

UNIVERSITY OF LUCKNOW BBA
Programme BBA Semester I
(Syllabus)

BBA 101 BUSINESS MATHEMATICS

The course aims to develop basic skills for quantitative application in business situations.

Unit I: Summation of sets, Arithmetical Progression- Sum of a series in A. P. Arithmetic Mean, Geometric Progression , Sum of a series in G.P, Geometrical Mean, Sum of an infinite geometric series, Permutation and combination, Fundamental rules of counting, Permutation of n different things, Permutation of thing not all different., Circular permutation, Combination of n different things r at a time, Simple problems.

Unit II: Matrix Algebra- Definition, Matrix Operations- Addition, Subtraction, and Multiplication of matrices, Types of matrices- Square, Diagonal, null, Transpose of a matrix, Determinant of a Square matrix. Singular and non-singular matrix, Co-factor matrix, ad-joint of a matrix , Inverse of a matrix. Solution of simultaneous equation by using matrices. Unit III :

Differential Calculus : Differentiation, Differentiation of a product of two function, Differentiation of a quotient of two functions, Differentiation of a function of a function, Differentiation of a logarithmic and exponential function, Differentiation of implicit function, Maxima and Minima, Simple problems. (Trigonometrical function are excluded) Unit IV: Integral Calculus, Fundamental rules of integration, Integration by substitution, integration by parts. Integration by decomposition into a sum using partial fractions (Simple Problems), Simple business applications (Trigonometrical functions are excluded)

BBA 102 COMPUTER FUNDAMENTALS

The course aims to familiarize the students with computers & its applications in the field of business.

UNIT I: Basics of computers and their evolution- Characteristics of Computer, Application of Computer, Various fields of Computer, Classification of Computer, Generation of Computer, Types of Software, Compiler & Interpreter, Generation of Language, Data representation - Different Number Systems, Inter Conversion between Number Systems, Binary Arithmetic.

UNIT II: Input devices: Keyboard, Point & draw devices, Data Scanning Devices, Digitizer, etc, Output Devices: Monitors, Printers, Plotters, Voice Response System, etc., Main Memory / Primary Memory: RAM, ROM, PROM, EPROM: Cache Memory, Secondary Memory, SASD, DASD Concept, Magnetic Tape, Magnetic Disk, Optical Disk, etc. Business Data Processing: File Management System, Database Management System

UNIT III: Operating System Concept: Introduction to Operating System, Functions of Operating System, Types of Operating System, Details of Basic System configuration. Introduction to GUI-Windows Operating System, All Directory Manipulations, File Manipulation. Introduction to Word Processor, Spread Sheets, PowerPoint.

UNIT IV: Concept Of Data Communication & Networking: Network Concepts, Types of Network, Communication Media, Modes of Transmission, Analog & Digital Transmission, Synchronous & Asynchronous Transmission, Different Topologies, Introduction to Internet

BBA 103 FINANCIAL ACCOUNTING

The course aims to build the competency for preparing, analyzing and interpreting financial statements.

Unit I : Nature and function of financial Reporting. Accounting and accounting system, Information perception of different uses, Measures of return, Ethical issues in accounting, Basic Accounting concepts and conventions, GAAP. Unit II : Source Documents, classification of accounts , Recording, posting of transactions , Preparation of trial balance for service and merchandise business, adjustment of accounts, closing of accounts, completing the accounting cycle measuring business income , Financial statements of manufacturing businesses.

Unit III : Meaning and reporting of assets / liabilities, Internal control systems for cash , bank reconciliation, accounting for receivables and inventories , capital and revenue expenditure, Depreciation accounting, Accounting for liabilities, Accounting for Share capital, preference share and buy back of shares.

Unit IV: Analysis of Accounting Information: Financial statement analysis and application, Statement of cash flow, preparation and interpretation.

BBA 104 MANAGERIAL ECONOMICS

The course aims to acquaint the students with micro and macro economic fundamentals required for business analysis.

Unit I: Introduction - Meaning, nature and scope of Managerial Economics, Significance in decision making. Fundamental principles, Demand Analysis- Introduction to Law of demand, types of demand, individual and market demand, curves & schedule, Demand determinants, Importance in decision making. Demand Forecasting - meaning and methods. Elasticity of Demand - Meaning, types, measurement and significance.

Unit II: Production Function - Meaning, Law of variable Proportions, Returns to scale. Iso-Product Curves- meaning and features, Cost Concepts - Meaning and types of Costs, Cost - output relationship in short and long run. Break Even Point-Meaning , features and significance.

Unit III: Market Structure and Pricing Theory - Pricing under different market conditions - perfect competition, imperfect competition and monopoly. Price discrimination under monopoly and necessary condition and degrees of price discrimination.

Unit IV: National Income- Meaning, concepts, various methods of measurement, Difficulties in measuring National Income, Trade Cycle- Introduction, various phases of trade cycle, Hicks Theory of trade cycle, Keynes Theory of Trade cycle.

BBA 105 MARKETING FUNDAMENTALS

The course aims to build foundation of marketing concepts.

Unit I : Meaning and concepts of Marketing, Sales Concept, Marketing concept, Social Marketing concepts, Societal Marketing concept, Marketing Mix, 4 Ps of Marketing , Marketing Environment in India.

Unit II: Market Segmentation , bases for segmentation , Selection of Target Market and Positioning , Product , Product line, Personality , Product mix and Product Life Cycle.

Unit III: Pricing - Factors affecting pricing , methods of pricing, distribution channels, types of intermediaries.

Unit IV: Promotion, elements of promotion mix, advertising, Functions, criticism, types : sales promotion techniques, difference between advertising and personal selling, direct marketing.

BBA 106 PRINCIPLES OF MANAGEMENT

The course aims to provide fundamental exposure and understanding of the concepts, theories and practices of management.

Unit I: Introduction, Nature of Management, Development of Management Thought, Schools of Management Thought, Management Process & Co-ordination, Managers need for understanding Internal and external environment Unit II : Planning, Fundamentals of planning, Objectives, Policy & Strategy, Forecasting, Decision Making, Organizing, Organization Theory, Design of organization structure, Authority & Responsibility, Line and Staff Relationships, Pattern of organizational design, Groups in organization, Dysfunctional Aspects of Organization, Organizational Change. . Unit III: Staffing, Fundamentals of staffing, Recruitment & Selection, Training & Development, Performance Appraisal, Directing, Fundamentals of Directing, Motivation, Concept and techniques, Leadership Approaches and Communication. Unit IV : Controlling, Nature and Scope of Control, Types of Control, Control Process, Management by Exception (MBE), Effective Control System, Control Techniques - Traditional and Modern.

BBA Semester 3 (Syllabus)

BBA 201 BUSINESS COMMUNICATION

The course aims to develop written and verbal communication skills for effective business communication.

Unit I introduction to Business Communication, Characteristics of Effective Organizational Communication, Basic Forms of Communication, Process of Communication, Principles of Effective Business Communication, 7 C's. Unit II : Barriers to Communication, Facilitators to Communication, Effective Listening, Perception & Reality, Role of Opinion, Attitudes & Beliefs, , Mal-functions of communication, Business Etiquettes,
Unit III : Forms of Business Communication, Written Communication, Oral Communication, Non verbal Communication, Technology of Business Communication, Peculiarities of Communication in Indian Organizations, Conflict Management.
Unit IV: Conduct of Meeting- Agenda, Notice, Notes, Minutes, Office Memorandum, Office Orders, Press Release, Business Letter Writing-Need, functions & Kinds, Layout of letter writing, Types of letter writing, Report writing- Problems, Organization and techniques of writing.

BBA 202 BUSINESS STATISTICS

The course aims to build skills for statistical inference of business data

Unit I: Definition of statistics: Primary and secondary data, classification and tabulation of data.
Measures of central tendency- Arithmetic mean , geometric mean and harmonic mean, mode, median.
Measures of dispersion- Range, quartile deviation, mean deviation, standard deviation, absolute and relative measures of dispersion, Coefficient of variation.
Unit II: Correlation Analysis-Introduction, Importance of correlation, Analysis, Types of correlation- Positive and Negative correlation, linear and non-linear correlation, Measures of correlation-scatter diagram method, Karl Pearson's co-efficient of correlation (Grouped data also), Spearman's Co-efficient of Rank Correlation.
Regression Analysis: Difference between correlation and regression, Lines of regression. Methods of least squares, Fitting straight lines, Properties of regression line, Regression Co-efficient and their properties.
Unit III: Probability-Definition of probability, Classical and empirical probability, Addition and Multiplication rule of probability. Conditional probability, Simple problems.
Unit IV :Time series analysis: Utility of time series, Components of time series , Time series models- Addition and Multiplication model, Measurement of trend- Graphic method, Moving average methods, Method of least squares, fitting a straight line trend, seasonal variations- Estimation of seasonal variations, Method of simple average,ratio to trend method, ratio to moving average method , cyclical variations.

BBA 203 CONSUMER BEHAVIOUR

The course aims to provide insights into consumer behavior required for marketing decisions

Unit I: Meaning and nature of Consumer Behaviour, Factors affecting Consumer Behaviour, Consumer Involvement and decision making, Models of decision making.
Unit II: Consumer Perception, attitudes, changes in attitudes, Consumer motivation.
Unit III: Models of Consumer Behaviour , Consumer Behaviour in India, difference between consumer buying and industrial buying, nature and factors affecting industrial buying.
Unit IV: Factors influencing purchase decision of a consumer, Personality, Self-concept, Life-style, Psychographics, Reference group.

BBA 204 ENVIRONMENTAL STUDIES

The course aims to make students conscious of environmental concerns and understand the consequences and impact of environmental trends on human life and business.

Unit I: Introduction to Environmental studies, Sustainable development, Realm of Ecology, Environmental Management System (EMS), Biodiversity, Business and Environment, Environmental Ethics
Unit II: International Efforts for Environmental protection, India's efforts for Environmental protection, Public Policy, Role of NGOs, Environmental clearance for establishing and operating Industries in India
Unit III: Global Environmental Problems, Global Warming, Ozone depletion, Air & Noise Pollution, Water Resources, Land Management & Soil Pollution, Waste Management, Forest & Wild life Management,
Unit IV: Indian Environmental Laws, Wild Life (Protection) Act, 1972, Water (Prevention & Control of Pollution) Act, 1974, Environment (Protection) Act, 1986, Air (Prevention & Control of Pollution) Act, 1981. Functions of CPCB and SPCB, ISO-14000.

BBA 205 FINANCIAL MATHEMATICS

This course aims to develop the competency of understanding the impact of time value of money on valuation of financial assets and liabilities.

Unit I

Basic Concepts, Simple and Compound Interest, Kinds of interest rates- effective rate of interest, Nominal rate of interest and force of interest, Relationship between effective and nominal rate of interest.

Unit II

Present value and discount rate, Effective and nominal rate of discount, Relationship between interest and discount, Equation of payment.

Unit III

Valuation of annuities- Certain, Present value of an annuity, Present value of an annuity payable p times a year, Present value of deferred annuities, perpetuities. Accumulated value of an annuity, Accumulated value of annuities payable p times a year.

Unit IV

Valuation of securities, Present value of bonds, Present value of preference shares, Present value of equity shares, growth in dividends - Normal growth and super normal growth, Relationship between price, earnings and dividends.

BBA 206 INDIAN VALUE SYSTEM

This course aims to provide familiarity with aspects of Indian Values emanating from our social and cultural background impacting the quality of decision making.

Unit I: Features of Indian Social System and Social Institution affecting values: Cultural History of India, Characteristics of Indian Social System and Important Social Institutions, Indian Education systems (In Ancient, Medieval and Modern India)

Unit II: Indian Value System: Indian Values in management, Four ashrams, Purushartha, Varna and Caste system

Unit III: Indian Ethical Theories: Nature and Scope of Ethics, Psychological Basis of Ethics, Indian Ethical Theories (a) Kautilya (b) Manu, An outline of Ancient Legal System and its utility in present, in India

Unit IV: Impact of Social and Cultural Factors on Business: Guilds (Shreni) and their role in business promotion in Ancient India, Role of Indian Culture in Business Promotion, Indian traditions for decision-making and management of stress, Philosophy of Yoga and its modern relevance.

BBA-301: ADVERTISING MANAGEMENT

This course aims to familiarize the student with the basic principles of advertising and introduction to media involved.

Unit I: Definition, Nature and evolution of advertising, its functions and role, criticism, social, economic and legal aspects of advertising.

Unit II: Place of advertising in Marketing Mix, Indian advertising industry, copy writing: different elements of a copy and layout

Unit III: Advertising budget: Objectives, preparation and methods of advertising budget; advertising agency: function, selection and compensation.

Unit IV: Advertising media: different types of media, function, merits and demerits of media, selection of media and its vehicles.

BBA 302 Banking & Insurance

This subject aims to provide general exposure of the financial system pertaining to banking and insurance.

Unit I: Structure of India Financial System, Major issues in Indian Financial System, Financial Sector reforms in India, RBI, Monetary Policy, Credit Control.

Unit II: Commercial Banking, Management of assets & liabilities of Commercial Banking, Regulatory Environment for Commercial Banking in India, Operating Aspects of Commercial Banking.

Unit III: Life Insurance Organizations, Regulatory framework, Management of Life insurance business, Nature & types of Life Insurance Policies, Operating Aspects of Life Insurance Companies.

Unit IV: General Insurance Organizations, Regulatory Framework, Management of General Insurance Business, Nature & types of General Insurance Policies, Operating Aspects of General Insurance Companies.

BBA 303 Business Environment

This course aims to familiarize the student with the Indian business environment and provide him / her an insight into the control mechanisms adopted by government.

Unit I: Various types of economic systems being followed in the world, Comparison between the capitalist and socialist economies, The Indian economic system pre and post independence, The industrial policy 1951 and 1991 (statement, functions, implication and comparison) Private, Public and Co-operative sectors: meaning, role and importance. Unit II; Macro and Micro factors that affect the environment, Controllable and uncontrollable factors as regards the organization, macro and micro environment and their respective components, Environment scanning techniques: SWOT, ETOP with practical examples, Monetary, Fiscal, Exim Policies, Budget - roles and functions affecting the business environment.

BBA Semester 5 (Syllabus)

Unit III ; Globalization and Liberalization and their effect on the Indian business environment, SEZs ,EPZs, Privatization: implications and effects with examples, MNCs as a source of technology, merits and demerits , Indian MNCs, Social responsibilities of business - definition , examples and affects on the business environment.

Unit IV: Regulatory and control mechanism such as fiscal policy ,MRTP,FEMA,IRDA,SEBI and their changing dimensions, Delicensing , Price control mechanism, functioning of bureaucratic decision making and its effect on business environment, SSI -types, role in the economy, merits and demerits, Financial institutions - structure , functions ,roles and working

BBA 304 MANAGEMENT ACCOUNTING

This course aims to develop the competency for making correct analysis of relevant information required for managerial decision making.

Unit I: Management accounting: Definition, Differences with financial accounting, Management process & accounting, The value chain of business function, Introduction to CVP relationships, Measurement of Cost Behaviour

Unit II: Introduction to manufacturing costs, job costing , process costing , activity based costing,.

Unit III: Relevant information & decision making, Special order & addition, deletion of product and services, Optimal uses of limited resources, Pricing decisions, Make or buy decision, Joint product cost.

Unit IV: Preparing the master budget and functions budgets, Flexible budgets, Variance analysis, Introduction to Management Control Systems.

BBA 305 ORGANIZATIONAL BEHAVIOUR

The course aims to provide an understanding of the basis concepts, theories and techniques in the field of human behaviour at the individual, group and organizational levels.

Unit I: Meaning and development of Organizational Behaviour, Need for Organizational Behaviour, Challenged and opportunities for Organizational Behaviour , Organizational Behaviour Model.

Unit II: Perception: Components, factors influencing perception process; Personality: Determinants, theories, measurement; Motivation: Meaning, types and theories; Learning: Meaning, models of learning.

Unit III: Group formation and development, inter-group conflict, Nature, process and resolution techniques; Communication process, meaning, barriers and methods to overcome barriers; Leadership: meaning, style, models of leadership Unit IV: Group Dynamics, Group Cohesiveness. Stress: Causes, Stages and effects; Organizational Culture; Organizational Change and development.

BBA 306 RESEARCH METHODOLOGY

The course aims to make students understand the technicalities involved in a research work.

Unit I: Introduction to Research Methodology: Meaning, Objectives, Categories of Research, Features of good research studies, Types of Research Studies, Scientific & non scientific methods, Research Methods & Research, Methodology. Importance of Research in Management Decisions: Defining Research Problems, Formation of Hypothesis, Research design: Types of Research design, Research design in case of different research studies.

Unit II : Methods and Techniques of data collection: Types of data collection, Methods used for collection of different data types. Sampling and sampling distribution: Importance of Sampling, Methods of Sampling, Sampling errors, Test of Hypothesis. Attitude Measurement and Scales: Introduction to attitude - Various Methods to measure attitude.

Unit III: Data presentation and analysis: Data preparation & preliminary analysis, Statistical Analysis & Interpretation of data: Non parametric tests. Multivariate Analysis of Data. Model Building & Decision Making, Additional Statistical Methods.

Unit IV: Report writing & presentation: Writing & formatting of Reports, Presenting your research reports & talks, Graphical Presentation.

BBA 401 BUSINESS LAWS

This course aims to familiarize the students with the Indian Contract Act, Law of Partnership, Sale of Goods Act and Negotiable Instruments Act.

Unit I: The Indian Contract Act: Nature of contract, Elements of valid contract, Offer & Acceptance, Communication of offer, acceptance & revocation, Capacity of contract, Coercion, Free consent, Duress & undue influence, Fraud, Misrepresentation, Mistake, Legality of object, Contingent Contract, Quasi Contract, Performance of Contract, Breach of Contract.

Unit II: Law of Partnership: Partnership distinguished from similar organization, Types of partner, Duties of partner, Liability of partner, Dissolution of partnership

Unit III: Sale of Goods Act: Goods & Their classification, Price, Conditions & Warranties, Passing of properties & goods, Performance of a contract of sales, Buyers right.

Unit IV: Negotiable Instruments Act: Definition, Features, Assumptions, Promissory Notes, Bill of Exchange, Cheque, Material alterations, Payments in new courts, Conditions when bankers must refuse payments, Negotiations, Endorsements, indorsement, Kinds of bills, their expectancies, Presentment, Dishonour, Compensation, Hundies & their Kinds.

BBA 402 FINANCIAL MANAGEMENT

This course aims to equip the students with the fundamental principles & techniques of financial management concern with acquisition & use of funds by a business firm.

Unit I: Financial Management goals & objectives, Functions of financial managers, Concepts of risk and return, Environment of finance in organization of finance function, Introduction to time value of money, Capital Budgeting techniques.

Unit II: Cost of Capital, Capital Structure - Theory & Practice, EBIT, EPS Analysis, Dividend decisions & policy. Unit III: Long term financing, Working capital management - Cash, credit, Inventory Management & Financing, Unit IV: Financial Statement Analysis, Financial planning & budgeting, Introduction to international financial management .

BBA 403 HUMAN RESOURCE MANAGEMENT

The course aims to familiarize the students with the importance of human resource in the present day organizations and its subsequent management as a 'resource'.

Unit I: Nature and Concept of HRM: Human Resource Management: History. Concepts- Personnel Management, Human Resource Development and Human Resource Management, Importance of HRM and present day challenges, Understanding the present day scenario, Evolution of HRM into strategic HRM, Human Resource Planning: The process of Human Resource Planning, Limitations.

Unit II: Job Analysis: Process of Job-analysis and Design: Outcomes of Job-analysis- Job Description, Job Specification and job Evaluation. Job Design. Recruitment, Selection and Placement: Factors affecting Recruitment, Process of Recruitment, Sources of Recruitment. Process of Selection- Stages; Socialization and Induction; Promotions, Demotions, Transfers and Separations.

Unit III: Training & Development: Difference between training and development, Training Methods, Executive Development. Performance Appraisal: Methods of Performance Appraisal, Possible Errors in Appraisal Process, Planning for Performance Improvement.

Unit IV: Compensation Planning: Objective of Compensation Planning, Theories underlying Motivation and Remuneration, Developing Pay Structures, Principles of Wage and Salary Administration, Current Trends in Salary Administration. Industrial Relations & Workers Participation in Management: Theories of Industrial Relations, HRM Practices - Change in perspective, Strategic management of Industrial Relations, Collective Bargaining- Policies and Practices, Workers' Participation in Management, Quality Circles.

BBA Semester 7 (Syllabus)

BBA 404 INFORMATION MANAGEMENT

The course aims to develop the basis understanding of the information systems and their role in business organizations.

Unit I: Core Concepts in Information Systems, Information Systems in Business: Framework and resources. Unit

II: Functional and Cross-functional Information Systems.

Unit III: Decision Support Systems; Executive Information Systems; Executive Support Systems; Knowledge Base Systems; Expert Systems, Trends in Information Systems.

Unit IV: Data Base Management Systems: Concept, Components, Centralized and Distributed Database Systems. BBA 405

OPERATION MANAGEMENT

The course aims to familiarize the students with the basic concepts of Operations and Production Management.

Unit I: Introduction: Meaning, Nature and Scope of Production and Operation Management. Objectives of Operations Management. Duties and Responsibilities of Operations Management. Production Function. Systems approach to Operations Management. Manufacturing system: Mass, Batch, Job-Shop and Project.

Unit II: Plant Location: Nature, Factors considered in location, Methods and Type of areas. Plant Layout: Objective of good layout, Factors influencing layout and Types of layout. Material Handling Equipment: Importance, Objective, Principles, Factors affecting selection equipment and types of handling equipment.

Unit III: Work Study: Method study and work measurement- Importance, Objectives, Application areas, Steps in method study and Techniques of work measurement. Production Planning and Control: Role and Scope of PPC in Operations Management, Factors influencing production planning and benefits of production control.

Unit IV: Inventory Management: Factors influencing and Objectives of inventory management. Techniques of inventory management. Quality Control and Materials Management.

BBA 406 RETAIL MANAGEMENT

The subject aims to familiarize the student with the concept of retailing and to give him/her an insight into the Retailing Strategies.

Unit I: Retailing: Role, Relevance & Trends, characteristics of Retailing, The changing face of Retail Industry in India, The Retail chain organization,

Unit II: The Retail Customer: Factors affecting the Consumer Decision Making, Stages of Consumer Decision Making Process, Types of Consumer Decision Making Process.

Unit III: Retail Market Segment: Market Segmentation, Targeting & Positioning, Kinds of Market and Dimensions of Segmentation.

Unit IV: Retailing Strategy: Location- Types, Importance and determining factors, Product and Merchandise Strategies, Retail Space and Ambience Management Strategies, Retail Pricing & Promotion Strategies.

BBA 501 E- COMMERCE

The subject aims to familiarize the student with the basic concept of e-commerce and to provide him/her with the knowledge of planning, scheduling and controlling a successful e- business.

Unit I: Framework for understanding e- business: Introduction to e- commerce, Environmental forces affecting planning and practice, Ethical, legal and social concerns.

Unit II: Developing e- Business Frame work: Developing e- Business Models, Introduction to Internet, www. Concepts, Building of e- commerce websites, software hardware and tools.

Unit III: Planning, Implementing and Controlling of e-Business: Creating the Marketing Mix, Organizational and Managerial issues, Financial Planning and Working with Investors, Implementation and Control of the e-Business Plan. Unit IV:

Understanding of Key terms of E- Commerce: Electronic Commerce & Banking, Electronic Payment Systems, Electronic Payment Technology, On-line credit card, E- Commerce Security.

BBA 502 FINANCIAL SERVICES

The subject aims to provide the basic insights into the different types of financial services and the regulatory prescriptions for the same..

Unit I: Introduction to financial services. Fund and fee based services, Utility and significance; NBFCs.

Unit II: Leasing and Hire Purchase

Unit III: Factoring, Bill Discounting, Credit card services

Unit IV: Merchant Banking and advisory services; IPOs.

BBA 503 HEALTH CARE MANAGEMENT

The subject aims to familiarize the students with the basic health care system, health care economics & finance and hospital functions.

Unit I: Health Care and Social Development. National Health Policy. Distribution of Health Services in India, Output and Performance. Role of Private, Voluntary groups and national and international agencies.

Unit II: Health Care System- Characteristics, goals & functions. Health System Research- Uses & Applications. Health care decision making for Mega Problems. Contemporary trends in Health Care in Indian Scenario.

Unit III: Health Care Economics & Finance: Economic appraisal of health services, Needs Vs Demand Vs Supply Model, Health Service financing & expenditure survey, Budgeting, Control, Pricing, & Efficiency.

Unit IV: Hospital functions, Organization, Classification & Components. Changing role of hospital administration. Resource utilization and control in hospitals. Health Care Communications for social causes like AIDS awareness, Anti Smoking, Anti tobacco etc.

BBA 504 RURAL MARKETING

The course aims to familiarize the students with the basic concepts of Rural Marketing, the nature of the Rural Consumer, and marketing of agricultural inputs and produce.

Unit: Definition of Rural Marketing , Indian Rural Market, Environment : Population and its locations, occupation pattern, expenditure pattern, infrastructure facilities.

Unit II: The Rural Consumer: Characteristics, factors influencing his purchase decision, Rural demand: Nature , types of requirements , hierarchy of markets and rural market index, Problems in rural marketing.

Unit III: Marketing of Agriculture Inputs: Consumable inputs and durable inputs: Marketing of Consumables and Durables:

Composition of Products, Price, distribution, promotion, product redesign or modification needs. Unit IV: Marketing of Agricultural Produce, Formation of Cooperative marketing and processing societies, marketing of rural / cottage industry / artisan products; Rural Marketing Strategies: Rural Market Segmentation, Strategies on product , price, promotion and distribution.

BBA 505 TAXATION LAWS

The objective of this course is to acquaint the students with the legal framework of taxation affecting business plans, profits and liabilities of business.

Unit I: Important Definitions, Concepts of Income, Exempted incomes, Residential Status and Tax Liability.

Unit II: Heads of Income - Income from Salaries, Income from House & Property, Profits and gains of a business or profession, Capital Gains, Income from other sources.

Unit III: Individual Assessment, Assessment procedure, Set off and Carry Forward of losses, Clubbing of Income, Income -Tax authorities and their powers.

Unit IV: Wealth Tax- exemptions, Deemed wealth, Calculation of wealth tax liability, Assessment procedure.

BBA 506 MANAGING PERSONAL FINANCE

The Course aims to prepare students to arrange their finances for ensuring their economic independence and growth of wealth.

- Unit I: 1.1 Introduction
1.2 Investor's Need and Nature
1.3 Avenues for Investments
1.4 (a) Investment in Gold, Silver, Diamonds and Antiques.
(b) investment in Land and Building.
(c) Investment in Bank Deposits
(d) Investment in Securities- Government, Government Undertaking Companies.
(e) Investment in Fixed Assets.
(f) Investment in Insurance Policies of LIC and other Companies.
(g) Investment in Provident Funds and Gratuity.
(h) Investment in Education.

- Unit II: 2.1 Analysis of Investment in Equity and Shares.
2.2 Analysis of Systematic and Unsystematic Risk.
2.3 Personal Income Tax Planning.
2.4 Tax Evasion. Tax Avoidance & Tax Planning.

BBA Semester 9 (Syllabus)

Unit III: 3.1 Basics of Financial Accounting - Nature of Financial Statement and their Analysis.

3.2 Concept of Discounted Cash Flows.

3.3 Investment Valuation.

3.4 Analysis of Lease Finance.

3.5 Analysis of Investment in Mutual Funds.

Unit IV: 4.1 Management of Cash and Cash Forecasting.

4.2 Financial Security.

4.3 How to become wealthy on a small budget.

4.4 Avoiding poverty trap and bankruptcy.

4.5 Building Economic independence.

Recommended Books: Jack Kapoor - Personal Finance - TMH Shaikh M

W - Personal Finance - Jaico Lokatia R N - Tax

Smart Personal Investment

A - Z

BBA 506 Summer Project (Non-credit)

BBA 601 BUSINESS POLICY

This subject aims to provide conceptual and analytical skills to the students for accessing the environmental & competitive opportunities along with fulfilling the objectives of concepts in knowledge, situations, and relevant attitudes. Unit I: Strategic Management. Concept of Strategy, Dimension of strategic decision, Levels of strategy, Strategy making modes, Overview of process of strategic planning & management.

Unit II: Mission, vision, objective setting, Business definitions, Summary statement of strategy, Deducing strategy from action & endeavours.

Unit III: Formulation of strategy, Components of environment & Environmental analysis, Analysis of internal capabilities using different approaches, Strengths, Weakness, Opportunities, Threats (SWOT Analysis).

Unit IV: Strategic alternatives for growth, stable, combinations & international strategies. Choice of Strategy, Generic Business Strategies, Portfolio Analysis, Overview of Implementation Aspects,

BBA 602 COMPANY LAW

The subject aims to familiarize the students with the regularity frame work for formation, incorporation issue of capital and management of a company as per the Indian Companies Act.

Unit I: Definition & nature of Company, types of Companies, formation of Companies, Liability of promoters, Incorporation of Companies, Commencement of business

Unit II: Memorandum of Association (MOA), Contents, Doctrine of Ultravires, Articles of Association (AOA), Doctrine of Indoor Management & exceptions to it

Unit III: Prospectus, Statements in view of prospectus, Mis-statement & their remedies, Share capital, Allotment of shares -definition of share, Share warrant, Share certificate, Difference between share & stock, Calls on shares, Types of shares, Voting rights, Right issues.

Unit IV: Management of Company, Appointment of directors, Legal Position, Duties & liabilities & Powers, Company Meetings- Statutory, Annual general meeting, extraordinary meeting, meeting of BOD, Guidelines for managerial remuneration, Quorum for different meetings, Kinds of resolutions, Provisions regarding borrowing, & issue of debentures, dividend and bonus shares, Notes on binding up.

BBA 603 ENTREPRENEURSHIP

The subject aims to familiarize the students with the concept of Entrepreneurship and with the establishment and management of a new enterprise.

Unit I: Entrepreneurship: Definitions and core elements, Process of Entrepreneurship, Entrepreneurial Competencies, Barriers to Entrepreneurship, Identification of business opportunities.

Unit II: Establishment of a new enterprise, Choice of product, Market Assessment, Selection of Technology, Selection of Site, Organizational and Ownership Structure.

Unit III: Preparation of Business Plan, Financing the new enterprise, Financial Management for new ventures, Source of Finance.

Unit IV: Marketing Management in a new enterprise, Human Resource Management in a new enterprise, Operations Management in a new enterprise.

BBA 604 INTERNATIONAL BUSINESS

The subject aims to familiarize the students with the concept of international business, the organizations engaged in global business, Indian export documentation and implications of global trade on India.

Unit I: Historic view point of international business, Introduction and concepts of the modern international business, Domestic and international business comparison and contrast with advantages and disadvantages of both., Regional blocks - NAFTA, SAFTA, ASEAN, SAARC types, roles, functions and their effect on emerging global business environment.

Unit II: GAAT and WTO - structure, functions and roles in the current international business scenario, the modern world reasons for venturing into international business, Factors and variables involved in international business. International business strategies and entry modes and techniques. Indian and world MNCs with their merits and demerits.

Unit III: Comparison and contrast between domestic and international marketing, Advantages of international marketing, various types of international market intermediaries. Comparison and contrast between domestic and international Human Resource Management, cross-cultural issues, implications on the host and guest countries, Various types of global organizations.

Unit IV: International financial institutions - structure, roles, functions, World Bank, IMF, UNCTAD, NABARD, ADB etc, Export documentation and financial support available in India -APEDA, EPZs, SEZs, Future trends in international business, concepts of BPO, FDI etc and their effects on the future of international business. India's attractiveness for FDI vis-a-vis other countries like China, Brazil, Malaysia etc.

BBA 605 MARKETING OF SERVICE

The subject aims to provide the basic insights into the marketing of services and develops the understanding of various types of services and current scenario of service sector in India.

Unit I: Meaning and nature of services marketing, goods and services - a comparative study, significance, marketing mix for services, Classification of services.

Unit II: MIS in Service Marketing, Market Segmentation and positioning, Behaviour of consumer, Service Management. Unit

III: Marketing of Services in India: bank, insurance, tourism, hospital and consultancy. Unit IV: Promotion mix strategy for services, Relationship marketing, Services under WTO .

BBA 606 PROJECT MANAGEMENT

This subject provides an opportunity to the students to conceive, formulate and prepare a project with practical orientation with regard to its implementation.

Unit I: Generation & Screening of project idea, Preliminary Screening, Project Rating Index, Entrepreneurial Skills, Market & demand analysis, Collection of Primary & Secondary information, Demand forecasting, Market planning. Unit II: Technical Analysis, Manufacturing process / technology, Material inputs & utilities, Product Mix, Plant Capacity, Location & site, Machinery & Equipment, Structures & Civil work, Environmental aspects, Project Charts & Layouts, Project Time Lines.

Unit III: Cost of projects, Means of financing, Estimates of Sales & Production, Cost of Production, Working Capital Requirement & Financing, Projected income statement, Balance sheet and cashflow with multi year projections, Consideration of alternative sources of finance.

Unit IV: Project Implementation: Forms of project organization, Project control & control charts, Human aspects of project management, Prerequisites for a successful project implementation, Introduction to project network & determination of critical path, Preparation of comprehensive project report.