Producer and optimal production choice : optimizing behavior in short run( geometry of product curves, law of diminishing margin productivity, three stages of production), optimizing behavior in long run (isoquants, isocost line, optimal combination of resources) Costs and scale: traditional theory of cost ( short run and long run, geometry of cot curves, envelope curves), modern theory of cost (short run and long run), economies of scale, economies of scope.

**Unit IV** **12 lectures**

Theory of firm and market organization : perfect competition (basic features, short run equilibrium of firm/industry, long run equilibrium of firm/industry, effect of changes in demand, cost and imposition of taxes) ; monopoly (basic features, short run equilibrium, long run equilibrium, effect of changes in demand, cost and imposition of taxes, comparison with perfect competition, welfare cost of monopoly), price discrimination, multiplant monopoly ; monopolistic competition (basic features, demand and cost, short run equilibrium, long run equilibrium, excess capacity) ; oligopoly (Cournot's model, kinked demand curve model, dominant price leadership model, prisoner's dilemma)

**Unit V** **6 lectures**

Factor market : demand for a factor by a firm under marginal productivity theory ( perfect competition in the product market, monopoly in the product market), market demand for a factor,

supply of labour, market supply of labour, factor market equilibrium.

**Readings:**

1. Dominick Salvatore (2009). Principles of Microeconomics (5<sup>th</sup> ed.) Oxford University Press
2. Lipsey and Chrystal. (2008). Economics. (11th ed.) Oxford University Press
3. Koutosyannis (1979). Modern Micro Economics. Palgrave Macmillan

**(NOTE: - faculties will be distributing, case studies / case lets from time to time)**

**BBA**  
**BUSINESS ENVIRONMENT**  
**BSEV-203**

**48 Lectures**

**Objective-** To make student understand the basic business environment and its complexities.

**UNIT-I**

**08 Lectures**

Introduction to business, characteristics & Nature, Types of environment, Internal & external environment, Social responsibility of Business, environmental analysis techniques

**UNIT-II**

**11 Lectures**

Economic System, Capitalism, Socialism, Mixed Economy, Features of Indian Economy, Public Sector, Private Sector, Small Scale industries: Concept, Significance, Issues and Priorities. Role of Public Sector in Indian Economy and its Problems

**UNIT-III**

**12 Lectures**

Industrial policy, 1948, 1956, 1991, liberalization, privatization, globalization, MNCs and their role in developing economies

**UNIT-IV**

**08 Lectures**

Consumer Protection Act 1986, IDR Act 1951, TRCCI, GST

**UNIT-V**

**09 Lectures**

International Business Environment- An overview, International Economic Groupings: GATT, WTO, UNCTAD, World Bank, IMF, European Union.

**Suggestion Readings:**

1. Ronald W. Hilton and David E. Platt. Managerial Accounting: Creating Value in a Global Business Environment, Mc Graw Hill Education.
2. Cherunilam Francis - Business Environment
3. Ghose A N - Indian Economy-Its Nature and Problems
4. Agarwal A N - Emerging Dimensions of Indian Management

**(NOTE: - faculties will be distributing, case studies / case lets from time to time when ever required)**

**BBA****PRODUCTION MANAGEMENT  
PRMT-204****48 Lectures**

**Objective:** - Production Management involves the integration of numerous activities and processes to produce products and services in a highly competitive global environment. Many companies have experienced a decline in market share as a result of their inability to compete on the basis of product design, cost or quality.

**UNIT I****12 Lectures**

Production Management – Meaning, definition & function of Production, Responsibilities of Production Manager. Manufacturing system and its classification. Objectives of Production Planning and Control with reference to Manufacturing System. JIT & Lean Manufacturing.

**UNIT II****09 Lectures**

Plant Location – Factors affecting plant location & location analysis. Plant layout, its features & types of layout. Capacity its types and various strategies to increase or decrease capacity.

**UNIT III****09 Lectures**

Work Study – Meaning, Technique of method study, Process charts, Work sampling. Time Study and its applications. Ergonomics and use of THERBLIGS.

**UNIT IV****10 Lectures**

Materials Management its scope and significance, Inventory Control Techniques, EOQ Model, e-procurement. Maintenance, its objectives and types. Plant Safety.

**UNIT V****08 Lectures**

Quality control & inspection. Control Charts, Quality Assurance, Quality Circle, Concept of TQM, Acceptance Sampling. ISO-9000 & 14000, ISI & fssai.

**Suggestion Readings:**

1. Production Management – B.S. Goel
2. Production & Operations Management – Sareen & Buffa
3. Production and Operation Management – R.Panneerselvam (PHI)

**(NOTE: - faculties will be distributing, case studies / case lets from time to time when ever required)**



**BBA**  
**BUSINESS COMMUNICATION**  
**BUCO-205**

**24 Lectures**

**Objective:-** To equip students of the BBA course effectively to acquire skills in reading, writing, comprehension and communication, as also to use electronic media for business communication.

**UNIT-1** **6 lectures**

Meaning of business communication, Objectives, Types, Process,

**UNIT-2** **6 lectures**

Public Speaking skills (monologue, dialogue, pronunciation, accent, intonation and rhythm)

Listening to talk and presentations, Speech

**UNIT-3** **6 lectures**

Communication within the organization memo writing, proposal writing, report writing, office order, circular, writing notes.

**UNIT-4** **3 lectures**

Communication outside the organization Tender, Orders, Drafting of sales letter, Circular, Proposal, follow-ups Correspondence with banks regarding over drafts., Soft Skills, Interview skills

**UNIT-5** **3 lectures**

listening as a communication, techniques of better communication

**Suggestion Readings:**

1. Lewis Norman; Word Power made easy; W.R; Goyal Publication and Distributors
2. Better Your English- A Workbook for 1st year Students; Macmillan
3. Rosen, Blum M; How to Build Better Vocabulary; Bloomsbury Publication
4. Rajendra Pal \*J S Korlahalli (Essentials of business communication)
5. Martin, H. and Wren, P. C.; English Grammar and Composition; S. Chand and Co.

**(NOTE: - faculties will be distributing, case studies / case lets from time to time when ever required)**

**BBA**  
**ACCOUNTING FOR MANAGEMENT**  
**ACMT-301**

**Lecture: - 48**

**Objective:** To acquaint students with role of Management Accounting in planning, control and decision-making.

**UNIT-I** **10 lectures**

Introduction to Management Accounting: Nature, Scope, Significance, and Functions of Accounting, Management Accounting VS Financial Accounting, Management Accounting VS Cost Accounting.

**UNIT-II** **10 lectures**

Break – even Analysis: The Break Even Point, on the P/V Graph, The Break Even Point Formula and Uses of Break – Even Analysis, Cost – Volume – Profit Relationship: The Relationship of Costs and Profits with Volume, Uses and Limitations.

**UNIT-III** **10 lectures**

Cost Analysis for Decision making: Decisions facing Management, The Role of Costs, Relevant Cost, Contribution Approach, Relevance and Cost Behaviour, Short Term and Long term Indications, Opportunity Cost. Decision Involving Alternative Choices : Nature of Managerial decision Making , Concept of Differential Costs, Decision to make or Buy, Decision to Accept a special order, Decision to Continue or Drop A Product Line.

**UNIT-IV** **10 lectures**

Budgeting and Budgetary Control: Budgeting as a Tool, Uses and Organization of the Budgeting, Limiting Budget factors, The Budgeting Process, Step in Budget Preparation, Types of Budgets.

**UNIT-V** **08 lectures**

Standard Costing and Variance Analysis: Standard Costing VS Historical Costing, Types of Standards, Concept of Variance Analysis, Computation of Material, Labour Variance.

**Suggestion Readings:**

1. Horngreen, Charles T., Gary L. Sundem. *Introduction to Management Accounting*. Prentice Hall.
2. Singh, S. K. and Gupta Lovleen. *Management Accounting – Theory and Practice*. Pinnacle

Publishing House.

3. Garrison H., Ray and Eric W. Noreen. *Managerial Accounting*. McGraw Hill.
4. Khan, M.Y. and P.K. Jain. *Management Accounting*. Tata McGraw Hill, Publishing Co., New Delhi.

**(NOTE: - faculties will be distributing, case studies / case lets from time to time)**

**BBA**  
**ORGANIZATIONAL BEHAVIOUR**  
**ORBE-302**

**48 Lectures**

**Objective:** To acquaint the students with the fundamentals of managing business and to understand individual and group behavior at work place so as to improve the effectiveness of an organization. The course will use and focus on Indian experiences, approaches and cases

**UNIT-I**

**10 lectures**

Introduction **Conceptual Foundation of Organisational Behaviour**; Organization and Its Analysis , Nature of Organization , Nature, Scope and Significance of Organizational Behaviour , Relevance  
O.B in Today's Business Environment, Challenges in today's organizations

**UNIT-II**

**10 lectures**

**Individual Dimensions of Organizational Behaviour:** Nature of Human Behaviour, Perception, Learning and Behaviour Modification, Personality, Attitudes, Motivation and theories of motivation. Socio- Cultural Factors.

**UNIT-III**

**10 lectures**

**Interactive Dimension of Organizational Behaviour:** Interpersonal Behaviour, Group Dynamics and Behaviour, Power, Authority, and Politics, Leadership, Communication, Organizational Conflicts, Organizational Climate.

**UNIT-IV**

**10 lectures**

**Structural Dimensions of Organizational Behaviour:** Determinants of Organization structure. Formal and Informal Organization. Designing of Organization Structure, Forms of Organization structure: Function based, Product based, Geography based, Project based ( Matrix) Organization Design: Mechanistic and Organic Structure, Virtual and Network organization Structure .

**UNIT-V**

**08 lectures**

**Organizational Effectiveness:** Organizational effectiveness, Organizational change and Development an overview. Organization culture: Concept; Dominant Culture; Strong vs Weak Cultures ; Creating and Sustaining Culture

**Suggestion Readings:**

1. Gilbert: Principles of Management, McGraw Hill.

2. Kaul Vijay Kumar, Business Organisation & Management - Text and Cases, Pearson.
3. Kaul, Vijay Kumar, Management- Text & Cases, Vikas Publication.
4. Kavita Singh: Organisational Behaviour, Vikas Publication.

**(NOTE: - faculties will be distributing, case studies / case lets from time to time when ever required)**

**BBA**  
**India's Diversity and Business**  
**IDAB-303**

**48 Lectures**

**Objective:** The objective of the paper is to understand the bases of India's diversity and its linkages with the people, livelihood, occupational diversity and socio-economic challenges. Further, it aims at understanding the diversity and its implications for the business.

**UNIT-I**

**12 lectures**

**Recognizing, Accommodating and valuing diversity**

- Challenges and dilemmas posed by diversity and drive for homogenization; Sources of dilemma and tension—immigration, competition for limited resources;
- Regional bases of India's diversity: regional approach to understanding diversity in terms of India's topography, drainage, soil, climate, natural vegetation, rural and urban settlements
- Social diversity in India: Peopling, demography, languages, castes, ethnicity, religions, sects, family, kinship and social institutions; socio-cultural regions

**UNIT-II**

**12 lectures**

**People, Livelihood and Occupational Diversity**

- Traditional livelihoods and their nature - agriculture, crafts, industry and services;
- Region, occupation and employment

**UNIT-III**

**12 lectures**

**Linkages between Diversity and India's Socio-economic challenges**

- Regional variations in terms of geographic and socio-economic factors- trends and emerging options;
- Food insecurity, economic inequalities and poverty, environmental degradation and sustainable development;

**UNIT-IV**

**6 lectures**

**Diversity and Business**

Indian Consumers and marketing; Rural and Urban context Diversity, manufacturing, industry and services; Diversity and Innovation; Workforce diversity and management

**UNIT-V**

**6 lectures**

Diversity and Innovation  
Workforce diversity and management

**References:**

1. Bhatt, B. L.(1980)-“ India and Indian Regions: A Critical Overview” in David E. Sopher ‘*An Exploration of India- Geographical Perspectives on Society and Culture*’. Cornell. Pages- 35-61 for Socio cultural regions.
2. Bill Aitken, Seven sacred rivers, Penguin Books, 1992
3. Bose NK (1969) Unity in Indian Diversity in Desai AR (1969 ) *Rural Sociology in India*, reprinted 2009, Popular Prakashan, (for diversity as strength Part II chap 3 pp 134-136)
4. Chakravarti AK (2004) *Regional Preferences for Food: Some Aspects of Food Habit Patterns In India* in Grover N and KN Singh (eds) 2004,*Cultural Geography: Form and Process* , Concept Publishers, Delhi ( for regional specificity of food -Chap 23 pp 355 to 375)

**(NOTE: - faculties will be distributing, case studies / case lets from time to time)**

**BBA**  
**Indian Financial System**  
**IFST-304**

**Lecture: - 48**

**Objective:-** The objective of this subject is to familiarize the students with regard to structure, organization and working of Financial system in India.

**UNIT-I**

**10 lectures**

Financial System, structure of Financial System, Instruments of Financial System. Insurance, Kinds of Insurance, Schemes and procedure under Insurance. Banking and functions of Banking. Meaning, importance of financial services, types of financial services, financial services and economic environment, players in financial services.

**UNIT-II**

**10 lectures**

Merchant banking, functions & activities, Issues management: managing new issues, Equity issues – Rights issues, Underwriting functions, bankers to an issue, book building and reverse book building, debenture trustees, portfolio managers. An overview of role of SEBI

**UNIT-III**

**8 lectures**

Role of Financial Institutions, Development banks and other banking institutions.

**UNIT-IV**

**10 lectures**

Leasing and hire purchase, concepts and features, types of lease accounts Factoring & Forfeiting, Mutual funds - Structure of Mutual Funds- Types Mutual Funds– Advantages of mutual funds - Exchange Traded Funds,

**UNIT-V**

**10 lectures**

Credit rating, role of credit rating agencies in Indian Market. Stock broking, Consumer finance, Credit Cards. Role of Indian Financial System in the current market scenario.

**Suggestion Readings:**

1. Khan, M.Y. *Indian Financial System – Theory and Practice*. Vikas Publishing House.
2. Simha, S.L.N. *Development Banking in India*. Madras: Institute of Financial Management and Research

**(NOTE: - faculties will be distributing, case studies / case lets from time to time when ever required)**



**BBA**  
**SHRI GURU RAM RAI MISSION**  
**SGRR-305**

**BBA****RESEARCH METHODOLOGY  
RSMY-401****48 Lectures**

**Objective:** To provide an exposure to the students pertaining to the nature and extent of research orientation, which they are expected to possess when they enter the industry as practitioners.

**UNIT-I****12 lectures**

Nature and Scope of Business Research – Role of Business Research in decision making. Applications of Business Research. The Research process – Steps in the research process; the research proposal; Problem Formulation: Management decision problem Vs. Business Research problem.

**UNIT-II****12 lectures**

Research Design: Exploratory, Descriptive, Causal. Secondary Data Research: Advantages & Disadvantages of Secondary Data, Criteria for evaluating secondary sources, secondary sources of data in Indian Context

**UNIT-III****12 lectures**

Primary Data Collection: Survey Vs. Observations. Comparison of self-administered, telephone, mail, emails techniques. Qualitative Research Tools: Depth Interviews focus groups and projective techniques; Measurement & Scaling: Primary scales of Measurement -Nominal, Ordinal, Interval & Ratio. Scaling techniques-paired comparison, rank order, constant sum, semantic differential, itemized ratings, Likert Scale; Questionnaire-form & design.

**UNIT-IV****06 lectures**

Sampling: Sampling techniques, determination of sample size; Data Analysis: Z test (mean, diff. of mean, diff. of proportion

**UNIT-V****06 lectures**

t test , paired t test, Chi square test, One way ANOVA. Introduction to theoretical concept of Factor Analysis and Discriminate Analysis.

**Suggestion Readings:**

1. Zikmund, Babin& Carr: Business Research Methods, South-Western.
  2. Cooper & Schindler: Business Research Methods McGraw-Hill Education,
  3. Churchill: Marketing Research: Methodological Foundations, Cengage Learning.
- (NOTE: - faculties will be distributing, case studies / case lets from time to time when ever required)**
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**BBA**  
**MARKETING MANAGEMENT**  
**MAMA-402**

**48 Lectures**

**Objective-** To establish the dynamics of Global and International market and to build models of sustainability

**UNIT-I**

**10 lectures**

Definition, Nature, Scope and Importance of Marketing, Meaning and dimensions market, Modern Marketing Concepts, Marketing Mix and Marketing Environment, Role of Marketing in Economic Development and its Applicability in Indian Conditions. SWOT Analysis.

**UNIT-II**

**10 lectures**

STP Approach, Consumer Behavior: Meaning and its Importance, Consumer Buying Behaviour, Determinants of Consumer Behaviour, Marketing Mix: Product, Meaning, Role, Product Planning and Process, Product Life Cycle, Product-Market Integration, Product-Positioning, Branding, Packaging.

**UNIT-III**

**10 lectures**

Pricing Advertising and Channels of Distribution : Pricing-Meaning, Role, Theory and Practice of Pricing Management. Advertising-Meaning, Role, Profit of Advertising in India, Management of Advertising, Channels of Distribution Meaning, Role, Classification, Factors Governing Choice of Channels and Intermediaries.

**UNIT-IV**

**10 lecture**

Physical Distribution, Market Organization, Physical Distribution, Meaning, Objective, Organization, Role and Relevance of Physical Distribution. Physical Distribution Management, Marketing Organization, Organizing for Marketing, Evaluation of Marketing Organization, Principle of Organization Design, Organizational Problems.

**UNIT-V**

**08 lectures**

Overview of Global Marketing, Rural Marketing, Services Marketing, Marketing Challenges in 21st Century.

**Suggestion Readings:**

1. Kotler, Philip - Marketing Management : Analysis Planning and Control
2. Stanton W J - Fundamentals of Marketing
3. Cunduff Still - Fundamentals of Marketing and Goiani Cundiff Rusenberg, L J - Marketing

**(NOTE: - faculties will be distributing, case studies / case lets from time to)**

**BBA**  
**Fundamentals of Insurance**  
**FDIS- 403**

**48 Lectures**

**Objective-** To emphasize the importance of insurance in the changing business dynamics

**UNIT-I**

**08 lectures**

Nature of Life Insurance. History of Life Insurance Business, Objectives of Nationalization of Life Insurance: Economic Principles of insurance, Actuarial Principles, Mortality Tables, Risk Premium, Adverse selection, Important Elements of Premium-Selection and Classification-Single Premium, Annual Premium.

**UNIT-II**

**10 lectures**

History and Development of General Insurance Business in India. Nature, Scope and Significance and Functions of general Insurance Business, the concept of Risks, Characteristics of Insurable Risk. Scope of Fire, Marine and Accident Insurance, Aviation, Engineering and Agricultural Insurance

**UNIT-III**

**10 lectures**

Tax Relief in Insurance, Key man Insurance, Investments, Mortality, Interest, Medical Insurance Scheme, Non Medical Insurance Scheme, Group Insurance, and other Group Schemes like Group Gratuity etc. Mass Insurance, Salary Savings Scheme.

**UNIT-IV**

**10 lectures**

LIC,s Functional Set up, Duties and Responsibilities of Development Officers and the Agents, Life Insurance and its Structure in India.

**UNIT-V**

**10 lectures**

Calculation of Premium, Commission and different Plans of Insurance, their uses, Benefits, Conditions and Privileges, Policy conditions, Revival Schemes, Double Accident Benefits, Disability Benefits, Assignments and Nominations. Surrender Values of the Policy, Calculation of Bonus and Maturity Value, Privatization of Life Insurance Business, Regulatory Framework for Life Insurance Business.

**Suggested Readings:**

- |                                    |                                |
|------------------------------------|--------------------------------|
| 1. Insurance Act, 1938             | -Universal Book Traders, Delhi |
| 2. Law relating to Insurance       | -R. M. Vats                    |
| 3. Insurance Principles & Practice | -M. N. Mishra                  |

(NOTE: - faculties will be distributing, case studies / case lets from time to time when ever needed)

**BBA**  
**BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY**  
**BECR-404**

**48 Lectures**

**Objective-**To explain the concept CSR and ethics in the strategic environment

**UNIT-I**

**10 lectures**

Business ethics: Meaning of ethics, why ethical problems occur in business. Ethical principles in business: Utilitarianism: weighing social cost and benefits, Rights and duties, Justice and fairness, The ethics of care, Integrating utility, rights, justice and caring, An alternative to moral principles: virtue ethics, Morality in international context, Moral issues in business: Worker's and employee's rights and responsibilities. Common indicators for measuring business social performance, Reporting social responsibility measures in annual report; Business Ethics in Indian Perspective.

**UNIT-II**

**10 lectures**

Overview- Corporate governance: concept, Need to improve corporate governance standards, Features of good governance, Corporate governance abuses, Role played by regulators to improve corporate governance. Corporate Control; Role of auditors in enhancing corporate governance-duties and responsibilities of auditors, law governing auditor's responsibility, corporate governance and internal auditors. Role of Board, Executive, Non Executive, directors and financial institutions in enhancing corporate governance, critical issues in governance of board directors.

**UNIT-III**

**10 lectures**

Whistle blowing: Kinds of whistle blowing, precluding the need for whistle blowing, Marketing truth and advertising: Manipulation and coercion, Allocation of moral responsibility in advertising, Trade secrets, corporate disclosure, insider trading. Ethical Issues related to corporate takeovers. Computer ethics and business: Computer related unethical practices, Intellectual Property Rights. Discrimination, affirmative action, and reverse discrimination: Equal employment opportunity, Affirmative action, Preferential hiring

**UNIT-IV**

**10 lectures**

International approaches to corporate governance, Political & Power Theories, Network Analysis, Stakeholder Theory , Stewardship Theory. Indian experience- imperatives, Kumar Mangalam Birla, Naresh Chandra, Narayan Murthy committee report.

**UNIT-V**

**08 lectures**

Evolution of corporate social responsibility. Common indicators for measuring business social performance. Reporting social responsibility measures in annual report

**Suggested Readings:**

- 1) Adrian Davies, Strategic approach to corporate governance ,Grover publication Co.
- 2) Manuel G Velasquez , Business ethics concepts and cases. Pearson Publication

(NOTE: - faculties will be distributing, case studies / case lets from time to time)

**BBA**  
**IT TOOLS (MANAGEMENT INFORMATION SYSTEM)**  
**MIST-405**

**30 Lectures**

**Objective-** To make student aware of the role of Information Technology in business

**UNIT-I**

**06 lectures**

Systems Concepts, types of system, System concepts in Business, Information System as a System.

**UNIT-II**

**06 lectures**

Definition of Information Systems, components of information system, Management levels as a Framework for Information Systems, Information System Planning Strategies and Methods, Business Systems Planning (BSP), Critical Success Factors (CSF), Ends/Means (E/M) Analysis.

**UNIT-III**

**06 lectures**

Definition of Management Information System- Its Elements, Objectives, Structure, Making MIS Efficient and Effective, Role of MIS, Limitations of MIS.

**UNIT-IV**

**06 lectures**

System Development Life Cycle: Problem Definition, Feasibility Study, Systems Analysis, System Design, Implementation and Maintenance.

**UNIT-V**

**06 lectures**

Overview of Enterprise resource planning, Networking and Security, Information Security, Project Management, E-Commerce, Cyber Crime and Privacy issues, Introduction to SPSS.

**Suggested Readings**

- |                       |  |
|-----------------------|--|
| 1. Alson & Davis      | -Management information systems            |
| 2. Harry M            | -Information and management systems        |
| 3. Scot, Gorge M      | -Principles of MIS                         |
| 4. Manedick and Ross  | -Information System for Modern Management  |
| 5. Kanter             | -Management Information and Control System |
| 6. Bocchinc William A | -MIS Tools and Design                      |

**(NOTE: - faculties will be distributing, case studies / case lets from time to time as and when required)**



**BBA**  
**PROJECT MANAGEMENT**  
**PRMT-501**

**48 Lectures**

**Objective:** To inculcate knowledge among students about the use of techniques for managing projects this will help them in scheduling the activities of projects systematically.

**UNIT-I**

**10 lectures**

**Introduction:** Definition, nature and scope of projects, Classification of projects, Project life cycle, Benefits of project management, Simulation as a technique in project management.

**UNIT-II**

**10 lectures**

**Project Planning:** Steps in project planning, Factors affecting location of a project site, Plans and policies of Government and local bodies, working conditions development

**UNIT-III**

**10 lectures**

**Project Organization:** Capital expenditure, Market and demand analysis, Financial analysis, Technical analysis.

**UNIT-IV**

**10 lectures**

**Project Implementation and monitoring:** Project monitoring, Cost control system, Network analysis, Resource scheduling, Levelling and crashing of project cost, Risk and market risks, Social Cost benefit Analysis, Multiple projects and constraints, Network techniques for Project Management, Use of PERT and CPM as a tool of project management.

**UNIT-V**

**08 lectures**

**Project Control :** Different criteria for project appraisal, Project review and administrative aspects, Environmental appraisal of projects.

**Suggested Readings/Books :**

1. Bhavesh M Patel- Project Management
2. S S Khanka -Entrepreneurship Development
3. Prasana Chandra -Project Management
4. P C K Rao -Project Management and Control
5. **(NOTE: - faculties will be distributing, case studies / case lets from time to time as and when required)**

**BBA**  
**INTERNATIONAL BUSINESS**  
**INBU-502**

**48 Lectures**

**Objective-** To establish the dynamics of international market and to build models of sustainability

**UNIT-I**

**10 lectures**

Introduction Nature and Scope of International Business; Relation of International Business; International Business vs Domestic Business. International Business Environment: Economics, Socio-Cultural and Politic-Legal Environment

**UNIT-II**

**10 lectures**

Theories of International Trade: An overview; Commercial Policy Instruments-Tariff and Non-Tariff measures; WTO-Its Objectives, Principles, Organisational Structure and Functioning; An overview of other organizations – UNCTAD, World Bank and IMF; Commodity and other trading agreements.

**UNIT-III**

**10 lectures**

Regional Economic Co-operation: Forms of regional grouping; Integration efforts among countries in Europe, North America, and Asia. Foreign exchange markets and risk Management; Foreign investments-types and flows; Foreign Investment in Indian Perspective.

**UNIT-IV**

**10 lecture**

Organisational Structure for International Business Operations: Key issues in International Production, Finance, Marketing and Human Resource Decisions; International Business Negotiations. Developments and Issues in International Business

**UNIT-V**

**08 lectures**

Measure for Promoting for International Business in India; Special Economic Zones (SEZs) and 100% exports oriented units (EOUs); Measures for promoting foreign investment into and from India; Indian joint ventures and acquisitions abroad.

**Suggestion Readings:**

1. Charles, W.L. Hill and Arun K. Jain, International Business, Tata McGraw-Hill, New Delhi, 2008
2. Justin, Paul and Raunack Kapoor, International Business, 2nd ed., Prentice-Hall of India Ltd., 2012

**NOTE: - faculties will be distributing, case studies / case lets from time to time**

**BBA**  
**Summer training**  
**Subject Code: - SUTR-503**

Each student shall undergo Summer Training at the end of 4<sup>th</sup> semester. Marks shall be awarded both by Internal and External examiner and the total will be added for the determination of grades.

**BBA**  
**Financial Institutions and Markets**  
**FIAM- 504 F1**

**Lecture: - 48**

**Objective:** The objective of this paper is to introduce to the students different aspects and components of financial institutions, financial markets and their functioning. This will help them in rational decision making.

**Unit I**

**10 lectures**

Structure of Indian Financial System: An overview of the Indian financial system, financial sector reforms: context, need and objectives; major reforms in the last decade; competition; deregulation; capital requirements; issues in financial reforms and restructuring; future agenda of reforms.

**Unit II**

**10 lectures**

Introduction to Financial Markets in India: Role and Importance of Financial Markets, Financial Markets: Money Market; Capital Market; Factors affecting Financial Markets. Primary Market for Corporate Securities in India: Issue of Corporate Securities Public Issue through Prospectus, Green shoe option, Offer for sale, Private Placement, Rights Issue, On-Line IPO, Book Building of Shares, Disinvestment of PSU, Employees Stock Options, Preferential Issue of Shares.

**Unit III**

**10 lectures**

Secondary Market in India: Introduction to Stock Markets, Regional and Modern Stock Exchanges, Comparison between NSE and BSE, Raising of funds in International Markets: ADRs and GDRs, FCCB and Euro Issues. Major Instruments traded in stock markets: Equity Shares, Debentures, Myths attached to Investing in Stock Markets.

**Unit IV**

**10 lectures**

Money Markets & Debt Markets in India: Money Market: Meaning, role and participants in money markets, Segments of money markets, Call Money Markets, Repos and reverse Repo concepts, Treasury Bill Markets, Market for Commercial Paper, Commercial Bills and Certificate of Deposit.

**Unit V**

**8 lectures**

An overview, Management of Banking Institutions; Functions of banks, Negotiable Instruments; Working Capital Management; Project Financing, including Infrastructure Projects. Non-Banking Financial Institutions-Objectives, Functioning, Regulations, and Recent Development, Micro Finance Institutions. Regulation of Banks and NBFCs.

**Suggested Readings:**

1. Saunders, Anthony & Cornett, Marcia Millon (2007). *Financial Markets and Institutions* (3rd ed.). Tata McGraw Hill
2. Khan, M Y. ( 2010). *Financial Services* (5th ed.). McGraw Hill Higher Education

3. Shahani, Rakesh( 2011). *Financial Markets in India: A Research Initiative*. Anamica Publications
4. Goel, Sandeep. (2012). *Financial services*. PHI.
5. Gurusamy, S. (2010). *Financial Services*. TMH.  
th ed., McGraw-Hill Co., New Delhi,

**(NOTE: - faculties will be distributing, case studies / case lets from time to time as and when required)**

**BBA**  
**WORKING CAPITAL MANAGEMENT**  
**WCMT- 504F-2**

**48 Lectures**

**Objective:** The objective of this paper is to have the theoretical as well as the practical knowledge of the firm's working capital management. This will enable the students to understand the importance of working capital management in the corporate world.

**Unit I** **10 lectures**

Working Capital-Nature, Components, Types, Functions, Determinants and Significance. Factors Affecting Composition of Working Capital.

**Unit II** **10 lectures**

Working Capital Policies: Estimation of Firm's Working Capital Needs, Operating Cycle Approach, Working Capital Ratios, Behaviors of Current Assets and Pattern of Financing, Quick Sources of Finance, commercial Papers, Factoring, Bank Credit.

**Unit III** **10 lectures**

Management of Cash, Motives for Holding Cash, Significance, Cash Planning and Budgeting, Management of Cash Collection, Disbursement of Cash, Cash Management Models.

**Unit IV** **10 lectures**

Nature of Inventory and its Role in Working Capital - Purpose of Inventories - Types and Costs of Inventory -Inventory Management Techniques.

**Unit V** **08lectures**

Management of Marketable Securities, Purpose of Holding Securities, Determinants. Receivables Management-Nature, Significance, Credit Standards, Evaluating the Credit Worthiness of a Customer.

**Suggested Readings:**

1. Smith, K V -Management of Working Capital
  2. Agarwal, J D -Working Capital Management
  3. Mehta, D R and Entewood Cliffts N J -Working Capital Management
- (NOTE: - faculties will be distributing, case studies / case lets from time to time as and when required)**

**BBA**  
**SECURITY ANALYSIS & PORTFOLIO MANAGEMENT**  
**SAPM-504 F-3**

**Objective:-** This course aims at providing the students a comprehensive introduction to the areas of security analysis and portfolio management and equipping them with advanced tools and techniques for making profitable investment decisions.

**Unit I****10 lectures**

Principles of Investment-Investment Objectives and Constraints, Fixed and Variable Return, The Risk-Return Framework, Types of Risk, Risk Evaluation, Hedging and Speculation Calculation of Return. Valuation of Fixed Income Investments and Equity Shares.

**Unit II****10 lectures**

Stock Markets in India/Stock Exchange in India- Introduction-Operations of Indian stock Markets, Definition of Capital Markets, Classification, Purpose of Stock Market, Shortcomings of Stock Markets, Primary vs Secondary Markets, Stock Markets in India.

**Unit III****10 lectures**

New Issue Markets-Distinction between New Issue Markets and Stock Exchange, Relationship between New Issue Markets and Stock Exchange, Function of New Issue Markets, Underwriting, Methods of Floating New Issue, offer of Sales, Follow on Public offerings.

**Unit IV****10 lectures**

Stock Market Regulates and Intermediaries-Security and Exchange Board of India, Powers and function of SEBI, Organization (Management of SEBI) regulatory framework of Security Market, Regulation of OTCEI regulation of the Investment's of a Mutual Fund.

**Unit V****08 lectures**

Market Indices: Sensex-the Barometer of Indian Capital Markets. Sensex calculation methodology. Sectoral Indices, BSE Bankers Sensex-Script Selection criteria. Security Evaluation-Security Evaluation Model.

**Suggested Readings**

1. Punithavathy Pardian-Vikas-Security Analysis and Portfolio Management
2. Prasanna Chandra-Tata Mcgraw Hill Investment analysis and portfolio management.
3. Fisher, DM, Jordon.RJ-Security Analysis and Portfolio Management

**(NOTE: - faculties will be distributing, case studies / case lets from time to time as and when required)**

**BBA**  
**Training and Development**  
**TRDT-505 H-1**

**48 Lectures**

**Objective-** To familiarize the students with the concept and practice of training and development in the modern organizational setting.

**Unit I** **10 lectures**

**Concept of Training-** Introduction, Objectives of Training, Training Role and Relevance, Siblings of training, Training and Development Comparison, Training and HRD.

**Unit II** **10 lectures**

**Training and Learning-** Nature of Learning, Types of Learning principles of Learning, Components of Learning Process, Role of Learning and Motivation in Training, , Transfer of learning

**Unit III** **10 lectures**

**Analysis of Training Needs-** Organisation support for Training needs assessment, Organisational Analysis Task Analysis, Person analysis, Requirements Analysis. Significance of need analysis, Methods and Techniques for assessment, Training Need Assessment process, Approaches for TNA.

**Unit IV** **10 lectures**

**Designing the training Programme-** Elements of programme Design, Key Considerations in Designing, Factors Effecting the design, Budgeting for Training, Checklist for designing a training Programme,

**Unit V** **08 lectures**

**Training and Development methods:** Types of training, On-the-job and Off-the-job training, Importance of Training Methods, Factors influencing the choice of training Methods

**Suggested Readings**

1. Training for Development, R K Sahu, Excel Books.
2. Training & Development, Dr. B Janakiram, Bizantra
3. Training & Development, Lynton Rolf & Pareek Udai ,Prentice Hall.
4. Effective Training *Systems, Strategies and Practices*, P Nick Blanchard, James

**(NOTE: - faculties will be distributing, case studies / case lets from time to time as and when required)**



**BBA**  
**Industrial Relations**  
**INRL-505 H2**

**48 Lectures**

**Objective-** To make students aware about the importance industrial environment

**Unit I**

**10 lectures**

**Introduction to Industrial Relations:** Meaning and scope of Industrial relations, Role of State in Industrial relations, Parties in Industrial relations, Industrial relations in changing scenario, Concept of collective bargaining, Process and types of collective bargaining.

**Unit II**

**10 lectures**

**Trade Unions:** Trade Unions in India- Concept, Structure, functions, Problems, future of Trade Unions in India, Growth of Trade Union movement in India, Employer's organization in India,

Registration of trade unions under Trade Union Act, 1926, Relevance of Trade Union in Knowledge economy.

**Unit III**

**10 lectures**

**Worker's participation in management:** Meaning and objectives of WPM, Worker's participation in management in India, Impact of WPM on quality of work life (QWL).

**Unit IV**

**10 lectures**

**Industrial Disputes and Grievances:** Industrial Disputes: Concept, causes, types of disputes, Machinery provided for investigation, prevention and settlement of industrial disputes, Code of discipline, Grievance: Causes of grievance, Machinery for handling grievances, Model Grievance Procedure

**Unit V**

**08 lectures**

**Labour Legislation:** Concept, Principles of Labour Legislation, Evolution of Labour Legislation in India, ILO and its role in developing Labour Legislation, Tripartite bodies.

**Suggested Readings/ Books :**

- a) P.C Tripathi & N.D Kapoor- Industrial Relations & Labour Laws
- b) T N Chhabra- Industrial Relations and Labour Laws
- c) S C Srivastava- Industrial Relations and Labour Laws
- d) P.R.N Sinha- Industrial Relations, Trade Unions and Labour legislation

**(NOTE: - faculties will be distributing, case studies / case lets from time to time as and when required)**

**BBA**  
**ORGANIZATIONAL CHANGE AND INTERVENTION STRATEGY**  
**OCIS- 505 H3**

**48 Lectures**

**Objective-** To make student aware about the issues involved in change management

**Unit I** **10 lectures**

Concept Of organisational change: Introduction, Planned and Unplanned Change, Factors influencing organisational change, the practice of organisational change, organisational culture and change , Managing resistance to change, effective implementation of change.

**Unit II** **10 lecture**

Model of Organisational change- Some model of change, causes of failure of changes, organisation changes and process consultation, Manager and the change, Internal and external agent of change.

**Unit III** **10 lectures**

Organisational Diagnosis- Introduction, diagnosis methods, evaluation of organisation change programme.

**UNIT-IV** **10 lectures**

Management of Organisational Development - Foundation of organizational development, Managing organisational development process.

**UNIT-V** **08 lectures**

Organizational Interventions- Introduction, Team intervention, Inter group and third party Peace Making intervention, comprehensive intervention, training Experiences.

**Suggested Readings:**

- |                     |                                       |
|---------------------|---------------------------------------|
| 1. Uma Sekran       | - Organisational Behaviour            |
| 2. French And Bell  | - Organisation development            |
| 3. Stephen Robbin   | - Organisational Behaviour            |
| 4. Abad Ahmed at el | - Developing effective Organisations. |

**(NOTE: - faculties will be distributing, case studies / case lets from time to time as and when required)**

**BBA**  
**CONSUMER BEHAVIOUR**  
**COBR-506-M-1**

**48 Lectures**

**Objective-** The course of Consumer behaviour equips students with the basic knowledge about the issues and dimensions of consumer behaviour and with the skill and ability to analyse consumer information and develop consumer behaviour oriented marketing strategies.

**UNIT-I** **10 lectures**

Introduction- Nature and Scope of Consumer Behaviour - Importance of the Study of Consumer Behaviour - Types of Buying Behaviour - Market Segmentation - Basis of Segmentation - Criteria for effective Targeting of Market Segments.

**UNIT-II** **10 lectures**

Individual determinants of consumer behavior – Consumer Needs and Motivation- Personality and Self Concept- Consumer Perception, Consumer Attitudes- Attitude and Intention, Attitude Formation and Attitude Change, Consumer as a Learner.

**UNIT-III** **10 lectures**

Consumer Psychographics, Psychographics Vs. Demographics, Sociological Influences on Consumer Decision Making - Consumer groups – Consumer reference groups - Family Life cycle - Social class and mobility, lifestyle analysis - Culture; Sub-Culture-Cross Culture-Interpersonal Communication and influence.

**UNIT-IV** **10 lectures**

Consumer Decision Process, Pre and Post Purchase behaviour, Purchase Process, Rationality in Buying- Models of Consumer Behaviour -The Economic model- Learning model-Psychoanalytic model-The sociological model-The Howard Sheth model of Buying Behaviour-The Nicosia model-The Engel - Kollat - Blackwell Model-Engel, Blackwell and Miniard (EBM) model.

**UNIT-V** **08 lecture**

Post purchase behaviour of consumers and its importance - Consumer Satisfaction and Dis-Satisfaction - Repeated Buying - Brand and Shifting Loyalty - Complaint Behaviour - Opinion Leadership - Diffusion of innovation, organizational buying behaviour, consumerism.

**Suggested Readings**

1. Leon G. Schiffman & Leslie L.Kanuk: Consumer Behaviour, Prentice Hall Publication, latest Edition
2. Solomon, M.R.: Consumer Behaviour – Buying, Having, and Being, Pearson Prentice Hall.
3. Blackwell, R.D., Miniard, P.W., & Engel, J. F.: Consumer Behaviour, Cengage Learning.

**(NOTE: - faculties will be distributing, case studies / case lets from time to time as and when required)**

**BBA**  
**CUSTOMER RELATIONSHIP MANAGEMENT**  
**CRMT-506 M-2**

**48 Lectures**

**Objective:** - To understand the role of customer relationship in emerging markets and to identify the possibilities of creating organized sector.

**UNIT-I**

**12 lectures**

Conceptual Frame Work of Customer Relationship and its Management, Evolution of Customer Relationship Management, Relationship Marketing, Types of CRM-Win Back, Prospecting, Loyalty, Cross Sell and Up Sell. Significance and Importance of CRM in Modern Business Environment.

**UNIT-II**

**12 lectures**

Introduction to CRM-Planning, Strategy for CRM, Process of Segmentation, Choice of Technology, Choice of Organizational Structure for CRM, Understanding Market Intelligent Enterprises

**UNIT-III**

**12 lectures**

Implementation of CRM: Business Oriented Solutions, Project Management, Channel Management, CRM and Data Mining, Information required for Effective CRM.

**UNIT-IV**

**6 lectures**

Concept of Loyalty in CRM: Definition of Loyalty, Customer Loyalty and Status of CRM in India.

**UNIT-V**

**6 lectures**

Case Studies

**Suggested readings**

1. Brown Stanley - Customer Relationship Management
2. Seth J N, Shainesh G - Customer Relationship Management

**BBA**  
**RETAIL MANAGEMENT**  
**RLMT-506 M-3**

**48 Lectures**

**Objective-** To understand the role of retailing in emerging markets and to identify the possibilities of creating organized retailing.

**UNIT-I** **10 lectures**

Introduction to Retailing, Definition, Characteristics, Evolution of Retailing in India, Retailing in India, Emerging Trends in Retailing, Factors Behind the change of Indian Retail Industry

**UNIT-II** **10 lectures**

Retail Formats: Retail Sales by ownership, On the basis of Merchandise offered, non-store Based retail mix & Non traditional selling.

**UNIT-III** **10 lectures**

Store Planning: Design & Layout, Location Planning and its importance, retailing image mix, Effective Retail Space Management, Floor Space Management.

**UNIT-IV** **10 lectures**

Retail Marketing: Advertising & Sales Promotion, Store Positioning, Retail Marketing. Mix, CRM, Advertising in Retailing.

**UNIT-V** **08 lectures**

Retail Merchandising: Buying function, Markups & Markdown in merchandise management, shrinkage in Retail merchandise management. Customer Service, Management of Retail Outlet/Store, Store Maintenance, Store Security.

**Readings**

1. Cullen & Newman: Retailing – Environment & Operations, Cengage Learning
2. Berman & Evarv: Retail Management, Perntice Hall.
3. Bajaj, Tuli & Srivastava: Retail Management- Oxford University Publications

**(NOTE: - faculties will be distributing, case studies / case lets from time to time as and when required)**

**BBA**  
**SUPPLY CHAIN MANAGEMENT**  
**SUCM-507 IB 1**

**48 Lectures**

**Objective-** To make students aware of the role of supply chain in International Business and future possibilities

**UNIT-I**

**10 lectures**

The channel system: Rationale for marketing channel structures, Composition of marketing channels, Channel Environment.

**UNIT-II**

**10 lectures**

Distribution – Basic concept, Transportations, Inventory, Warehousing, Managing logistics.

**UNIT-III**

**10 lectures**

Concepts and importance of a Supply Chain (SC), Key issues of Supply Chain Management, competitive and SC strategies, achieving strategic fit.

**UNIT-IV**

**10 lectures**

Dynamics of supply chain: Supply Chain Integration, Push-based, Pull-based and Push-Pull based supply chain, Demand Forecasting in a Supply Chain, Managing inventory in SC environment: Transportation in SC environment.

**UNIT-V**

**08 lectures**

Strategic Alliances, Third party and fourth party logistics, Retailer- Supplier partnerships (RSP), Supplier evaluation and selection, Use of best practices and Information Technology (IT) in Supply Chain Management.

**Readings**

1. Ayers, J. B. (2006). Handbook of supply chain management (2nd ed.). Florida: Auerbach Publication.
2. Ballou, R. H., & Srivastava, S. K. (2008). Business logistics/ supply chain management (5th ed.). New Delhi: Pearson Education.
3. Chopra, S., & Meindl, P. (2007). Supply chain management: Strategy, planning and operation (3rd ed.). New Delhi: Pearson Education.
4. Coyle, J. J., Bardi, L. J., & Langley, C. J. (2008). The management of business logistics (7th ed.). USA: South-Western.
5. Dornier, P. P., Ernst, R., Fender, M., & Kouvelis, P. (1998). Global Operations Management and Logistics: Text and Cases. New York: John Wiley & Sons.
6. Mentzer, J. T. (2001). Supply chain management. New Delhi: Sage Publications.

**(NOTE: - faculties will be distributing, case studies / case lets from time to time as and when required)**

**BBA**  
**INTERNATIONAL LOGISTICS AND MANAGEMENT**

**ILAM-507 IB-2**

**48 lectures**

Objective: - To make students aware about the importance of International trade

**UNIT-I**

**10 lectures**

**Overview:-** Logistics: Definition, Evolution, Concept, Components, Importance, Objectives; Logistic Subsystem; The work of Logistics; Integrated Logistics; Barrier to Internal Integration

**UNIT-II**

**10 lectures**

**Marketing and Logistics:-** Customer Focused Marketing; International Marketing: Introduction, Definition, Basis for International Trade, Process, Importance; International Marketing Channel: Role of Clearing Agent, Various Modes of Transport, Choice and Issues for Each Mode, Transport Cost Characteristics

**UNIT-III**

**10 lectures**

**Basics of Transportation:-**Transportation Functionality and Principles; Multimodal Transport: Modal Characteristics; Modal Comparisons; Legal Classifications; International Air Transport; Air Cargo Tariff Structure; Freight: Definition, Rate; Freight Structure and Practice

**UNIT-IV**

**10 lectures**

**Warehousing and Material Handling:-** Warehousing: Evolution, Importance and Benefits, Operating Principles, Alternatives; Material Handling: Managing Warehouse Resources, Material Handling; Automated Material Handling: Order Selection Systems, ASRS Systems, Information Directed Systems, Special Handling.

**UNIT-V**

**08 lectures**

**Inventory Management and Packaging:-**Inventory Management: Introduction, Characteristics, Functionality, Components, Planning; Packaging and Packing: Labels, Functions of Packaging, Designs, and Kinds of Packaging; Packing for Transportation and Marking: Types of Boxes, Container, Procedure, Cost, Types of Marking, and Features of Marking

**Readings**

1. International Marketing by Sak Onkvisit & John J. Shaw, Publisher: Prentice Hall of India
2. International Marketing by Gupta and Varshing, Publisher: Sultan Chand and Sons

**(NOTE: - faculties will be distributing, case studies / case lets from time to time as and when required)**

**BBA**  
**EXPORT IMPORT DOCUMENTATION**  
**EXIM-507 IB-3**

**48 Lectures**

**Objective-** To make students aware about the importance of documentation in trade

**UNIT-I**

**12 lectures**

Introduction Export and Import documentation; Foreign exchange regulations; including FEMA, IS/ISO 9000 and new ISO 14000 accepted quality certificates; Quality Control and pre-shipment inspection; Export trade control; Marine insurance; Commercial inspection and practices.

**UNIT-II**

**12 lectures**

Export Procedures General excise clearances: Role of Clearing and following agents; shipment of export cargo. Export credit, Export credit guarantee and policies; Forward exchange cover; Finance

**UNIT-III**

**12 lectures**

Import Procedures Import Licensing policy; Actual user Licensing; Replenishment Licensing; Import-export pass book; Capital goods Licensing; Export houses and trading houses, Import of unrestricted and restricted items, Customer guarantee, Green channel for import cargo clearance.

**UNIT-IV**

**6 lectures**

Export Incentives Overview of export Incentives-ECGC, Duty drawbacks, duty exemption schemes, tax incentives; Procedures and documentation for export incentives.

**UNIT-V**

**6 lectures**

Trading Houses, Export and trading houses schemes: Criteria, Procedures and Documentation; Policy and Procedures for EOU/FTZ/EPZ/SEZ units, EXIM Bank.

**Readings**

1. Cherian and Parab: Export Marketing, Himalaya Publishing House, New Delhi.
2. Government of India: Handbook of Procedures, Import and Export Promotion, New Delhi.
3. Rathod, Rathor and Jani: International Marketing, Himalaya Publishing House, New Delhi.
4. Export- Import Manual, Nabhi Publication, New Delhi.

**(NOTE: - faculties will be distributing, case studies / case lets from time to time as and when required)**



**BBA**  
**STRATEGIC MANAGEMENT**  
**SRMT-601**

**48 Lectures**

**Objective:** To equip students with the necessary inside into designing strategies for an organisation and linking the organisations strategies with the changing environment. The course will focus on Indian cases, approaches and experiences.

**UNIT-I**

**10 lectures**

Nature & importance of business policy & strategy: Introduction to the strategic management process and related concepts; Characteristics of corporate, business & functional level strategic management decisions.

**UNIT-II**

**10 lectures**

Company's vision and mission: need for a mission statement, criteria for evaluating a mission statement- Goal, Process & Input formulation of the mission statement-Drucker's Performance Area, Bennis's Core Problem; formulation of mission statement.

**UNIT-III**

**10 lectures**

Environmental Analysis & Diagnosis: Analysis of company's external environment Environmental impact on organisations policy and strategy, organisations dependence on the environment, analysis of remote environment, analysis of specific environment- Michael E. Porter's 5 Forces model; Internal analysis: Importance of organisation's capabilities, competitive advantage and core competence, Michael E. Porter's Value Chain Analysis.

**UNIT-IV**

**10 lectures**

Formulation of competitive strategies: Michael E. Porter's generic competitive strategies, implementing competitive strategies- offensive & defensive moves. Formulating Corporate Strategies: Introduction to strategies of growth, stability and renewal, Types of growth strategies – concentrated growth, product development, integration, diversification, international expansion (multi domestic approach, franchising, licensing and joint ventures), Types of renewal strategies – retrenchment and turnaround. Strategic fundamentals of merger & acquisitions.

**UNIT-V**

**08 lectures**

Strategic Framework: Strategic analysis & choice, portfolio analyses – BCG, GE, product market evolution matrix, experience curve, directional policy matrix, life cycle portfolio matrix, grand strategy selection matrix

**Readings:**

1. J.A. Pearce & R.B. Robinson : Strategic Management formulation implementation and control, TMH
2. Arthur A. Thompson Jr. &A.J Strickland III : Crafting and executing strategy, TMH
3. Thompson and Strickland - Strategic Management Concept and cases
4. H. Igor Ansoff - Corporate Strategy

**(NOTE: - faculties will be distributing, case studies / case lets from time to time)**

**BBA**  
**LEGAL ASPECTS OF BUSINESS**  
**LABS-602**

**48 Lectures**

Objective- To explain the role of legal environment in the smooth functioning of business

**UNIT-I**

**10 lectures**

Law of Contract: Introduction, kinds of contracts, offer and acceptance, consideration, capacity of parties, free consent, legality of object, performance and discharge of contract remedies for breach of contract, introduction to the concept of agent and different types of mercantile agents, bailment and pledge, indemnity and guarantee.

**UNIT-II**

**10 lectures**

Sale of Goods Act: Introduction, formation of contract, condition and warranties, difference between transfer of property and possession, right of an unpaid seller, performance of contract of sale.

**UNIT-III**

**10 lectures**

Negotiable Instrument: Introduction, bills of exchange, promissory note, cheque, parties of negotiable instrument, negotiation, presentation, discharge and dishonor of negotiable instrument rules of evidence, banker and drawer.

**UNIT-IV**

**10 lectures**

The Companies Act 2013: Meaning and types, Incorporation, Memorandum & Articles of association, Prospectus, Issue of shares and bonus shares, rights issue, sweat equity, role of directors, share qualification, company meetings.

**UNIT-V**

**08 lectures**

Consumer Protection Act 1986: Objectives and machinery for consumer protection, defects and deficiency removal, rights of consumers

**Suggested Readings:**

1. Kuchal M C -Mercantile Law
2. Kapoor N D -Mercantile Law
3. Shukla M C -A Manual of Mercantile Law
4. Jain J D -Indian Contract Act.
5. Singh Avatar - Company Law

**(NOTE: - faculties will be distributing, case studies / case lets from time to time as and when required)**

**BBA**  
**Research Paper**  
**Subject code: - RESE-603**  
**Credit: - 4**

**Each student has to write the Research paper and needs to get it published along with the guide**

**FINANCIAL SERVICES****FISR- 604(F1)****48 Lectures****Objective-** To make students aware about role of financial services**UNIT-I****10 lectures****Financial Services**

Financial Services Meaning and Concepts, Need for Financial Services, Various Types of Financial Services, Fund Based and Non Fund based, Characteristics and Role of Financial intermediaries.

**UNIT-II****10 lectures**

Leasing: Concept, Types, Legal and Tax Aspects, Factoring in India, Hire- Purchase, Lease Structuring. Factoring: Concept and Characteristics, Types of Factoring in India, factoring and Bill Rediscounting. Forfeiting: Meaning and Mechanism of Forfeiting.

**UNIT-III****10 lectures****Depositories and Financial Services**

Commercial Banks and their Changing Role, Functioning of Banks, Financial Services and Banking System. Non Depository institutions: Finance Companies and Mutual Funds and Pension Funds-

**UNIT-IV****10 lectures****Merchant Banking and Venture Capital**

The Concept of Merchant banking Services of Merchant bankers, Merchant Banking in India- Rules Regulation Management of Capital Issues, Fixed Deposits and Debenture Issues,

**UNIT-V****08 lectures****Credit Rating Services**

Concept, Types and significance, Function of Credit Rating Agencies, Credit Rating Agencies in India, Process of Credit-Rating.

**Suggested Readings**

1. Management Of Financial Services- Vk Bhalla, Anmol Publications.
2. Financial Services- MY Khan, Tata Mcgraw Hill.
3. Financial Services in India- Ramesh Batra, Concept Pub Co.
4. Management of Financial Services- BS Bhatia and GS Batra, Deep and Deep

Publications.

5. Financial Services And Systems- S Gurusamy, Tata Mcgraw Hill

**(NOTE: - faculties will be distributing, case studies / case lets from time to time as and when required)**

**BBA**  
**INTERNATIONAL FINANCE**  
**ILFN 604 F2**

**48 Lectures**

**Objective:** The objective of this paper is to equip the students with the techniques that can help them in managing the financial issues in international environment. This course will help them to manage MNCs in more effective manner.

**UNIT-I** **10 lectures**

History of the International Financial Management – Introduction , objectives , functions of financial management and Political Risk, Market Imperfections, Goals for international Financial Management.

**UNIT-II** **10 lectures**

The International Monetary System– Evolution of the International Monetary system Bimetallism , Classical Gold Standard , Interwar Period , Bretton Wood system Introduction.

**UNIT-III** **10 lectures**

Foreign Exchange Markets-Introduction, markets & market participants, foreign exchange transactions, Exchange rate determination, The Spot market, the forward contract, interest arbitrage, hedging a forward contract.

**UNIT-IV** **08 lectures**

World financial Markets and Institutions -Introduction & role of the Foreign and Euro Bonds, Euro bond Instruments and new issue procedure in the Eurobond markets, International Banking-Introduction.

**UNIT-V** **10 lectures**

International trade Finance, Multinational cash management, International Capital Budgeting International Capital Structure and the cost of Capital, Foreign Direct Investment and Cross border Acquisition, International Tax Environment.

**Suggested Readings**

- 1) International Financial Management, V.K. Bhalla, Anmol Pub.
- 2) International Financial Management, V Sharan, Prentice Hall
- 3) International Financial Management,PG Apte, Mc Graw Hill

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**BBA**  
**STRATEGIC CORPORATE FINANCE**  
**SCOF- 604 F3**

**48 Lectures**

**Objective:** The objective of this paper is to know the details of corporate finance and the strategies involved in the corporate decisions. It will enable the students to steer the corporate in better manner.

**UNIT-I**

**10 lectures**

Strategic Cost Management: Traditional costing Vs Strategic Costing, Relevant costs Vs Irrelevant costs, Different types of strategic costing and their relevance- Target Costing, Activity based Costing, Life Cycle Costing, Quality Costing, Zero Based Budgeting, Strategic cost reduction techniques and value chain analysis.

**UNIT-II**

**08 lectures**

Management Buy-outs: Establishing feasibility of the buy-out, Negotiating the main terms of the transaction with the vendor including price and structure, Developing the business plan and financial forecasts in conjunction with the buy-out team for submission to potential funders, negotiations with potential funders so that the most appropriate funding offers are selected.

**UNIT-III**

**10 lectures**

Financial Distress and restructuring: Meaning of Bankruptcy, Factors leading to bankruptcy, symptoms and predictions of bankruptcy, reorganization of distressed firms, liquidation of firms. Company disposals: retirement sale or the sale of a non-core subsidiary, planned exit, forceful retirement and other disposals. Exit strategy-most appropriate exit route, valuation, timing of sale and tax planning opportunities.

**UNIT-IV**

**10 Lectures**

Company Valuation: an overview of valuation, valuation principles and practices more, the impact of “what if” scenarios, the key financial and commercial factors affecting the business. Value enhancement tools & techniques, the link between valuation and corporate finance.

**UNIT-V**

**10 lectures**

The issues of stock liquidity and illiquidity, Strategic risk management, the substitutability of capital structure and risk management choices

**Suggested Readings:**

1. Aswath Damodaran: Corporate finance theory and practice; John Willey & Sons, Inc.
2. Jakhota: Strategic Financial Management (Vikas Publication).

**(NOTE: - faculties will be distributing, case studies / case lets from time to time as and when required)**



**BBA**  
**Performance and Compensation Management**  
**PCMT-605 H1**

**48 Lectures**

**Objective:** To familiarize students about concepts of performance and compensation management and how to use them to face the challenges of attracting, retaining and motivating employees to high performance.

**UNIT-I** **08 lectures**  
**Introduction to Performance Management:** Concept of Performance, Features of Performance Management, PM objectives & Scope, Importance and Benefits of PM, Principles of PM, Performance Management System (PMS).

**UNIT-II** **10 lectures**  
**Defining and Measuring Performance:** Defining Performance, Nature of Performance, Dimensions of Performance, Determinants of Performance, Factors Affecting Performance, Performance Management Process. Approaches to Measure Performance.

**UNIT-III** **10 lectures**  
**Introduction to compensation Management Introduction:** Objectives of Compensation, Monetary and non-monetary components of compensation and rewards; Perspectives and trends in compensation and reward management. Compensation Philosophy, Compensation Approaches, Decision about Compensation. Compensation Trends in India.

**UNIT-IV** **10 lectures**  
**Strategic Compensation Management:** Compensation Design and Strategy, creating the strategic reward system, Performance Related Compensation, Team-Based Compensation, and Market based, Pay for person, Skill based Pay. Best practices in 'pay for performance' Linking Performance and Rewards, Compensation as a retention strategy.

**UNIT-V** **10 lectures**  
**Wages and Salary Administration:** Concepts of minimum wage, living wage and fair wage; Wage Boards; Wage policy. Wage Components. Linking wages with productivity. Pay structure in practice: Basic salary, DA, Allowances, Bonus; Fringe benefits and Incentives: Incentive schemes and types of incentive plans.

**Suggested Readings**

- 1) Performance Management, Herman Aguinis, Pearson
- 2) Performance Management Dr. C. Appa Rao, Bizantra.
- 3) Compensation Management, P.Jyoti & Venkatash, Oxford Publication
- 4) Compensation Management, Dipak kumar Bhattacharya , Oxford.
- 5) Compensation Management- Dr. Sakshi Vasudeva, Galgotia Publishing.

**NOTE: - faculties will be distributing, case studies / case lets from time to time as and when required)**

**BBA**  
**Social Security and Labour Welfare**  
**SSLW-605-H2**

**48 Lectures**

**Objective-** The objective of the syllabus is to make students aware about different laws frame from time to time and its practical implications in the organizations.

<b>UNIT-I</b>	<b>10 lectures</b>
Social Security-Concept and philosophy, Abolition of Bonded and Child Labour, Government Policy for Social Security and Social Insurance, ILO, its Role, Functioning and Contributions.	
<b>UNIT-II</b>	<b>10 lectures</b>
Workmen's Compensation Act, 1923	
<b>UNIT-III</b>	<b>10 lectures</b>
Minimum Wages Act, 1948	
<b>UNIT-IV</b>	<b>10 lectures</b>
Employee's State Insurance Act, 1948	
<b>UNIT-V</b>	<b>08 lectures</b>
Payment of Gratuity Act, 1972	

**Suggested Readings**

- a) N.D Kapoor- Industrial Laws
- b) T N Chhabra- Industrial Relations and Labour Laws
- c) S C Srivastava- Industrial Relations and Labour Laws
- d) P.K. Padhi- Labour and Industrial Laws
- e) Avtar Singh- Labour and Industrial Laws

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**BBA****INTERNATIONAL HUMAN RESOURCE MANAGEMENT****IHRM- 605 - H3****48 Lectures**

Objective- To make students aware about changing role of human resource in International arena

**UNIT-I****10 lectures**

Evolution, Concept and Characteristics of International Human Resource Management (IHRM)– Variables that moderate differences between Domestic & International HRM , International trends in the labour force.

**UNIT-II****10 lectures**

International Recruitment, Global staffing Approaches, Selection : Selection, evaluation and coaching of international employees, Selection Criteria–Use of selection Tests–Selecting TCNs(Third Country Nationals) and HCNs(Host Country Nationals)

**UNIT-III****10 lectures**

Cross Cultural Management – including communication (Language) Geert Hofstede Cultural Dimensions Theory, Expatriation and Repatriation- Characteristics of effective expatriate managers, Dealing with culture shock, Successful repatriation practices

**UNIT-IV****10 lectures**

Performance Management and Employee Development in IHRM–Criterion used for performance appraisal of International employees – The International HRM perspectives in Training and Development, Global training and appraisal systems for a cross cultural workforce

**UNIT-V****08 lectures**

Global Reward and compensation Management, Global Exit and Retrenchment Strategies. HR/IR issues in MNCs and global significance of Corporate Social Responsibility

**Suggested Readings:**

1. P.L.Rao , International human resource management: Text and cases, Excel Books.
2. A.V.Phatak, International Dimensions of Management, Cincinnati, South Western College
3. Peter J. Dowling, International Human Resource Management, Thomson Learning.
4. M. Tayeb, International Human Resource Management: A Multinational Company Perspective, OUP Oxford

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**BBA**  
**BRAND MANAGEMENT**  
**BRMT-606 M-1**

**48 Lectures**

**Objective-**The course will expose student to issues in brand management, faced by firms operating in competitive markets.

**UNIT-I** **10 lectures**

Brand and Brand Management - Concept, elements and Importance, Concept and management of brand equity, brand loyalty, brand awareness, perceived quality of brands.

**UNIT-II** **10 lectures**

Brand associations, positioning decisions of brands, measurements of brand associations, selecting, creating and maintaining associations.

**UNIT-III** **10 lectures**

Brand associations, the measurement, selecting, creating and maintaining associations, brand extensions, emotive marketing

**UNIT-IV** **08 lectures**

Brand strategy: The name, symbol and slogan, brand extensions, revitalizing the brand and global branding.

**UNIT-V** **10 lectures**

Branding self, how to sell yourself, measuring your attributes, which brand are you, how to differentiate

**Suggested Readings**

1. Kevin Keller, Best Practice Cases in Branding: Lessons from the World's Strongest Brands, Prentice hall
2. U.C.Mathur, Product and Brand management, Excel Publication
3. Jain Vipul, God: The Mantra of Branding, Notion Publication

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**BBA**  
**ADVERTISING MANAGEMENT**  
**ADMT-606 M-2**

**48 Lectures**

**Objective-**To make students familiar with the role of advertising in marketing

**UNIT-I**

**08 lectures**

**Introduction to Advertising-** Meaning - Evolution - Features - Active participants - Functions - Overview and scope of advertising industry in India - Trends in advertising and advertising industry in India – Challenges faced by advertisers in India in the era of globalization- criticism of advertising-Classification of Advertising-Advertising as a Tool of Communication- role of advertising in marketing mix

**UNIT-II**

**10 lectures**

**Advertising as a component of Marketing** -Concept of Marketing and Integrated Marketing Communication (IMC) - Role of advertising in Product Life Cycle (PLC), low involvement and high involvement products –In brand building – Consumer behavior – Target audience and market segmentation- Advertising message decisions- Message content- message structure-message format and source

**UNIT-III**

**10 lectures**

**Planning in ad making** - Setting Communication Objectives for the ad campaign – DAGMAR- factors affecting determination of Advertising budget – Methods of setting ad budget - Media planning - Media buying - Media objectives - Factors to be considered while selecting media / media vehicles - Developing a media strategy with media-mix and media scheduling strategies , Role of Media in Advertising, types of media, Comparative Study of different Advertising Media, Media Choice

**UNIT-IV**

**10 lectures**

**Creativity in advertising:**-Role of creativity in advertising - Determining the message theme / major selling idea –Introduction to Unique Selling Proposition (USP) - Positioning strategies - types of advertising appeals – Role of source in ads and celebrities as source in Indian ads - Copywriting for print, out-of-home, television, radio and web Objectives and methods of pre-testing and post-testing Advertising campaign, Copywriting, its elements, Developing Effective Advertising copy, types of advertising copies, Creativity and Visualization in Advertising.

**UNIT-V**

**10 lectures**

**Economic, Social and Regulatory aspects of Advertising** - Economic impact of advertising - Advertising and Society inter-relationship - Ethical and social issues in advertising - Advertising and Indian values / culture - Regulatory system for control on advertising in India – Advertising Standard Council of India (ASCI) - various laws and enactments concerning advertising in India

**Readings**

1. Wright, Winters and Zeiglas -Advertising Management
2. Belch & Belch - Advertising and Promotions - Tata McGraw Hill
3. Foundations of Advertising Theory & Practice- S.A. Chunawalla & K.C. Sethia- HPH

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**BBA**  
**SALES AND DISTRIBUTION**  
**SADT- 606 M3**

**48 Lectures**

**Objectives:** To familiarize the students with the concepts of sales management and to equip them with the various tools required to be a success in the various techniques essential for sales staff management.

**UNIT-I**

**10 lectures**

The Nature and Importance of Personal Selling, Nature of Sales Management Situation where Personal Selling is more effective than Advertising, Types of Selling situations, Types of Sales Persons.

**UNIT-II**

**10 lectures**

Selling theories: different models of selling: AIDA, Right set of circumstances theory, behavior equation theory, Buying formula theory, Process of Effective Selling; Prospecting, Pre-approach, Approach, Presentation and Demonstration, Handling the objections, Closing the Sales, Post-Sale Activities, Qualities of a Successful Sales person with reference to B-2-C, B-2-B Marketing.

**UNIT-III**

**10 lectures**

Sales Forecasting; concepts and methods of sales forecast, Sales Budget, Sales Quotas, Sales Territories, Sales Controlling and Sales Cost Analysis.

**UNIT-IV**

**10 lectures**

Recruitment and Selection of sales force, Training and Development, Compensation issues, Performance Appraisal of Sales Personnel.

**UNIT-V**

**08 lectures**

Ethical and Legal aspects of Selling, Measures for Making Selling as attractive Career, Recent Trends in Selling.

**Suggested Readings**

1. Barton A. Weitz; Stephen B. Castleberry; and John F. Tanner, Jr. (2007). Selling: Building Partnerships, 7th or 8th Edition. McGraw-Hill/Irwin
2. Mahan Khalsa; Randy Illig (2008) Let's Get Real or Let's Not Play; Penguin Group Book by Portfolio (Franklin-Covey).

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**BBA**  
**CROSS CULTURE MANAGEMENT**  
**CCMT-607 IB-1**

**48 Lectures**

**Objective-** To make students aware about the changing dynamics of culture in International environment

**UNIT-I** **10 lectures**

Introduction to concepts of culture and nationality, Impact of culture on international environment, Impact of cultural issues on flexibility and work life balance. Approaches to multinational staffing.

**UNIT-II** **10 lectures**

Managing diversity: diversity and organisational culture, Approaches to managing diversity, Diversity management programme. Training: cross cultural training, Cultural assimilators, Diversity training. Cross cultural team building

**UNIT-III** **10 lectures**

Developing a global vision through marketing research. Scope of international marketing research. Problems: Collecting primary data, Use & non-availability of secondary data. Multicultural research-Research on internet. Estimating market demand, problems in analyzing and interpreting research information. Responsibility for conducting marketing research, communicating with decision makers.

**UNIT-IV** **10 lectures**

Repatriation: Process, Causes of expatriate failure, Problems of repatriation. Cross border Mergers and Acquisitions

**UNIT-V** **08 lectures**

International industrial relations: Labour unions and MNC, Employee relations in MNC, Response of labour unions to MNC.

**Readings**

1. Dowling P.J and Engle Sr.A.D: International HRM, Thomson Learning.
2. Browaeys M.J and Price R: Understanding cross cultural management, Prentice Hall.

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**BBA**  
**INTERNATIONAL MERGERS AND ACQUISITIONS**

**ILMA-607 IB-2**

**48 Lectures**

**Objective:** - to make the students aware about international mergers and Acquisition.

**UNIT-I**

**12 lecture**

Joint Ventures: Concept & Meaning of Joint Ventures, Need & Types of Joint Ventures, Structures & Problems faced in Joint Ventures, Joint Ventures and Strategic Alliance.

**UNIT-II**

**12 lectures**

Mergers and Acquisitions: Introduction to mergers, types of mergers, theories of mergers & acquisitions; Cross-border mergers and acquisitions, issues and challenges in cross border M&A. Handling cross-culture and taxations issues in cross-border M&A. 12 Lec

**UNIT-III**

**12 lectures**

Deal Valuation and Evaluation: Factors affecting valuation basics, methods of valuation, cash flow approaches, economic value added (EVA), sensitivity analysis, valuation under takeover regulation, valuation for slump sale, cost-benefit analysis and swap ratio determination

**UNIT-IV**

**6 lectures**

Post-Merger Evaluation: Financial Evaluation of Mergers & Acquisitions, Impact on shareholders'

Wealth; Methods of payment and financing options in mergers & acquisitions

**UNIT-V**

**6 lectures**

Financing decision, Merger, Acquisition and Competition law 2002, SEBI (Securities & Exchange Board of India) Takeover Code 2011 and criteria for negotiating friendly takeover.

**Readings**

1. Weston, Fred; Chung, Kwang S. & Siu, Jon A.: *Takeovers, Restructuring and Corporate Governance*, (2nd ed.). Pearson Education
2. Gupta, Manju (2010): *Contemporary Issues in Mergers and Acquisitions*. Himalaya Publishing
3. Sundarsanam (2006); *Creating Value from Mergers and Acquisitions*, (1st ed.) Pearson Education



4. Ramanujan. S. (1999); *Mergers: The New Dimensions for Corporate Restructuring*, McGraw  
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**BBA**  
**GLOBAL BUSINESS ENVIRONMENT**  
**GLBE-607 IB-3**

**48 Lectures**

**Objective-** To get the students acquainted with the present economic environment in India and abroad. To enable the students understand the various issues involved in the macro management of the economy

**UNIT-I** **12 lectures**

Introduction. Concept of Economic Environment; Nature and scope. Macro variables: Income, Employment, Money Supply, Price Level, Interest rates, Saving and Investment.

**UNIT-II** **12 lectures**

Institutional Framework of Economic Environment: Role of state; State Vs Markets. Fiscal Policy; Concept & Implications. Monetary Policy; Concept & Implications. Commercial Policy

**UNIT-III** **12 lectures**

Structure of Indian Economy: Growth Strategy in plans. Industrial Policy. Public sector & Private sector Monetary Policy. Fiscal Policy. Infrastructure Development. Issues in Indian Economy: Poverty, Unemployment, Regional Dimensions

**UNIT-IV** **6 lectures**

Open Economy Management. Balance of payments. Role of Foreign Trade & Policy. Role of Foreign Capital, Globalisation: Concept, Implications, Policy.

**UNIT-V** **6 lectures**

Regional Integration: EU, etc. World Trade Organization World Bank, IMF, etc. BRICS, Global Orientation of Indian Economy: Growth and evolution of Indian MNC's

**Readings:**

1. The Indian Economy; Problems and Prospects. Edited by Bimal Jalan, Penguin
2. V.K.Puri: Indian Economy, Himalya Publishing House

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