



JAGADGURUKUL
UNIVERSITY

SCHEME OF EXAMINATION

&

DETAILED SYLLABUS

BBA
(Distance Learning Program)

(w.e.f. 2018-19)

Faculty of Management, Jagadgurukul University

University Campus: NH-12, Chaksu Bypass, Tonk Road, Jaipur-303901

City Campus: Plot No. IP-2,3, Phase-IV, Sitapura Ind. Area,
Opp. Choki Dhani, Jaipur.

*Approved by AC vide resolution no.dated.....



Course Structure (DL BBA)

First Semester Examination

Code No.	Paper	Credits
DL BBA 101	Business Communication	4
DL BBA 102	Business Law	4
DL BBA 103	Business Statistics	4
DL BBA 104	Financial Accounting	4
DL BBA 105	Principles of Management	4
TOTAL		20

Second Semester Examination

Code No.	Paper	Credits
DL BBA 201	Business environment	4
DL BBA 202	Cost Accounting	4
DL BBA 203	Industrial Law	4
DL BBA 204	Managerial Economics	4
DL BBA 205	Organizational Behaviour	4
TOTAL		20

Third Semester Examination

Code No.	Paper	Credits
DL BBA 301	Company Law	4
DL BBA 302	Indian Economy	4
DL BBA 303	Marketing for Managers	4
DL BBA 304	Production & Material Management	4
DL BBA 305	Management Accounting	4
TOTAL		20

Fourth Semester Examination

Code No.	Paper	Credits
DL BBA 401	Human Resource Management	4
DL BBA 402	Marketing Research	4
DL BBA 403	International Marketing	4
DL BBA 404	Management Information System	4
DL BBA 405	Financial Management	4
TOTAL		20

Fifth Semester Examination

Code No.	Paper	Credits
DL BBA 501	Quantitative Methods for Managers	4
DL BBA 502	Rural Marketing	4
DL BBA 503	Element of Taxes	4
DL BBA 504	Project Planning and Control	4
DL BBA 505	Project	4
TOTAL		20

Six Semester Examination

Code No.	Paper	Credits
DL BBA 601	Modern Business Practices and Strategies	4
DL BBA 602	Business Ethics	4
DL BBA 603	Entrepreneurship Development	4
DL BBA 604	Banking and Insurance	4
DL BBA 605	Comprehensive Viva Voice	4
TOTAL		20

MAXIMUM & MINIMUM CREDITS OF THE PROGRAM

The total number of the credits of the DL BBA Programme is 120

Each student shall be required to appear for examinations in all courses. However, for the award of the degree a student should secure at least 112 credits.

The syllabus may be revised time to time

Note: The criteria for passing in a subject is that student should secure minimum of 40% marks in the total of Internal Evaluation and End Term Examination and compulsorily with a minimum of 30% marks in the End-Term Examination.

.....



Examination Scheme-DL BBA

Subject Code	Subject Title	Type of Paper (Theory/Practical/Project/Viva/)	Maximum Marks	Internal Evaluation	End Term Evaluation	Min. Pass Marks
I Semester						
DL BBA 101	Business Communication	Theory	100	30	70	40
DL BBA 102	Business Law	Theory	100	30	70	40
DL BBA 103	Business Statistics	Theory	100	30	70	40
DL BBA 104	Financial Accounting	Theory	100	30	70	40
DL BBA 105	Principles of Management	Theory	100	30	70	40
II Semester						
DL BBA 201	Business environment	Theory	100	30	70	40
DL BBA 202	Cost Accounting	Theory	100	30	70	40
DL BBA 203	Industrial Law	Theory	100	30	70	40
DL BBA 204	Managerial Economics	Theory	100	30	70	40
DL BBA 205	Organizational Behavior	Theory	100	30	70	40
III Semester						
DL BBA 301	Company Law	Theory	100	30	70	40
DL BBA 302	Indian Economy	Theory	100	30	70	40
DL BBA 303	Marketing for Managers	Theory	100	30	70	40
DL BBA 304	Production & Material Management	Theory	100	30	70	40
DL BBA 305	Management Accounting	Theory	100	30	70	40

IV Semester						
DL BBA 401	Human Resource Management	Theory	100	30	70	40
DL BBA 402	Marketing Research	Theory	100	30	70	40
DL BBA 403	International Marketing	Theory	100	30	70	40
DL BBA 404	Management Information System	Theory	100	30	70	40
DL BBA 405	Financial Management	Theory	100	30	70	40
V Semester						
DL BBA 501	Quantitative Methods for Managers	Theory	100	30	70	40
DL BBA 502	Rural Marketing	Theory	100	30	70	40
DL BBA 503	Element of Taxes	Theory	100	30	70	40
DL BBA 504	Project Planning and Control	Theory	100	30	70	40
DL BBA 505	Project	Project	100	50	50	40
VI Semester						
DL BBA 601	Modern Business Practices and Strategies	Theory	100	30	70	40
DL BBA 602	Business Ethics	Theory	100	30	70	40
DL BBA 603	Entrepreneurship Development	Theory	100	30	70	40
DL BBA 604	Banking and Insurance	Theory	100	30	70	40
DL BBA 605	Comprehensive Viva Voice	Viva	100	-	100	40

Note: The criteria for passing in a subject is that student should secure minimum of 40% marks in the total of Internal Evaluation and End Term Examination and compulsorily with a minimum of 30% marks in the End-Term Examination.



JAGADGURUKUL
UNIVERSITY

First Semester Examination

Code No.	Paper	Credits
DL BBA 101	Business Communication	4
DL BBA 102	Business Law	4
DL BBA 103	Business Statistics	4
DL BBA 104	Financial Accounting	4
DL BBA 105	Principles of Management	4
	Total	20

DL BBA 101 Business Communication

Course Objective

1. To develop language proficiency
2. To apply theoretical principles into practical use by understanding individual and group dynamics of speech.

Course Contents

UNIT-I : INTRODUCTION BUSINESS COMMUNICATION

Basic forms of Communication, Communication models and processes, Effective Communication, Theories of Communication, Audience analysis.

UNIT-II SELF-DEVELOPMENT AND COMMUNICATION & CORPORATE COMMUNICATION

Development of positive personal attitudes, SWOT analysis, Vite's model of interdependence, Whole Communication. Formal and Informal Communication Networks, Grapevining, Miscommunication (Barriers), Improving Communication.

Principles of Effective Communication

UNIT-III : ENGLISH GRAMMAR & PRACTICES IN BUSINESS COMMUNICATION

The Noun, The Pronoun, Articles, The Adjectives, The Verb. Group Discussions, Mock Interviews, Seminars, Effective Listening Exercises, Individual and Group Presentation and report writing.

UNIT-IV : WRITING SKILLS

Planning Business Message, Rewriting and Editing, The First Draft, Reconstructing the final Draft, Business Letters and Memo Formats, Appearance request Letter, Good News and Bad News Letters, Persuasive Letters, Sales Letters, Collection Letters, Office Memorandum.

Report Writing and Presentation Skills

UNIT-V : REPORT WRITING & ORAL PRESENTATION

Introduction to a Proposal, Short Report and Format Report, Report Preparation .

Principles of Oral Presentation, Factor Affection Presentation, Sales Presentation, Training Presentation, Conducting Surveys, Speeches to Motivate, Effective Presentation Skills, Interviewing Skills: Appearing in Interviews, Conducting Interview, Writing resume, and Letter of Application.

Text Books:

1. M.K. Sehegal and Vandana Kshetrapal, Business Communication, Excel Books
2. Raymond V Lesikar, John D Petit; Business Communication, AITBS

Suggested readings

1. Herta A Murphy & Herbert W Hiderband, Effective Business Communication, Tata McGraw-Hill
2. Asha Kaul, Business Communication, Prentice Hall of India

DL BBA 102 BUSINESS LAW

Course Objective

To give a basic knowledge to the students of some of the important commercial law, the knowledge of which is necessary for an understanding of the legal implications of the general activities of a modern business organization.

Course Contents

UNIT I: The Law of Contract

Agreement and Contract: Void and Voidable Contracts; Capacity of Parties; Free Consent: Legality of Object and consideration; Performance and Discharge of Contracts; Indemnity and Guarantee: Bailment and Agency.

UNIT II: The Law Relating to Sale of Goods

Sale and Agreement to Sell, Conditions and Warranties, Transfer of Property Doctrine of Caveat Emptor, Auction Sale, unpaid Seller.

The Laws Relating to Partnership

The Partnership Act; nature, Test and Types of Partnership: Partnership Deed, Right and Liabilities of Partners; Registration; Dissolution.

UNIT III: The Law Relating to Companies

Definition and types of companies, promotion and formation of company, Memorandum of Association of a Company, Articles of Association, Registration of Company, Capital of Company –Shares & Debentures

Laws relating to industry and economic offences

UNITIV: The Laws Relating to Industries

Factories Act, Industrial Disputes Act, Minimum Wages Act, Workmen Compensation Act.

UNITV: The Laws Relating to Economic Offences

Consumer Protection: Main Provisions of MRTP, FEMA and Consumer Protection Act the Laws Relating to Industrial Sickness.

Text Books:

1. Dr. Avtaar Singh Eastern Book Company
2. Dr. N. D. Kapoor Central Law Publication

Suggested Readings:

1. R. L. Naulakha Regulatory Framework of Indian Business RBD
2. P. C. Tulsian Business LAW Tata Mc Graw

DL BBA 103 BUSINESS STATISTICS

Course Objective

1. To develop diagnostic and analytical skills through solving suitable logical problems.
2. To develop their abilities to measure and judge quantities.

Course Contents

UNIT-I

Introduction to Statistics : Frequency Distribution, Graphical Representations.

Measures of Location : Definition of Central Tendency, Arithmetic Mean (A.M.) Geometric Mean (G.M.) Harmonic Mean (H.M.) Median, Mode, Quartiles, Deciles and Percentiles.

Measures of Dispersion : Definition, Standard Deviation (S.D.), Mean Deviation (M.D.) Quartile Deviation (Q.D.) Range (R).

Measures of Skewness and Kurtosis: Moments, Skewness, Kurtosis.

UNIT-II

Correlation and Regressions : Bivariate Distribution, Correlation-Coefficient, Rank, Multiple and Curvilinear Regressions. Probability : Sample Space and Events-Probability-The Axioms of Probability-Some Elementary Theorems---Conditional Probability-Bayes's Theorem.

Probability Distribution : Random Variables-Discrete and Continuous-Distribution Distribution Function. Some Probability Distribution Distribution-Binomial-Poisson and Normal Distribution-Related Properties.

UNIT-III

Sampling Theory: Population and Samples—Sampling Distribution of Mean (Known and Unknown) Proportions, Sums and Differences. Estimation : Point Estimation-Interval Estimation-Bayesian Estimation.

UNIT-IV

Test of Hypothesis : Means and Proportions-Hypothesis concerning One and Two Means-Type I and Type II Errors, One-Tail, Two-Tail Tests, Test of Significance Student's T-Test, X-Estimation of Proportions.

UNIT-V

Analysis of Variance : ANOVA Table, Randomised Block Design. Stochastic Process : Definition, Markov Process, and Markov Chain, Chapman Kolmogorov Equations, Steady-State and First Entrance Probabilities.

Text Books:

1. S. P. Gupta Statistical Methods, Sultan Chand & Sons
2. Levin, Rubin Statistics for Management, Prantice Hall

Suggested Readings

1. Khanna and Gupta, Prantice Hall

DL BBA 104 FINANCIAL ACCOUNTING

Course Objective

The primary objective of the course is to familiarize the students with the basic accounting principles and technique of preparing and presenting the accounts for user of accounting for user of accounting information.

Course Contents

UNIT-I : MEANING AND SCOPE OF ACCOUNTING

Need, Development and Definition of Accounting; Book-keeping and Accounting Persons interested in Accounting; Disclosures; Branches of Accounting; Objectives of Accounting.

UNIT-II : ACCOUNTING PRINCIPLES & ACCOUNTING TRANSACTIONS

International Accounting Standards (Only Outline): Accounting Principles; Accounting Standards in India. Accounting Cycle; Journal; Rules of Debit and Credit; Compound Journal Entry; Opening Entry; Relationship between Journal and Ledger, Rules Regarding Posting; Trial Balance Sub Division of Journal.

UNIT-III : CAPITAL AND REVENUE

Classification of Income; Classification of Expenditure; Classification Receipts. Accounting Concept of Income; Accounting Concepts and Income Measurement Expired Cost and Income Measurement. Final Accounts: Profit and Loss Account; Balance Sheet: Adjustment Entries. Rectification of Errors; Classification of Errors; Location of Errors; Suspense Account: Effect on Profit.

UNIT-IV : DEPRECIATION PROVISIONS AND RESERVES

Concept of Depreciation; Causes of Depreciation; Depreciation, Depletion, Amortization and Dilapidation, Depreciation Accounting; Methods of Recording Depreciation; Methods for Providing Depreciation; Depreciation of Different Assets; Depreciation of Replacement Cost; Depreciation Policy as per Accounting Standard; Depreciation Accounting; Provisions and Reserves.

UNIT-V : ACCOUNTS OF NON-TRADING INSTITUTIONS

Not for Profit Organisation, Financial Statements, Income and Expenditure Account Balance Sheet.

Text Books:

1. Introduction to Accounting T. S. Grewal, S. Chand & Co.
2. Advanced Accountancy S.N. Maheshwari

Suggested Readings

1. Advanced Accountancy Shukla & Shukla S. Chand & Co
2. Financial Accounting , Shah, Oxford Press
3. Financial Accounting Needles, Powar, Cengage learning

DL BBA 105 PRINCIPLES OF MANAGEMENT

Course Objective

1. To provide fundamental knowledge and exposure to the concepts, theories and practices in the field of management.
2. To give an introduction to the way in which a firm can develop its managerial thinking, mission and strategy.

Course Contents

UNIT I : MEANING, NATURE AND SIGNIFICANCE OF MANAGEMENT

Concept of Management, Nature and Characteristics of Management, Significance, Role and Importance of Management, Scope of Management, Management-A Science of an Art, Levels of Management.

Management Process: Introduction, Elements of Management Process, Qualities of a Successful Manager.

Schools of Management Thought, Contribution of Max Weber to Management Science/Bureaucracy, Contribution of Taylor to Management Science/Scientific Management, Contribution of Henry Fayol to Management Science/Administrative Management Process Management.

UNIT II : PLANNING

Introduction, Definition of Planning, Nature Planning (Characteristics/Features of Planning). Importance of Planning, Steps in Planning/Planning Process, Types of Planning (Hierarchy of Planning). Essentials of Sound Plan/Making An Effective Planning. Types of Plans, Objectives, Meaning of Decision.

UNIT III : ORGANISATION

Meaning of Organisation Definition, Nature of Organisation/Characteristics of Organisation, Principles of Organisation, Organisation Process, Formal and Informal Organisations. Departmentation, Authority and Responsibility. Staffing. Recruitment Training and Development, Performance Appraisal.

Leadership: Introduction, Motivation, Communication.

UNIT IV : CONTROLLING

Controlling, Definition, Nature/Characteristics of Control, Need for Control, Significance and Limitations of Control, Types of Control, Essentials of Effective Control System, Control Process Control Techniques, Management by Objectives (MBO), Management by Exception (MBE), New Control Techniques.

Factors of Individual (Human) Behaviour: Introduction, Concept, The Nature of People, Factors influencing Individual Behaviour.

UNIT V: PERCEPTION

Introduction and Concept, Significance and Importance of Perception, Perceptual Process/Perceptual Mechanism/Elements of Perception, Factors influencing Perceptual

Mechanism, Attribution Theory, Selective Perception, Halo Effect Perceptual Constancy, Stereotyping, Projection, Perceptual Change. Perceptual Organisation, Sensation.

Introduction and Conception, Nature, Feature and Characteristics of learning, Learning Procedure, Learning, Introduction and Concept, Determination of Individual Personality, Measuring the Personality, Personality Traits, Personality and Organisational Behaviour.

Interpersonal Relationship and Group Behaviour

Introduction, Features and Characteristics of a Group, functions of a Group, Reasons of Group Formation, Group Development Process, Types of Group, Theories of Group Formation, Group Dynamics, Group Norms, Group Cohesiveness.

Text Books:

P.C. Tripathi and P.N. Reddy, Principles & Practices of Management, Tata McGrawHill.

Suggested Readings

1. L. M. Prasad –Principles & Practices of Management, Sultan Chand and Sons, New Delhi.
2. Gupta, C.B.; Management Concepts and Practices, Sultan Chand and Sons, New Delhi



JAGADGURUKUL
UNIVERSITY

Second Semester Examination

Code No.	Paper	Credits
DL BBA 201	Business environment	4
DL BBA 202	Cost Accounting	4
DL BBA 203	Industrial Law	4
DL BBA 204	Managerial Economics	4
DL BBA 205	Organizational Behaviour	4
	Total	20

DL BBA 201 BUSINESS ENVIRONMENT

Course Objective

The course objective is to familiarize the students with various environmental factors & its implication on the business decision-making process.

Course Content

UNIT-I : BUSINESS ENVIRONMENT

Definition of Business, Characteristics of Business, Components of Business, Purpose of a Business, Characteristics of Business Environment, Environmental Influences and Analysis on Business, Components of Business Environment, Relationships between Organization and its Environment, Internal Analysis of the Organization/Company, External Environment, Economic Environment, Political-Legal Environment, Socio-Cultural Environment, Demographic Environment, Natural Environment, Technological Environment.

UNIT-II : INTRODUCTION TO BUSINESS STRATEGY

Features of Strategy, Strategy at Different Levels of Business, Corporate Strategy, Business Strategy, Operational Strategy, Nature of Business Policy, Types of Policies, Features of Business Policy, Difference Between Policy and Strategy, Objectives of Business, Classification of Objective of Business.

UNIT-III : STRATEGIC MANAGEMENT FOR BUSINESS

Need for Strategic Management, Due to Change, Provides Guidelines, Better Performance, Improved Allocation of Resources, Competitive Advantage, Provides Holistic Approach, Improved Integration, Systematize Business Decisions, Strategic Management Process, Environmental Scanning, Strategy Formulation, Strategy Implementation, Evaluation and Control, Benefits of Strategic Management, Proactive Approach, Facilitates Better Delegation, Exploiting Opportunities, Assists in Realistic and Effective Plans, To Gain Competitive Advantage, Minimizes Weaknesses, Promotes Employees' Participation, Boost Profits, Systematic Approach for Management Decision, Empowerment of Employees, Limitations of Strategic Management, Strategies and their Role in Strategic Management, Role of Strategy in Strategic Management.

UNIT-IV : STRATEGIC PLANNING

Strategic Planning, Methodologies, Strategic Planning Process, Organization Mission and Purposes, Importance of Vision Statement, Importance of Mission Statement, Benefits of Vision, Developing a Mission Statement, Developing a Vision Statement, Setting Organizational Goals and Objectives, SWOT Analysis, Internal and External Factors, Avoiding Errors, The SWOT Matrix, Formulating Strategic Alternatives, Selecting the Best Strategy, Preparing an Operational Plan, Resource Allocation, Co-ordinating Internal Factors, Integrating Strategy and Operational Plan.

Implementation of Strategy

Activating Strategy, Strategy Formulation vs. Strategy Implementation, Aspects of Strategy Implementation, Steps in Implementation of a Strategy, Issues in Strategy Implementation, Project Implementation, Procedure implementation, Importance of Organisational Structure, Structural Considerations, Other Important Strategies, BCG Matrix, Market Growth, The Growth

Share Model and Cash Position, Uses and Benefits of the BCG Matrix, Limitations of the BCG Matrix, G. E. Multi Factorial Analysis, Factors Affecting Market Attractiveness, PEST Analysis.

UNIT-V SOCIALRESPONSIBILITY

Characteristics of Social Responsibility, Components and Areas of Social Responsibility, Towards Owners of Enterprise, Towards Workers, Consumers, Society, Government, Weaker Section of Society, Economic Policy of State, Arguments Against Social Responsibility of Business, Importance of Business Ethics, Social Responsibility for Economic Growth, Outcomes of Social Responsibility, Social Audit, Need for Social Audit, Types of Social Audit.

Text Books:

1. Aswathappa, K, “Essentials of Business Environment”, Himalaya Publishing House, 2000 7th edition.
2. Cherunilam, Francis; “Business Environment - Text and Cases”, Himalaya Publishing House
3. Gupta C.B. (2008) Business Environment, Sultan Chand.

Suggested Readings:

1. Adhikari, M.; Economics Environment of Business, Sultan Chand & Sons, Delhi.
2. Aggarwal, Raj and Parag Diwan, Business Environment, Excel Books, New Delhi.

DL BBA 202 COST ACCOUNTING

Course Objective

The primary objective of the course is to familiarize the students with the basic cost concepts, allocation and control of various costs and methods of costing.

UNIT-I : INTRODUCTION

Meaning, Scope, Objectives of Cost Accounting & Management Accounting, Financial Accounting vs Cost Accounting vs Management Accounting, Advantages & Limitations of Cost & Management Accounting, Elements of Cost, Cost Concepts, Cost Classification.

UNIT-II : TOTAL COST AND MARGINAL COST

Cost-Volume-Profit Analysis, Relevant Costing for Decision-Making.

UNIT-III : BUDGETARY CONTROL

Meaning of Budget, Budgetary Control: Objectives, Uses Types of Budget-Functional, Fixed and Variable Budget.

UNIT-IV

Standard Costing and Variance Analysis, Advantages and Disadvantages of Standard Costing, Analysis of Variance: Material and Labor variances.

UNIT-V

Analysis of Financial Statement-Ratio Analysis, Funds Flow Statement and Cash Flow Statement.

Text Books:

1. M N Arora, "Cost Accounting"
2. Tulsian, "Cost Accounting", Tata Mcgraw Hill

Suggested Readings:

1. Cost Accounting - Horngrem, Datar, Foster, Prentice Hall
2. Cost Accounting - Banerjee, Prentice Hall
3. Cost Accounting - Dutta, Pearson

DL BBA 203 INDUSTRIAL LAW

Course Objective

The paper is to focus on wage policies, compensation for learn caused during the course of employment and working conditions of employees and various aspect of management of labour relation and dispute settlement bodies and techniques.

Course Contents

UNIT-I

Introduction and Evolution of IR-Concept, Nature, Scope of Industrial Relations, Parties to IR, Systems approach to industrial relations, Environmental framework of industrial relations, Importance of industrial relations, objectives of industrial relations, Factors affecting industrial relations, Evolution of industrial relations.

UNIT-II

Laws Relating to Industrial Relation-Trade Union Act 1926, Industrial Employment (Standing Orders Act) 1946, Industrial, Industrial Disputes Act 1947.

UNIT-III

Social Security and related laws-Concept, Objectives and Methods of Social Security, Review of Social security system in India.

Employees State Insurance Act 1948, Employees Compensation Act 1923 Employees Provident Fund and Miscellaneous Provisions Act 1952, Payment of Gratuity Act 1972.

UNIT-IV

Labour Welfare and related laws-Concept, Scope and Objectives of Labour Welfare, Agencies for administering labour welfare in India. Types of welfare services.

Factories Act 1948, Delhi Shops and Commercial Establishment Act 1961, Maternity Benefit Act, 1961.

UNIT-V

Laws relating to Wages-The Minimum Wages Act, 1948, The payment of Wages Act, 1936, The Equal Remuneration Act 1976, The payment of Bonus Act, 1965.

Suggested Readings:

1. Chhabra T.N. R.K.Suri; Industrial Relations: Concepts and Issues; Dhanpat Rai & Co.
2. Mamoria, C.B., and Mamoria, Satish, Industrial Labour, Social security and Industrial peace in India, Kitab Mahal, Allahabad.
3. Relevant Acts with Rules-Reputed Law Book publishers.
4. Industrial Relations, Trade Unions and Labour Legislation-Sihna P.R.N., Sinha I, B and Shekhar S. P. Pearson education, 2010.
5. Industrial Relations and Labour Laws-Srivastava S.C, 5/e, Vikas Publishing, 2010.
6. Industrial Relations and Labour Law-Singh B.D, Excel Books, 2011.

DL BBA 204 MANAGERIAL ECONOMICS

Course Objective

To make students aware about the application of economic theory and methodology to business.

Course Contents

UNIT-I : BASIC CONCEPT OF ECONOMICS AND DEMAND ANALYSIS

Nature and Scope of Managerial (Micro and Macro) Economics. Application of Economics Analysis. Micro Vs Macro Economics. Demand Analysis: Theory of Demand. Law of Demand. Determinants of Demand, Elasticity of Demand, Price Elasticity, Income Elasticity, Cross Elasticity. Demand forecasting and its significance.

UNIT-II : CONSUMER BEHAVIOR

Utility Approach: Marginalism, Equi-Marginalism, Diminishing Marginalism. Indifference Curve and Consumer Equilibrium with indifference curve applications.

UNIT-III : PRODUCTION AND COST ANALYSIS

Production Analysis: Production Function. Production Function with one variable input-Short Run analysis. Production Function with two variable input- Long Run analysis. ISO Cost and ISO Quants. Cost Analysis: Various cost Concepts, Short Run and Long Run Cost Function. Break Even Analysis.

UNIT-IV : MARKET STRUCTURE AND PRICE AND OUTPUT DETERMINATION

Price and Output Determination in different market: - Various forms of Market Perfect Competition, Monopoly, Monopolistic Competition. Price Determination in these markets. Short Run and Long Run Equilibrium of Firms in Different Market. Oligopoly and its price determination.

UNIT-V : CONCEPTS OF MACRO ECONOMICS AND NATIONAL INCOME ANALYSIS

Macro Economics: Nature, Development and scope of Macro Economics.

National Income Analysis: definition, Concepts of National Income- Gross Domestic Product, Gross National Product, Net National Product and Per Capita Income. Measurement of National Income. National Income Circular flow of Income.

Inflation: Meaning of Inflation. Types of Inflation, Cause and Control of Inflation.

Text Books:

1. Managerial Economics; G Geetika, Piyali Ghosh, Purba Choudhury; Tata McGraw-Hills Companies; New Delhi.
2. Managerial Economics; D.N. Dwivedi; Vikas Publishing House Pvt Ltd

Suggested Readings:

1. Ahuja, H.L. Advanced Economic Theory (Micro Economics), S.Chand &Co, New Delhi
2. Ahuja, H.L. Macro Economics, S.Chand &Co, New Delhi

DL BBA 205 ORGANIZATIONAL BEHAVIOUR

Course Objectives

To make student confronted with the field of Human Behavior. To provide insight to the different skills, theories, approaches & techniques of human behavior at individual and group levels.

Course Content

UNIT-I : INTRODUCTION

Emergency, Concepts, Importance, Nature, Characteristic. Models, Cognitive, Behaviourist, Social Cognitive Framework. Relationship with Other Fields.

Perception

Perception-nature, Concept, Process and Importance, Attitude-Concept, Process, Importance, Attitude Measurement. Personality-Concept, Nature, Types and Theories.

UNIT-II : WORK MOTIVATION

Concept, Application, Principles Theories, Involvement. Theories of Motivation: Maslow's need Hierarchy, Herzberg Theories of Motivation.

UNIT-III : GROUP DYNAMICS

Definition Types of Groups, Stage of Group Development. Group Characteristics, Group Structure, Group Norms and Group Cohesiveness, Group Decision Making.

UNIT-IV : LEADERSHIP

Definition and Framework of Leadership Perspectives. Leadership Theories and Models: Trait Theories, Behaviour Theories, Leadership Styles. Nature of Conflict, Reactions of Conflict, Managing Conflict.

UNIT-V : ORGANISATIONAL CHANGE

Forces of Change, Process for Planned Organisational Cultures. Globalisation and Organisational Cross Cultures, The Emergence of Global Organization.

Text Books:

1. General Psychology D. N. Shrivastava Vinod Pustak Mandir Agra
2. Organisation Behaviour Fred Luthans Mc Graw Hill
3. Chandran J. S., Organization Behavior, Vikas Publishing House

Suggested Readings

1. Robbins, S.P., Organizational Behavior, Pearson Education, New Delhi.
2. Organisation Behaviour K. Ashwathappa Himalya Publishing House
3. Prasad,L.M.-Organizational Behavior, Sultan chand & Sons,2003



JAGADGURUKUL
UNIVERSITY

Third Semester Examination

Code No.	Paper	Credits
DL BBA 301	Company Law	4
DL BBA 302	Indian Economy	4
DL BBA 303	Marketing for Managers	4
DL BBA 304	Production & Material Management	4
DL BBA 305	Management Accounting	4
	Total	20

DL BBA 301: Company Law

Objective:

To help the students understand the provisions of Companies Act, 2013 related to incorporation and management of companies in India.

Course Contents

UNIT-I

Definition, Features & Classification of Companies.

UNIT-II

Incorporation of Company with special reference to documents viz memorandum of association, articles of association, prospectus and statement in lieu of prospectus.

UNIT-III

Company Meetings and Resolution: Statutory, Annual General & Extraordinary general meetings.

UNIT-IV

Power of the Company Law Board to call meeting. Requisition of valid meeting, voting, resolutions, minutes, proxy quorum. Issue, allotment, transfer and transmission of shares.

UNIT-V

Right & duties of Company directors (including liabilities), directors as agent, trustees, qualifications, disqualification

Text Books:

1. Company Law by ND Kapoor
2. Avtar Singh -- Company Law (Eastern Book Co, Lucknow).

DL BBA 302: Indian Economy

Objective:

The objective of this paper is to provide broad understanding of basic concepts of economics and understanding of relationship between economics and law.

Course contents:

UNIT-I : INDIAN ECONOMY:

Sectoral divisions-public sector, joint sector private sector, cooperative societies, small scale enterprises.

UNIT-II : ECONOMIC GROWTH, DEVELOPMENT AND UNDERDEVELOPMENT:

The concept of economic growth, Meaning contrast of economic growth and development. Under development indicators, common characteristics of underdeveloped countries. Factors in Economic Development Strategy of growth: Balanced vs. Unbalanced growth

UNIT-III : ECONOMIC PROBLEMS OF GROWTH

Saving and capital formation, poverty. unemployment, inflation, parallel economy, industrial sickness.

UNIT-IV : NATURE OF INDIAN ECONOMY

India-A developing economy, A dualistic economy, A mixed economy

UNIT-V : NATIONAL ECONOMIC PLANNING

Planned Economic development since 1951 (objects, achievements and constraints). Five-year plans, Assessment of Indian Planning.

DL BBA 303: Marketing for Managers

Course Objective

Introduce students to the substantive and procedural aspects of marketing. Sharpen skills for critical analytical thinking on Marketing. Introduce students to the elements of marketing analysis. Enhance problem solving and decision making ability through segmentation, market targeting and positioning process.

Course Contents

UNIT-I: INTRODUCTION

Nature and Scope of marketing, Importance of Marketing as a Business Function and in the Economy, Marketing Concepts of Traditional and Modern, Selling vs marketing Mix, Marketing Environment

Consumer behaviour and market segmentation

Nature, Scope and Significance of Consumer Behaviour market segmentation Concept and importance bases for Market Segmentation.

UNIT-II: PRODUCT

Product - Concept Product Consumer and Industrial Goods - Product Planning and Development Packaging and Functions-Brand name and Trading after sales service product life cycle Concept.

UNIT-III: PRICE

Importance of Price in marketing mix-Factors affecting price product/service Discounts and Rebates.

UNIT-IV: PROMOTION

Methods of Promotion Optimum Promotion Mix - Advertising Media Their Relative Merits and Limitations - Characteristics of an Effective Advertisement-Personal Selling as Career Classification of a Successful Sales Person Functions of Salesman.

UNIT -V: DISTRIBUTION CHANNELS AND PHYSICAL DISTRIBUTION

Distribution Channels Concept and Role Types of Distribution Channels – Factors Affecting Choice of a Distribution Channel- Retailer and Wholesaler - Physical Distribution or Goods Transportation - Warehousing - Inventory Control Order Processing.

Text Books:

1. Philip Kotler, Marketing Management: Analysis Planning, Implementation & Control, Prentice Hall of India.
2. Ramaswamy Namakumari Marketing Management

Suggested Readings:

1. Rajan Saxena, Marketing Management, Mc Graw Hill.
2. Michael J. Baker, Marketing: Strategy and Management, Macmillan Press Ltd.
3. Kotler, Armstrong; Principles of Marketing, Pearson Education.

DL BBA 304: Production & Material Management

Course Objective

This course will help the students to understand the importance of understand the whole process of manufacturing a product or a service, focusing on the concept of optimum utilization of resources and minimization of costs.

UNIT-I

Evolution, Concept of production, Historical Evolution of Production and Operation Management, Production System, Production Management, Operating System, Operation Management, Managing Global Operations, Scope of production and Operation Management, Facilities Location, Plant Layout, Material Handling System.

UNIT-II

Capacity Planning: Meaning, Measurement Process and Capacity Utilisation, Aggregate Planning, Work Design and Job Design.

UNIT-III

Meaning, Scope, and importance of Material Management, Supply Chain Management, Fundamentals of Purchasing, Quality Assurance.

UNIT-IV

Concept of Inventory Management, Importance of Inventory Management, Controlling Inventory, Balancing Inventory and Cost, Other LOT-Sizing Techniques, Other Schools of Thought in Inventory Management, The Future of Inventory Management, Inventory Types.

UNIT-V

The Scope of MRP in Manufacturing, Concept of Material Requirement Planning, MRP Inputs, MRP Processing, Benefits and Drawbacks of MRP, MRP II, Store Management.

Suggested Readings

1. Chary S.N. Production & Operations Management, Latest ed. Tata McGraw Hill Publishing
2. Buffa, Modern Production Management, Wiley Eastern Pvt. Ltd.
3. Adam, Production & Operations Management, Prentice Hall.
4. Jhamb L.C. Production & Operations Management, Everest Publishing House,
5. K.Aswhathappa & Bhat, Production & Operations Management Himalayaya Publishing.

DL BBA 305: Management Accounting

Course Objectives

The course emphasizes the use of accounting data for decision making and is different from financial reporting. We will discuss the different methods used by accounting information systems to provide information to managers, and how to adopt this information to make decisions.

Course Contents

UNIT-I: MEANING AND SCOPE OF ACCOUNTING

Need, Development and Definition of Accounting; Book-keeping and Accounting; Persons interested in Accounting; Disclosures; Branches of Accounting; Objectives of Accounting.

Accounting Principles

International Accounting Standards (Only Outlines); Accounting Principles; Accounting standards in India.

UNIT-II: ACCOUNTING TRANSACTIONS

Accounting Cycle; Journal; Rules of debit and credit; Compound Journal Entry; Opening Entry; Relationship between Journal and Ledger, Rules Regarding Posting; Trail balance; Sub Division of Journal.

UNIT-III: CAPITAL AND REVENUE

Classification of Income; Classification of Expenditure; Classification Receipts. Accounting Concept of Income; Accounting Concepts and Income Measurement; Expired Cost and Income Measurement Final Accounts; Profit and Loss account; Balance Sheet: Adjustment entries. Rectification of Errors; Classification of Errors; Location of Errors; Rectification of Errors; Suspense Account; Effect on Profit.

UNIT-IV: DEPRECIATION PROVISIONS AND RESERVES

Concept of Depreciation; Causes of Depreciation; Depreciation, Depletion, Amortization and Dilapidation; Depreciation Accounting; methods of Recording Depreciation; methods for Providing Depreciation; Depreciation of Different Assets; Depreciation of Replacement Cost; Depreciation Policy as per Accounting Standard : u; Depreciation Accounting: Provisions and Reserves.

UNIT-V: ACCOUNTS OF NON-TRADING INSTITUTIONS

Introduction, Financial Statements of Not-for-Profit organizations, Income and Expenditure Account, Steps in Preparation of Balance Sheet, Incidental trading Activity.

Text Books:

1. M.N. Arora, "Management Accounting"
2. S.N. & S.K. Maheshwari, "Accounting for Management"
3. S P Jain & K L Narang, "Cost Accounting Principles & Practice"
4. M Y Khan & P K Jain, Cost Accounting.



JAGANNATH
UNIVERSITY

Fourth Semester Examination

Code No.	Paper	Credits
DL BBA 401	Human Resource Management	4
DL BBA 402	Marketing Research	4
DL BBA 403	International Marketing	4
DL BBA 404	Management Information System	4
DL BBA 405	Financial Management	4
	Total	20

DL BBA 401- Human Resource Management

Course Objectives

1. To create an understanding of the various aspects of the management of human resources, their interaction in the execution of managerial functions.
2. To facilitate learning of various concepts and skills required for utilization and development of human resources for organizational functions.

Course Contents

UNIT-I : HUMAN RESOURCE MANAGEMENT-AN INTRODUCTION

Responsibilities of HRM, Comparison between Personnel Management and HRM, Importance of the HRM, Role of the HRM, Human Relation Theory, Revolution of the HRM, Human Relation Concept, To Understand Human Behavior.

Human Resource Management in India

Concern of the Human Resource Management Department, Significance of the Human Resource Department, History of the Human Resource Management in India, Indian Management is Unique, Indian Management is Unique, Scope of Human Resource Management in India.

UNIT-II : HUMAN RESOURCE PLANNING

Definition, Human Resource Planning, Benefits of HRP, Uses of HRP, Activities Involve in HRP, Need for HRP, Process of HRP, Benefits of HRP, Human Resource Planning System, Responsibility of Human Resource Planning Department.

UNIT-III : RECRUITMENT AND SELECTION

Concept of Recruitment and Selection, Other Methods of Recruitment, Recruitment and Selection Policy, Recruitment Practice In India, Selection Technique, Evaluation and Selection Criteria, The Selection Process, Approval by Manager, Medical Examination.

UNIT-IV : MOTIVATION

Concept of Motivation, Definition of Motivation by Different Author, The Motivation Cycle, Working Situation of Employees, Motivation Techniques, Steps of Motivation, Theories of Motivation, Maslow's Hierarchy of Needs, McGregor's Theory X and Theory Y, Herzberg's Hygiene & Motivational Factors, Analysis of Maslow, Herzberg, and McGregor's Theories.

UNIT-V : GRIEVANCE AND DISCIPLINE PROCEDURE

Causes of Grievance Arise, Pre-requisites of a Grievance Procedure, Grievance Handling Procedure, Benefits of the Grievance Handling, Grievance Handling, Arbitration, Concept of the Discipline, Principles for Maintenance of Discipline, Meaning and Objective of Discipline, The Aims and Objectives of Discipline, Disciplinary Procedure, Basic Ingredients or Guidelines of a Disciplinary Action, Disciplinary: Action Penalties, Procedure for Disciplinary.

Text Books:

1. Aswathappa, K.; **Human Resource and Personnel Management** Tata McGraw Hill Publishing Company.
2. D'Ceazo, David A & Stephen P. Robbin, **Personnel Human Resource Management**, Prentice Hall of India.

Suggested Readings

1. Chhabra, T. N; **Human Resource Management**; Dhanpati Rai and Co. Pvt. Ltd New Delhi.
2. Dr. Gupta, C. B.; **Human Resource Management**, Sultan Chand and Sons, New Delhi.

DL 402 Marketing Research

Course Objectives

To understand the basic concepts, tools and techniques of research. To develop ability for conducting the same independently.

Course Contents

UNIT I : INTRODUCTION

Concept of research and its applications, Scientific Method; Identification and Formulation of Research Problem. Survey of Literature Process of research: Steps Involved in research process, Research design-meaning, purpose and principles.

UNIT-II : DATA COLLECTION AND HYPOTHESIS

Observation, Questionnaire, Interview and Case Study Hypothesis and Testing of Hypothesis; Exploratory, descriptive and Causal research design, Basic Principles and Types of Sampling, Precision and accuracy of sample-based research; Sampling and non-sampling errors, sampling distribution.

UNIT III : PRESENTATION AND ANALYSIS OF DATA

Classification. Tabulation and Graphical Representation of Data Statistical Techniques: Measures of Central Tendency and Variability, Statistical estimation, interval and point estimation: Chi-square test and t-test. Linear programming Analysis of Variance: One way and two-way, factor analysis; Regression analysis, Data analysis using software packages.

UNIT IV : REPORT WRITING

Components and Characteristics: Types of reports; Precautions and Principles of Report and References writing.

Text Books:

Kothari, C. R., Research Methodology–Methods and Techniques, New Age International (P) limited Publishers, New Delhi.

Suggested Readings

1. Business Research Methods; S.N. Murthy & U. Bhojanna; Excel Books, New Delhi
2. Business Research Methods; Donald R Cooper and Pamela S Schindler; Tata McGraw Hills, New Delhi.
3. Business Research Methods – William G. Zikmund; 7th

DL BBA 403-International Marketing

Course Objectives

The course is designed to enable students to acquire expertise in developing marketing strategies for countries other than their own. The course will help them to understand to deal with international marketing situations and the impact of international competitors.

Course Contents

UNIT-I : INTERNATIONAL MARKETING AND ENVIRONMENT

Concept, Importance and Scope of International Marketing, Levels, Drivers and Obstacles to Internationalization, International Environment-Legal Political Environment, Social Culture, Economic, Difference between domestic international, Multinational and Global Marketing, EPRG framework.

UNIT-II : PRODUCT MANAGEMENT AND PRICING

Product designing, Product Adaptation vs Product standardization, International product, Lifecycle, New Product-Development, Product positioning, Packaging for exports, Pricing-Objectives, Pricing strategies, factors affecting pricing, currency consideration in exporting and in international marketing. International Product Life Cycle and New Product Development, Objectives of Pricing, Various Pricing Strategies, Currency Consideration in Exporting and in International Marketing.

UNIT-III : DISTRIBUTION AND PROMOTION

Foreign Market Channel Management, Types of channel: - Direct & Indirect Role of channel member in international market, Channel Selection, Promotion Mix & Demand generation.

UNIT-IV : INTERNATIONAL MARKETING STRATEGIES

International Marketing Plan and Entry Mode Selection, Particular Difficulties in Evaluating and controlling international marketing strategy.

UNIT-V

MNC's New techniques in international marketing, International economic institution, Regional agreements.

Text Books:

1. Lasca Dana-Nicoleta, International Marketing, Biztantra

Suggested Readings

1. Cateora, Graham, Salwan, International Marketing, Tata Mc Graw Hill
2. Jain Subhash C., International Marketing 6e, South Western Joshi, Rakesh Mohan, International Marketing, Oxford University.

DL BBA 404: Management Information System

Objectives

1. To help students to understand how the concept of Information systems and their role in supporting key business functions.
2. To expose the students to the managerial issues relating to information systems and help them identify and evaluate various options in this regard

Course Contents

UNIT-I : INTRODUCTION TO MANAGEMENT INFORMATION SYSTEM

Importance of Information, Role of Information in Management, MIS and its Definition, Systems Concept, Characteristics of Useful Information, Information System Process, Computer Based Information Systems, Aims of Studying MIS, MIS and Operational Information, Management Information System and Academics, MIS and the User.

UNIT-II : MIS AND INFORMATION TECHNOLOGY INTRODUCTION

Characteristics of IT Impacting Industries, Powerful Information Processing, Convenient Data Storage and Retrieval, Better Communication, Rich Multimedia, Digital Representation, Versatile Input/ Output Capabilities, Data Processing, Transaction Processing, Application Process, Information System Processing, Impact of the Management Information System, Management Information System and Computer.

UNIT-III : NATURE OF MANAGEMENT INFORMATION AIM

Levels of Management Focus, Levels of Organisational Groups, Nature of Collaboration, Objectives of Management Tasks, Information Flow Direction and Source, Managerial Tasks and Functions Content and Presentation of Information, Summaries from Routine Operations, Information on Exceptional Events, Ad hoc Information, Time Series Information, Comparative External Information, Contextual or Environmental Information, How Information Supply is Initiated. **Importance of Software and Hardware in MIS**

Computer Hardware Basics Importance of Computers, Essential Features of Computers, Components of Computers, Types of Computer Systems, Computer Software Basics, Importance of Software Application in Management, Programming Language, Types of Software.

UNIT-IV : COMMUNICATION AND COMPUTER NETWORKS IN MIS INTRODUCTION

Development of Telecommunication, Elements of Communication Systems, Computer Network Local Area Network, Wide Area Network, Difference between LAN and WAN, Network Topology The Internet.

Support Models and Knowledge Management

Transaction Processing Systems, Online Analytical Processing (OLAP), Decision Support System (DSS), Executive Information System (EIS), Groupware, Group Decision Support System, Barcode System, Barcode Applications.

UNIT-V : BUSINESS PROCESS AND DESIGN DEVELOPMENT PROCESSES AIM

The Basic Business Processes, Basic Business Decision Making, Buying and Selling Activities Conversion, Support Functions, Systems Concept, Control of Systems, System Performance Standards, Systems Approach.

Security and Ethical Issues

A Model for thinking about Ethical, Social and Political Issues, Five Moral Dimensions of The Information Age, Key Technology Trends that Raise Ethical Issues, Acceptable Behavior on the Networks: New Standards of Conduct, Netiquette, Acceptable Use Policies, Exporting Through the Networks, Copyrights.

Text Books:

1. Kenneth, Laudon and Jane Laudon (2005). MIS: Managing the Digital Firm. Pearson Education.
2. James, A. O'Brien (2005). Introduction to Information Systems. Tata McGraw Hill
3. Mahadeo Jaiswal, MIS (Oxford)

Suggested Readings:

1. Turban, E., McLean, E. and Wetherbe, J. (2001). Information Technology for Management: Making Connections for Strategic Advantage. John Wiley and Sons.
2. Jawadekar, W. S. (2004). Management Information Systems. Tata McGraw Hill.

DL BBA 405: Financial Management

Course Contents

UNIT-I : INTRODUCTION

Financial Objectives Profit and Wealth Maximization, Finance Functions, Role of Finance Manager.

Capitalisation: Basics of Capitalisation, Estimation of Annual Net Earnings. Capitalisation Rate, Overcapitalisation, Undercapitalisation.

UNIT-II: CAPITAL STRUCTURE

Principles of Capital Structure, Management. Factors Affecting Capital Structure.

UNIT-III : CAPITAL STRUCTURE AND COST OF CAPITAL

Concepts of Cost of Capital-Importance, Calculation. Composite. Leverage. Theories of Capital Structure.

UNIT-IV : TIME VALUE OF MONEY

Compounding and Discounting Techniques, Present Value of Cash Flows, Techniques of Evaluation of Capital Expenditure Proposals.

UNIT-V : SOURCES OF WORKING CAPITAL

Meaning and Concept of Working Capital, Optimum Working Capital, Working of-Capital Cycle. Capital Forecasts, Capital Management, Management Policies and Various Elements, Cash Management–Nature, Planning Aspect. Control Process. Models, Cash Budgets,

Text Books:

1. Maheshwari S.N., “Financial Management”, Principles and Practice, Sultan Chand & Sons, 9th Edition 2004.
2. Khan M.Y, Jain P.K., “Financial Management”, Tata McGraw Hill, 2001, 3rd Edition.

Suggested Readings:

1. Hampton, Joh. J, Financial Decision Making, Prentice Hall of India, 4th Edition, 1998.
2. Horne Van C. & Wachowich M., “Fundamentals of Financial Management”, Prentice Hall of India, 11th Edition 2002.



JAGADGURUKULAM
UNIVERSITY

Fifth Semester Examination

Code No.	Paper	Credits
DL BBA 501	Quantitative Methods for Managers	4
DL BBA 502	Rural Marketing	4
DL BBA 503	Element of Taxes	4
DL BBA 504	Project Planning and Control	4
DL BBA 505	Project	4
	Total	20

DL BBA 501 Quantitative Methods for Managers

Course Objectives

The course seeks to develop ability to apply quantitative models and statistical Techniques for solving problems in different functional areas of management. Emphasis is on the understanding of the concepts and their application for decision-making.

Course Contents

UNIT-I : OPERATIONS RESEARCH

Operations Research: Scope and techniques.

UNIT-II : LINEAR PROGRAMMING

Linear Programming: Basic concepts, objective function and constraints, feasible solutions & optimal solution, Graphic method.

UNIT-III : ASSIGNMENT AND TRANSPORTATION

Assignment and Transport Problems: Basic concepts, simple models, cost and time of transportation, simple problems.

UNIT-IV : QUEUING THEORY

Queuing Theory and Markov Chain, Basic concepts, simple models, cost and time of transportation, simple problems.

UNIT-V : CONTROL TECHNIQUES

Control Techniques: Application of budgetary control system, Inventory control, statistical quantity control, Network and Control of projects, Decision Tree Analysis.

Text Books:

1. N.D. Vohra, Quantitative Techniques for Management, Tata McGraw Hill New Delhi
2. Khandelwal Gupta and Gupta , Quantitative Techniques JPH SUGGESTED READINGS

Suggest Readings:

1. Paneer Selvam, Quantitative Techniques Prantice Hall New Dehli
2. Kothari C.R. Quantitative Techniques Vikas Publication

DLBBA 502: Rural Marketing

Objectives

The course aims at promoting understanding of Rural Markets in India particularly in view of social dynamics and various economic and operational gaps in these markets. Main objective of this course is to develop marketing skills appropriate to rural consumers and environment for achieving efficiency in operations.

Course Contents

UNIT-I : RURAL MARKETING: A CONCEPTUAL FRAMEWORK

Introduction, Meaning of Rural, Rural Marketing, Rural marketing vs. urban Marketing, Nature and characteristics of the Rural Market, Segmentation of Rural market, Opportunities & Challenges of Rural Marketing.

UNIT-II : UNDERSTANDING RURAL CONSUMER

Rural Consumer Behavior, needs and wants of Rural consumer, Factors which affects demand of Rural consumer, Lifestyle of Rural consumer, Rural Market Environment, Rural Marketing Research, Segmentation of Rural Market.

UNIT-III : RURAL MARKETING MIX AND SOCIAL RESPONSIBILITY

Marketing mix, Rural Marketing Mix, Additional Ps of Rural Marketing, 4 As of Rural Marketing Mix, Corporate social Responsibility in Rural Market, Role of Govt and NGO's in Rural / Social Marketing.

UNIT-IV : STRATEGIES FOR RURAL MARKET

Product Strategy, Pricing Strategy, Distribution Strategy, Communication Strategy. Problems of Rural Marketing as regards product positioning distributions; Language; Media; Transport etc.

UNIT-V ROLE OF IT IN RURAL MARKETING

Role of IT in Rural Marketing (e-chaupals) etc with few case studies, Marketing of Rural and Cottage Industry Products, Future of Rural Marketing in India.

Text Books:

1. N.D. Vohra, Quantitative Techniques for Management, Tata McGraw Hill New Delhi
2. Khandelwal Gupta and Gupta , Quantitative Techniques JPH SUGGESTED READINGS

Suggest Readings:

1. Paneer Selvam, Quantitative Techniques Prantice Hall New Dehli
2. Kothari C.R. Quantitative Techniques Vikas Publication

DL BBA 503 Elements of Taxes

Objectives

The students should be able to demonstrate an understanding of the tax provisions enabling them to make use of legitimate tax shelters, deductions, exceptions, rebates and allowances.

Course Contents

UNIT-I : Introduction

Introduction of income tax. Important definitions under the Income Tax Act. Residential status

UNIT-II : Salary

Computation of Income from Salary

UNIT-III : House Property and Business & Profession

Computation of Annual value of house and taxable income of House Property. Provisions related to depreciation, Allowable and not allowable expenses and deductions. Presumptive income and expenses. Computation of taxable income from business or profession.

UNIT-IV : Capital Gain and Other sources

Meaning of capital assets & transfer of capital assets, short term and long-term capital gain. Exemption under capital gain. Income from other sources.

UNIT-V : Assessment of Individuals

Deemed incomes, Exempted Incomes, Set Off and Carry Forward of Losses. Deductions from gross total income u/s 80. Assessment of individuals.

Suggested Readings:

1. Singhania, Vinod K. and Monica Singhania—Students' Guide to Income Tax (Taxmann Publications Pvt. Ltd., New Delhi)
2. Agarwal, Shah, Jain, Managal, Sharma – Income Tax (RBD, Jaipur)
3. Ahuja Girish and Ravi Gupta – Systematic Approach to Income Tax (Bharat Law House, Delhi)
4. Patel, Choudhary – Income Tax (Choudhary Prakashan)
5. Income Tax Law & Practice – N. Hariharan (Tata McGraw hill publications)

DLBBA 504: Project Planning and Control

Objectives

1. Define the roles of the project manager, functional manager, and executives in a project management environment
2. To provide a valuable insight to students in the area to understand formulation of corporate investment strategies, prepare feasibility reports and projects.

Course Contents

UNIT-I : INTRODUCTION AND PREPARATION FOR PROJECT MANAGEMENT SUCCESS

Definition, Functions, Evolution of Project Management, Classification of Projects, Defining the roles of the project manager and the team Project Life Cycle, Project Contracting

UNIT-II : PROJECT FEASIBILITY STUDY

Market, Demand and Technical Analysis.

UNIT-III : FINANCIAL ANALYSIS

Financial analysis evaluation of project proposals.

UNIT-IV : PROJECT PLANNING

Planning fundamentals creating a work breakdown structure and other tools of planning, Work packages project organization structure & Responsibilities, Responsibilities Matrix PERT and CPM.

UNIT-V : EXECUTING AND EVALUATING THE PROJECT

Risk Concept & Identification Project Management Information System, Project Evaluation & Reporting, Closing the Contract.

Text Books:

1. Larry Richman, Project Management, Excel Books
2. Bhavesh M. Patel, Project Management: strategic financial planning, evaluation and control

Suggested Readings:

1. Chandra Prasanna, Projects: Planning, analysis, selection, implementation and review, TMH
2. Gopalakrishnan P. and Ramamoorthy V.E., Textbook of Project Management

DL BBA 505: Project

Each student will have to submit Project Report to the Dean within two weeks of the commencement of the Fifth Semester. The Project shall Carry 100 marks. This internal Board of Examiners shall comprise of a minimum of two Internal Faculty Members. The final evaluation would be based on project report, presentation and viva voice.



JAGANNATH
UNIVERSITY

Six Semester Examination

Code No.	Paper	Credits
DL BBA 601	Modern Business Practices and Strategies	4
DL BBA 602	Business Ethics	4
DL BBA 603	Entrepreneurship Development	4
DL BBA 604	Banking and Insurance	4
DL BBA 605	Comprehensive Viva Voice	4
	Total	20

DLBBA 601: Modern Business Practices and Strategies

Objectives

To make participants understand modern business practices and emerging strategies.

Course Contents

UNIT-I : INTRODUCTION TO BUSINESS POLICY

Evolution of Business Policy, Evolution based on Managerial Practices, , Meaning, Need , importance and role of Business Policy, Different Types of Business Policy, Strategic Business Unit (SBU), Understanding the Business Environment for Organisation, Personal Development, Purpose & Objectives of Business Policy, in Terms of Knowledge, Skills and Attitude.

UNIT-II : AN OVERVIEW OF STRATEGY MANAGEMENT

Types of Strategy, Strategic Environment, Meaning ,Process, Facets , Functional Strategic Decisions, Financial , Marketing , Production and Operations , Pricing , Distribution Strategic Planning, Dimensions of Planning, Strategic Planning and Control, Strategic Choice, Strategic Forecasting, Levels of Strategic Management, Strategic Audit : Aid to Decision Making, Globalisation and Environmental Sustainability: Challenges to Strategic Management, Impact of Globalisation, Impact of Environmental Sustainability.

UNIT-III : HIERARCHY OF STRATEGIC INTENT

Concept of Stretch, Hierarchy of Strategic Intent, Vision- Definitions , Benefits , Process of Envisioning, Characteristics, Mission- Need , Usefulness, Characteristics , Elements of an Ideal Mission Statement, Newest Trends in Mission Components, Difference between Vision and Mission, Business Definition, Dimensions , Levels at which Business could be Defined, Business Model, Goal and Objectives, Importance ,Role , Type , Characteristics of Objectives, Areas in Objectives, Importance of Goal Setting.

UNIT-IV : STRATEGY FORMULATION AND PLANNING

Steps in Strategy Formulation Process, Strategy Formulation in Large Company, SME, , Corporate Level Strategy, Stability Strategies, Growth Strategies, Expansion Strategies, Merger Strategy, Takeovers or Acquisitions Strategy, Retrenchment Strategies, Portfolio Restructuring, Strategic Planning in MNE's (Multinational Enterprises), Types of MNE's, Planning Needs of MNE's, Planning Focus of MNE's, Planning Modes of MNE's, MNE's Planning in Practice, Subsidiary Development Path, Pitfalls in Planning.

UNIT-V : STRATEGIC ANALYSIS AND CHOICE

Process of Strategic Choice, Balanced Scorecard, Strategy Analysis, Tools and Techniques for Strategy Analysis, Corporate Portfolio Analysis, SWOT Analysis, Experience Curve Analysis, Life Cycle Analysis, Industry Analysis, Strategic Groups Analysis, Competitor Analysis.

Text Books:

1. Johnson Gerry and Scholes Kevan, **Exploring Corporate Strategy Forth Edition**, Prentice Hall of India.
2. John A Pearce-II, Richard B, Robinson Jr. **Strategic Management, Strategy Formulation and Implementation**

Suggested Readings:

1. Ramaswami Namakumari, Strategic Management
2. Hunger Wheelen, Strategic Mangement

DLBBA 602: Business Ethics

Objectives:

To make the students realize the importance of values and ethics in business. This course endeavors to provide a background to ethics as a prelude to learn the skills of ethical decision-making and to apply those skills to the real and current challenges of the professions.

Course Content:

UNIT-I : ETHICS -ANINTRODUCTION

Meaning , Nature and Objectives of Ethics, , Ethics and Related Terms, Business Ethics, The 3 C's of Business Ethics, Importance of Business Ethics.

UNIT-II : ETHICS IN ORGANISATION

Ethical Dimensions, Globalization, Technology, Intangible Assets, Factors Causing Unethical Behaviour, Important Factors of Building an Ethical Infrastructure, Commitment from Top Management, Code of Ethics, Communicating Ethics, Ethics Training, Ethics Officer, Response and Enforcement, Audits, Revisions and Refinements, Values and Ethics, Characteristics of Values, Types of Values, Ethical Value System, Ethics and Value Maximization, Ethics and Trust, Delegation of Decision Rights.

UNIT-III : ETHICAL CHOICES IN BUSINESS

Factors Affecting Managerial Work Life, Elements for Developing Ethical Corporate Behaviour in the Organization, Ethics Training, Codes of Ethics, Organisational Ethics Development System (OEDS), Ethics Committee, Ethics Advocate, Integrate Ethical Concepts, Checklist Method, Reward/Punishment System, Whistle Blowing, Leadership- Ethics and Values, Significance of Ethical Leadership.

UNIT-IV : ETHICAL DECISION MAKING AND ETHICAL DILEMMAS

Ethical Decisions (Individual/Community) in Organization, Structure of Ethical Decision Making, Using Ethical Reasoning, Utilitarian Criteria, Rights Criteria, Distributive Justice Criteria, Social Contract Criteria, Problems in Ethical Decision Making, Guidelines for Manager for Ethical Decision Making, Ethical Dilemma, Salient Features of Ethical Dilemma, Approaches and Methods of Resolving Ethical Dilemmas.

UNIT-V : CORPORATE SOCIAL RESPONSIBILITY

Long Term Survival, Public Expectation, Goodwill, Government Laws and Regulations, Better Environment to Operate, Keep the Balance (Give and take relationship), Social Responsibilities Models, Main Social Responsibilities of Business Organization, Corporate Social Responsibility and India.

Text Books:

1. Chakraborty, S.K.; Ethics in Management: A Vedantic Perspective, Oxford University Press
2. Business Ethics: Fernando, Pearson Publication

Suggested Readings:

1. Business Ethics: CSV Murthy, Himalaya Publishing House.
2. Business Ethics and Professional Values: AB Rao, Excel Books

DL BBA 603: Entrepreneurship Development

Objectives

The course is designed to simulate the real life activities of entrepreneurs in the startup age of a new venture. Building on the above concept the course aims to provide the skills to start and build enterprise, implement it successfully and manage its transition to a full fledged business entity.

Course Contents

UNIT-I

Entrepreneurship: Meaning, Types of Entrepreneurs, Qualities, Physical Factors in Entrepreneurship. Factors influencing the Government Policies and measures towards Promotion of entrepreneurship

UNIT-II

Small Scale Industries: Importance, Growth and Problems: Central and state Govt. Assistance to the SSI Sector, Incentives and Industrial Estates: District Industries Centres SISs, NSIC, SIDO

UNIT-III

Financial Assistance: SIDBI, SBI and Commercial Banks: Marketing Assistance to SSIs.

UNIT-IV

How to Start a Small-Scale **UNIT**: Conception of idea, Preparation of Feasibility report, Clearances and Permissions, Basic Legal and Registration Formalities, Documentation Procedures.

UNIT-V

Sickness in Small Scale Industries, Causes and Remedies.

Text Books:

1. Dollinger Marc J, **Entrepreneurship: Strategies and Resources**, III Ed., 1995, Irwin Press
2. Hisrich Robert D and Peters Michael P, **Entrepreneurship**, V Ed., TMH New Delhi

Suggested Readings:

1. Kuratko Donald F and Hodgetts Richard M. **Entrepreneurship: A Contemporary Approach** Harcourt College Publisher.
2. Zimmerer and Scarborough, **Entrepreneurship and New Venture Formation**. Prentice Hall
3. Timmons Jeffrey A, **New Venture Creation: Entrepreneurship for the Twenty First Century**, Irwin

DL BBA 604: Banking & Insurance

Objectives

The objective of the course is to develop the skills required for understanding Banking and Insurance sector and how it works

Course Contents

UNIT I : INTRODUCTION

Bank-Definition and functions, methods of credit creation, commercial loan their functions and role. A study of R.B.I & NABARD. Recent trends in Indian Banking (E-banking innovative banking).

UNIT II

A brief study of regional rural banks, investment banks, development banks, bank financial statement analysis, Basal norms, Non-Performing assets.

UNIT III : RELATIONSHIP BETWEEN BANKER AND CUSTOMER

Relationship between Banker and customer, Cheque, Bills of exchange and Promissory notes. Endorsement and crossing, Presentation, collection and payment of Negotiable instruments Dishonour of Cheque, and its legal provisions, Salient features of the Banking Regulation Act.

UNIT IV : INSURANCE-AN INTRODUCTION

Insurance - An Introduction:- Origin and development of insurance, Risks Hazards, Management of Risk, Meaning Characteristics functions and Social and Economic significance of insurance. Principles of insurance- Insurance Interest, utmost good faith, warranties, causa Proxima, subrogation. IRDA and its role.

UNIT V : LIFE INSURANCE & GENERAL INSURANCE

Life Insurance - Meaning, Need, Functions and development of life insurance in India, Types of Important Plans, Life Insurance Agents, General insurance - meaning, Scope, Settlement of claims, working of General Insurance Companies. Fire Insurance-meaning, Scope.Settlement of Claims.

Text Books:

1. Mishra M. N., Insurance Principles and Practices, S.Chand & Co.
2. Timothy and Scott, Bank Management, Thomson (South-Western), Bangalore

Suggested Readings:

1. Gupta O.S. Life Insurance, Frank Brothers: New Dehli
2. Vasudev, E-Banking, Common Wealth Publisher: New Dehli
3. Life Insurance Corporation Act 1956

DLBBA 605: Comprehensive Viva Voice

The comprehensive viva voce shall carry 100 marks. This would be based on all the subjects taught during the program. At the end of VI semester the viva voce would be held by a committee comprises of subject faculty members.