B.B.A.: Syllabus Revision in 2019-20.

S. No	Course Code	Session 2018-19	Session 2019-20	Remark Syllabus Change/ new course	
1	BBA 101	Environmental StudiesUnit IEcology Ecosystem –Introduction- Abiotic and Biotic components.Structure and functions of Ecosystem – FoodChain, Food web, Ecological pyramids, Energyflow and biogeochemical cycles. Biodiversity –Values, Type and levels of Biodiversity. Causesof depletion. Conservation of biodiversityUnit IIPollutionWater Pollution – Sources of water, waterquality standards, type of pollutants – itssources and effects. Air Pollution –		course	
		composition of atmosphere, Air quality standards, Sources and adverse effects of air pollution, Green house effect, global warming, acid rain, ozone depletion, Noise Pollution – Introduction, Level of noise, Sources and adverse effects of noise, Control of noise pollution.	<u>Water Pollution – Sources of water, water</u> <u>quality standards, type of pollutants – its</u> <u>sources and effects.</u> Air Pollution – composition of atmosphere, Air quality standards, Sources and adverse effects of air pollution, Green house effect, global warming, acid rain, ozone depletion, Noise Pollution – Introduction, Level of noise, Sources and adverse effects of noise,		
		Unit IIISolid Waste ManagementMunicipal waste –Introduction, classification of solid waste, composition and characteristics of solid waste, collection conveyance and disposal of solid waste, recovery of resources. Sanitary land filling, Vermi composting, incineration.Biomedical waste – Generation, collection and disposal.	Control of noise pollution. Unit III Solid Waste Management Municipal waste – Introduction, classification of solid waste, composition and characteristics of solid waste, collection conveyance and disposal of solid waste, recovery of resources. Sanitary land filling, Vermi composting, incineration. Biomedical waste – Generation, collection		
		Unit IV Non Conventional energy sources Introduction, renewable sources of energy: solar energy, wind energy, Energy from ocean, energy from biomass, geothermal energy and nuclear energy. Potential of renewable energy resources in India.	and disposal.Unit IVNon Conventional energy sourcesIntroduction, renewable sources of energy: solar energy, wind energy, Energy from ocean, energy from biomass, geothermal energy and nuclear energy. Potential of renewable energy resources in India.		
		Unit V Social Issues and EIA Sustainable development Rain water harvesting. Public awareness and environmental education. Environmental	Unit V Social Issues and EIA Sustainable development		

		Legislations in India – Environmental Protection act-1986, Air (Prevention and control of Pollution) act, water (Prevention and control of Pollution) act, wildlife protection act, Forest conservation act.	Rain water harvesting. Public awareness and environmental education. Environmental Legislations in India – Environmental Protection act-1986, Air (Prevention and control of Pollution) act, water (Prevention and control of Pollution) act, wildlife protection act, Forest conservation act.
2	BBA 102:	 English Unit I Transformation & Analysis of Sentence Elements of a sentence, Subject, predication, object Types of Sentence: Simple, Compound And Complex Transactions of Sentences:	English Unit I Transformation & Analysis of Sentence Elements of a sentence, Subject, predication, object Types of Sentence: Simple, Compound And Complex Transactions of Sentences: c. Direct and indirect Narration d. Active and Passive Voice Unit II General Grammar of Nouns, Pronouns, Verbs, Adverbs, Adjectives, Conjunctions Unit III Tenses Simple Past tense, Simple Present Tense, Simple future Tense, Past Continuous, Present continuous, Future continuous, Past perfect, Present Perfect, Future Perfect, Past Perfect continuous, Puture perfect, Past Perfect continuous, Puture perfect continuous.
		Unit IV Comprehension passage Inferring facts, opinions, reasons, conclusion and general statements from Comprehension passage Lectures-08 Unit V Composition • Paragraph writing (for developing better writing skill)	Lectures-08 Unit IV Comprehension passage Inferring facts, opinions, reasons, conclusion and general statements from Comprehension passage Lectures-08 Unit V Composition
		 Application & Letter (Personal / Official-formal and informal) 	 Paragraph writing (for developing better writing skill) Application & Letter (Personal / Official-formal and informal)
3	BBA 103:	Computer Application in Business -I Unit I Basics of Computer and it's evolution Evolution of computer, Data and Information, Characteristics of computers, Various fields of	Computer Application in Business -I Unit I Basics of Computer and it's evolution Evolution of computer, Data and

application of computers, Various fields of computer (Hardware, Software), Advantages and Limitations of computer, Block diagram of computer, Function of different units of computer, Classification of computers i) On the basis of technology (Digital, Analog and Hybrid) ii) On the basis of processing speed and storage capacity (Micro, Mini, mainframe and Super), Different Generation of computers (I to V), Types of software (System and Application)	Information, Characteristics of computers, Various fields of application of computers, Various fields of computer (Hardware, Software), Advantages and Limitations of computer, Block diagram of computer, Function of different units of computer, Classification of computers i) On the basis of technology (Digital, Analog and Hybrid) ii) On the basis of processing speed and storage capacity (Micro, Mini, mainframe and Super), Different Generation of computers (I to V), Types of software (System and Application)	
Unit II Input and Output Devices Keyboard, Mouse, Joystick, Digitizer, Scanner, MICR, OCR, OMR, Light Pen, Touch Screen, Bar Code Reader, Voice Input Device, Monitor and it's type (VGA, SVGA and XGA), Printer and it's type (Impact and Non-Impact with example), Plotter, LCD Projector <i>Memory</i> : PrimaryMemory(ROM & RAM) Secondary memory- SASD, DASD Concept, Magnetic Disks – Floppy disks, Hard disks, Magnetic Tape, Optical disks – CD ROM and it's type (CD ROM, CD ROM-RW, DVD ROM ,BlueRay)	Unit II Input and Output Devices Keyboard, Mouse, Joystick, Digitizer, Scanner, MICR, OCR, OMR, Light Pen, Touch Screen, Bar Code Reader, Voice Input Device, Monitor and it's type (VGA, SVGA and XGA), Printer and it's type (Impact and Non-Impact with example), Plotter, LCD Projector Memory : PrimaryMemory(ROM & RAM) Secondary memory- SASD, DASD Concept, Magnetic Disks – Floppy disks, Hard disks, Magnetic Tape, Optical disks – CD ROM and it's type (CD ROM, CD ROM-RW, DVD ROM ,BlueRay)	
cept of Data Communication and Networking Networking Concepts, Types of networking (LAN,MAN AND WAN), Advantages & Disadvantages of Networking , Different Topologies Internet: Network, Client and Servers, Host & Terminals, TCP/IP, World Wide Web, Hypertext, Uniform Resource Locator, Web Browsers, IP Address, Domain Name, Internet Services Providers, Internet Security, Internet Requirements, Web Search Engine, Net Surfing, Internet Services, Intranet	cept of Data Communication and Networking Networking Concepts, Types of networking (LAN,MAN AND WAN), Advantages & Disadvantages of Networking , Different Topologies Internet: Network, Client and Servers, Host & Terminals, TCP/IP, World Wide Web, Hypertext, Uniform Resource Locator, Web Browsers, IP Address, Domain Name, Internet Services Providers, Internet Security, Internet Requirements, Web Search Engine, Net Surfing, Internet	

		Unit IVIntroduction to GUI using Windows Operating SystemFile Manipulation: Creating a file, deleting, coping, Renaming a file Introduction to MS-Word : Introduction to Word Processing , Features of Word Processors, Getting started with MS-Word, Starting MS-Word, Contents of the Word Window, Formatting Documents , List, Tabs and Tables, Finding, Replacing and Proofing Text, Mail Merge, Printing and Getting HelpUnit VIntroduction to MS-Excel Introduction to Electronic Spreadsheets,	Services, Intranet Unit IV Introduction to GUI using Windows Operating System File Manipulation: Creating a file, deleting, coping, Renaming a file Introduction to MS-Word : Introduction to Word Processing , Features of Word Processors, Getting started with MS-Word, Starting MS-Word, Contents of the Word Window, Formatting Documents , List, Tabs and Tables, Finding, Replacing and Proofing Text, Mail Merge, Printing and	
		Applications of Electronic Spreadsheets, Types of Spreadsheets, Features of MS-Excel, Starting MS-Excel, Contents of the MS-Excel window, Cell Referencing, Ranges and Functions, Formatting Worksheets and Creating Charts, Data Forms and Printing	Getting Help Unit V Introduction to MS-Excel Introduction to Electronic Spreadsheets, Applications of Electronic Spreadsheets, Types of Spreadsheets, Features of MS- Excel, Starting MS-Excel, Contents of the MS-Excel window, Cell Referencing, Ranges and Functions, Formatting Worksheets and Creating Charts, Data Forms and Printing	
4	BBA 104:	 Principles of Management Unit I Introduction Concept & functions of Management, evolution of management theories, scientific management, bureaucracy, behavioral approach, Quantitative approach and systems approach Decision Making – Meaning and Importance, Forms, Techniques and process of decision making Unit II Planning and Organizing Planning – meaning and importance of planning. Types of plans, planning process. Organizing – Meaning and principles, Types of Organization. Span of control- meaning and importance. Departmentalization. Authority- Centralization and decentralization of Authority. 	Principles of ManagementUnit I IntroductionConcept & functions of Management,evolution of management theories, scientificmanagement, bureaucracy, behavioralapproach, Quantitative approach andsystems approach Decision Making –Meaning and Importance, Forms,Techniques and process of decision makingUnit II Planning and OrganizingPlanning – meaning and importance ofplanning. Types of plans, planning process.Organizing – Meaning and principles, Typesof Organization. Span of control- meaningand importance. Departmentalization.Authority- Centralization anddecentralization of Authority.	
		Unit III Staffing Meaning, job analysis, recruitment, selection, training- importance and types of training. performance appraisals- meaning and purpose, compensation- meaning and	Unit III Staffing Meaning, job analysis, recruitment, selection, training- importance and types of training. performance appraisals- meaning and purpose, compensation- meaning and	

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		importance.	importance.		
		Unit IV Directing	Unit IV Directing		
		Direction - Meaning, Requirement of effective	Direction - Meaning, Requirement of		
		direction, Communication - Types & Importance. Motivation - meaning, Theories of	effective direction, Communication - Types & Importance. Motivation - meaning,		
		motivation - Maslow, Herzberg, Adam's Equity	Theories of motivation - Maslow, Herzberg,		
		theory. Leadership – meaning, types of Leadership	Adam's Equity theory. Leadership – meaning,		
			types of Leadership		
		Unit V Management Control			
		Control: Meaning, Needs, Principles, Process	Unit V Management Control		
		and Techniques of management control, types	Control: Meaning, Needs, Principles, Process		
		of control, essentials of effective control	and Techniques of management control,		
		system. Co-ordination : Meaning, Types and	types of control, essentials of effective		
		Principles of co-ordination	control system. Co-ordination : Meaning,		
			Types and Principles of co-ordination		
5	BBA	Business Accounting	Business Accounting		
	105:				
		Unit I Accounting	Unit I Accounting		
		Introduction: Definition, Basic Accounting	Introduction: Definition, Basic Accounting		
		Terminology Advantages Limitations,	Terminology Advantages Limitations,		
		Branches, Objectives of Accounting .Process of	Branches, Objectives of Accounting .Process		
		Accounting, Accounting Principles and	of Accounting, Accounting Principles and		
		standards: Accounting principles, concepts and	standards: Accounting principles, concepts		
		conventions. Difference between Bookkeeping	and conventions. Difference between		
		& Accountancy, users of Accounting.	Bookkeeping & Accountancy, users of Accounting.		
		Unit II Source Document and Accounting	Accounting.		
		Equation	Unit II Source Document and Accounting		
		Journalizing Transactions: Recording of	Equation		
		transactions in Journal, Rules of Debit and	Journalizing Transactions: Recording of		
		Credit, Journal entries.	transactions in Journal, Rules of Debit and		
		Sub Division of Journal: Cash Book, Purchase	Credit, Journal entries.		
		book, Sales book, Returns book, B/R book, B/P	Sub Division of Journal: Cash Book, Purchase		
		book, Journal proper	book, Sales book, Returns book, B/R book,		
			B/P book, Journal proper		
		Unit III Classification of Accounts			
		Ledger Posting: Classification of			
		Accounts Ledger Posting, Closing			
		entries	Accounts Ledger Posting,		
		Trial Balance :Meaning and			
		characteristics of a Trial Balance,	c		
		Methods of preparing Tria			
		balance. Difference between	, 110		
		Balance method and a Totals			
		method.	between Balance method and		
		Unit IV Provision, Reserves & Depreciation	a Totals method.		
		Provision for Discount on Debtors, Meaning	-		
		and importance of Reserves, types of	-		
		Reserves, Revenue Reserves and Capital			
		Reserves, General Reserve and Specific Reserve, Secret Reserve. Meaning			
	1	Reserve, Secret Reserve. Meaning,	Neserves, General Neserve and Specific		

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		Characteristics of Depreciation, Methods of computing &Recording Depreciation: Straight Line Method& written Down Value Method Unit V Preparation of Financial StatementsPreparation of Trading Account, Profit and Loss Account and Balance sheet . <i>Items of Adjustment:</i> Closing Stock, Outstanding Expenses, Prepaid or Unexpired Expenses, Accrued or Outstanding Income, Income Received in Advance, Bad Debts, Provision for Doubtful Debts, Dep., Provision for Discount on Debtors, Manager's Commission, Interest on Capital, Interest on Drawings, Drawings of Goods by the	Reserve,SecretReserve.Meaning,Characteristics of Depreciation,Methods ofcomputing&RecordingDepreciation:Straight LineMethod&Written Down ValueMethodMethodUnit V Preparation of FinancialStatementsPreparation of FinancialStatementsPreparation of Trading Account,Profit and Loss Account and Balance sheet .Items of Adjustment: Closing Stock,Outstanding Expenses, Prepaid or UnexpiredExpenses, Accrued or Outstanding Income,Income Received in Advance, Bad Debts,Provision for Doubtful Debts, Dep., Provisionfor Discount on Debtors, Manager's	
		Proprietor, Free Samples, Abnormal Losses,	Commission, Interest on Capital, Interest on	
		Goods sent on approval etc.	Drawings, Drawings of Goods by the	
			Proprietor, Free Samples, Abnormal Losses,	
			Goods sent on approval etc.	
6	BBA 106:	Economics I	Economics I	
	100.	Unit I Introduction to Economics	Unit I Introduction to Economics	
		• Definition, methodology and scope of	• Definition, methodology and scope of	
		economics	economics	
		 Forms of economic analysis – Micro vs. macro, partial vs. general, static vs. dynamic, positive vs. normative, short run vs. long run 	 Forms of economic analysis – Micro vs. macro, partial vs. general, static vs. dynamic, positive vs. normative, short run vs. long run 	
		 Basic concepts and precepts – economic problems, economic rationality, optimality 	 Basic concepts and precepts – economic problems, economic rationality, optimality 	
		 Economic organization – market, command and mixed economy 	 Economic organization – market, command and mixed economy 	
		 Relation between economics and law- economic offences and economic legislation 	 Relation between economics and law- economic offences and economic legislation 	
		Unit II Demand	Unit II Demand	
		 Theories of demand- demand function, law of demand 	 Theories of demand- demand function, law of demand 	
		• Concept of utility and utility theory-utility approach, indifference curve approach	 Concept of utility and utility theory- utility approach, indifference curve 	
		Unit III Supply	approach	
		a. Law of supply, supply function	Unit III Supply a. Law of supply, supply function	
		b. Price determination; shift of demand and supply	a. Law of supply, supply functionb. Price determination; shift of	
		c. Elasticity of demand and supply;	demand and supply	
		consumer surplus	c. Elasticity of demand and supply;	
		d. Applications of demand and supply –	consumer surplus	
		tax floor and ceilings; applications of	d. Applications of demand and supply	
		indifference curves- tax, labour and	 tax floor and ceilings; applications 	

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		work	of indifference curves- tax, labour and work	
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		Unit IV Production Analysis, costs and market structure	Unit IV Production Analysis, costs and	
		 Concepts of Production- production isoquants, returns, returns to factor, returns to scale Cost and revenue concepts Classification of markets-nure and 	 market structure Concepts of Production- production isoquants, returns, returns to factor, returns to scale Cost and revenue concepts 	
		 Classification of markets-pure and perfect competition; monopolistic and imperfect competition; monopoly, duopoly and oligopoly; cartels; Concept of Dumping- to be substantiated with the cases of International Courts of Justice, Competition law 	 Classification of markets-pure and perfect competition; monopolistic and imperfect competition; monopoly, duopoly and oligopoly; cartels; Concept of Dumping- to be substantiated with the cases of International Courts of Justice, Competition law 	
		 Unit V Theory of determination of factor prices, rent, interest, wages and profit Labour supply and wage determination Role of trade unions and collective 	Unit V Theory of determination of factor prices, rent, interest, wages and profit	
		 Role of trade unions and collective bargaining in wage determination; minimum wage legislation Exploitation of labour The theory of rent, interest and profits 	 Labour supply and wage determination Role of trade unions and collective bargaining in wage determination; minimum wage legislation 	
			 Exploitation of labour The theory of rent, interest and profits 	
	BBA 107:	A: Business Organizations Unit I Entrepreneurship Origin and development of entrepreneurship in I Problems and suggestions. Role of RIICO and Dist Industrial Centers.	A: Fundamentals of Logistics Unit I Introduction to Logistics: History of Logistics Need for logistics- Cost and Productivity, cost saving & Productivity improvement. Logistics Cost, reduction in logistics cost, benefits of efficient Logistics, Principles of Logistics,	New Course
		Unit II Business Environment Significance and establishment of business orgar (Consideration and steps only). Business Environ Business Ethics, Need and importance of Einance	Technology & Logistics -Informatics, Logistics optimization. Listing of Sub- sectors of Logistics	
		Business Ethics. Need and importance of Finance Sources of Finance. A brief study of Rajasthan Fir Corporation.	Logistics and Customer Service – Definition of Customer Service Elements of Customer Service- Conceptual Phases in Customer	
		Unit III Stock Exchange Origin, development and activities of stock excha in India. A brief study of SEBI, OTSE and NSE. Cor objectives, forms and kinds of Business Combina	Procurement/Outsourcing - Benefits of	

		Combination Movement in India Unit IV Advertisement & Publicity	Logistics Outsourcing
	Significance and evils of advertisement. Unit V Welfare State & Industrial Policy Concept of Welfare State, Government Assistand Industries in India, Industrial Policy, Industrial Democracy.		Unit IIIGlobal LogisticsGlobal Supply Chain - Organizing for GlobalLogistics-Strategic Issues in GlobalAnalytical Logistics - Forces drivingGlobalization - Modes of Transportation inGlobal Logistics Barriers to Global Logistics- Markets and Competition - Financial Issuesin Logistics Performance - IntegratedLogistics - Need for Integration -Activity Centers in Integrated Logistics, Roleof 3PL & 4PL.
			Unit IVSubsectors-Part Ia)Warehouse: Warehouse-Meaning, Types of Warehouses Benefits of Warehousing.b)Transportation- Meaning; Types of Transportations, efficient transportation system and Benefits of efficient transportation systems.c)Courier/Express - Courier/Express- Meaning, Categorization of Shipments, Courier Guidelines, Pricing in Courier - Express Sector for international and domestic shipping.d)E-Commerce - Meaning, Brief on Fulfillment Centers, Reverse logistics in e-commerce and future trends in e-commerce.Unit VSubsectors-Part II a)a)EXIM: Brief on EXIM/FF & CC, Multi-modal transportation, brief on
			trans-shipment. b) Supply chain. c) Cold chain. d) Liquid Logistics. e) Rail Logistics.
8	BBA 107:	B: Business Ethics Unit I Introduction Ethics: Nature, scope and purpose of ethics; Type of Business Ethics, Values concepts, Relevance of values; Importance of Ethics & Values; Factors influencing business ethics, Ethical decision making process, Utilitarianism Unit II Responsibility & Governance	B: Business Ethics Unit I Introduction Ethics: Nature, scope and purpose of ethics; Type of Business Ethics, Values concepts, Relevance of values; Importance of Ethics & Values; Factors influencing business ethics, Ethical decision making process, Utilitarianism
		Corporate Social Responsibility:	Unit II Responsibility & Governance

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	 Nature, Scope & Importance; Corporate Governance: Concept, Objectives, issues, features of Corporate Governance, importance of ethical culture and leadership, Types of CSR, Stakeholders Perspective. Unit III Ethical issues Consumerism, unethical issues in sales, marketing, finance and technology; Competitive strategy, value systems, Work ethics; modern business ethics and dilemmas; Unit IV Indian Ethos Indian Ethos: Need, purpose & relevance of Indian Ethos; Salient feature, Holistic Approach for Managers in Decision Making; Concept, importance & relevance of Trusteeship principle in modern business Unit V Ethics of global prospective Global trends in business ethics, Marketing ethics, promotional ethics in advertising, Financial ethics, ethics in Information Technology. The Indian Business scene, Ethical Concerns, Environmental Ethics – concerns & issues. 	Corporate Social Responsibility: Nature, Scope & Importance; Corporate Governance: Concept, Objectives, issues, features of Corporate Governance, importance of ethical culture and leadership, Types of CSR, Stakeholders Perspective. Unit III Ethical issues Consumerism, unethical issues in sales, marketing, finance and technology; Competitive strategy, value systems, Work ethics; modern business ethics and dilemmas; Unit IV Indian Ethos Indian Ethos: Need, purpose & relevance of Indian Ethos; Salient feature, Holistic Approach for Managers in Decision Making; Concept, importance & relevance of Trusteeship principle in modern business Unit V Ethics of global prospective Global trends in business ethics, Marketing ethics, promotional ethics in advertising, Financial ethics, ethics in Information Technology. The Indian Business scene, Ethical Concerns, Environmental Ethics – concerns & issues.	
9 BBA 201:	Disaster ManagementUnit I Fundamentals of disasterIntroduction to Disasters: Concepts, and definitions (Disaster, Hazard, Vulnerability, Resilience, Risks) Impacts of Disasters on People and Society. Preventive Measures of Different DisastersUnit II Natural Disasters Causes and effects of: Earthquakes, Tsunami, Cyclones, Floods, Droughts, Landslides. Unit III Manmade DisastersCauses and Effects of: Fire, Chemical & Industrial Accidents, Rail- Road & Air Disasters, Terrorist Attacks, Nuclear Hazards, Biological & Chemical warfare, Epidemic.Unit IV Disaster Management Cycle, Do's & Don'ts and Mitigation Measures of Different Disasters.Unit V Rehabilitation and reconstruction	Disaster Management Unit I Fundamentals of disaster Introduction to Disasters: Concepts, and definitions (Disaster, Hazard, Vulnerability, Resilience, Risks) Impacts of Disasters on People and Society. Preventive Measures of Different Disasters Unit II Natural Disasters Causes and effects of: Earthquakes, Tsunami, Cyclones, Floods, Droughts, Landslides. Unit III Manmade DisastersCauses and Effects of: Fire, Chemical & Industrial Accidents, Rail-Road & Air Disasters, Terrorist Attacks, Nuclear Hazards, Biological & Chemical warfare, Epidemic. Unit IV Disaster Management Disaster Management, Disaster Management Cycle, Do's & Don'ts and Mitigation Measures of Different Disasters.	

		Disaster Risk Management in India, Hazard and Vulnerability profile of India, Components of Disaster Relief: Water, Food, Sanitation, Shelter, Health, Waste Management.	Unit V Rehabilitation and reconstruction Disaster Risk Management in India, Hazard and Vulnerability profile of India, Components of Disaster Relief: Water, Food, Sanitation, Shelter, Health, Waste Management.
10	BBA 202	Business Communication	Business Communication
		 Unit I Introduction to Communication Defining Communication, Process of Communication, Nature & scope of business communication, Importance of Effective Communication in modern business, Channels of Communication, 7 C's of Communication, Barriers to Communication and ways to overcome them Unit II Communication in Organisation Communication in Organizational Setting- Internal and External Communication, Listening Skills, Writing CV's, Communication in different situations Unit III Public Speaking Basics of Speaking in Public, Participating in Meetings and Group Discussions, How to face Interviews, Presenting yourself before, at and after interviews, FAQs during interviews, Designing and Delivering Presentation Unit IV Communication in organization Introduction to business letters, Structure and Layout of Business Letters, Types of Business Letters, Basics of Writing Business Reports, Memos- Direct and Indirect, Business Emails Unit V Making Communication Effective Goal Setting, Time Management, Handling Stress, Building Confidence 	Unit I Introduction to Communication Defining Communication, Process of Communication, Nature & scope of business communication in modern business, Channels of Communication, 7 C's of Communication, Barriers to Communication and ways to overcome themUnit IICommunication in Organisation Communication in Organizational Setting- Internal and External Communication Oral, written & Non Verbal Communication, Listening Skills, Writing CV's, Communication in different situationsUnit IIIPublic Speaking Basics of Speaking in Public, Participating in Meetings and Group Discussions, How to face Interviews, Presenting yourself before, at and after interviews, FAQs during interviews, Designing and Delivering PresentationUnit IVCommunication in organization Introduction to business letters, Structure and Layout of Business Letters, Structure and Layout of Business EmailsUnit VMaking Communication Business Reports, Memos- Direct and Indirect, Business EmailsUnit VMaking Communication Business EmailsUnit VMaking Communication Business Emails
11	BBA 203	Computer Application in Business-II Unit I Operating System Concept Operating System and it's Concept, Functions of OS, OS as resource manager, types of OS: Single User and Multi User with example, Booting Process (MS-	Computer Application in Business-II Unit I Operating System Concept Operating System and it's Concept, Functions of OS, OS as resource manager, types of OS: Single User and Multi User with example, Booting Process

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		Unit II	DOS), Booting Sequence Introduction to MS-PowerPoint Introduction to MS-PowerPoint, What is a Presentations?, Slides,	Unit II	(MS-DOS), Booting Sequence Introduction to MS-PowerPoint Introduction to MS-PowerPoint, What is a Presentations?,	
		Unit III	Working with Slides, Slides Show and Printing Presentation Introduction to Database		Slides, Working with Slides, Slides Show and Printing Presentation	
			Systems File System versus a DBMS, Advantages of a DBMS, Describing and storing data in a DBMS, Queries in a DBMS, Structure of a DBMS, People who deal with database, introduction to Data Models, Architecture of DBMS.	Unit III	Introduction to Database Systems File System versus a DBMS, Advantages of a DBMS, Describing and storing data in a DBMS, Queries in a DBMS, Structure of a DBMS, People who deal with database, introduction to Data Models, Architecture of DBMS.	
		Unit IV	Entity Relationship Model Overview of Database Design, Entities, attributes, and Entity sets, Relationships and Relationship sets, additional features of the ER Model, Conceptual database design with the ER model – Entity versus attribute, entity versus relationship.	Unit IV	Entity Relationship Model Overview of Database Design, Entities, attributes, and Entity sets, Relationships and Relationship sets, additional features of the ER Model, Conceptual database design with the ER model – Entity versus attribute, entity versus relationship.	
		Unit V	MS-Access: Foundations Database tables, records and fields, using a key field, adding objects to your database, creating tables, setting field properties, setting the key, modifying the table structures, viewing table design and entering simple data, using wizards to create database. Enter table data, using the datasheet view, using forms to enter and edit data	Unit V	MS-Access: Foundations Database tables, records and fields, using a key field, adding objects to your database, creating tables, setting field properties, setting the key, modifying the table structures, viewing table design and entering simple data, using wizards to create database. Enter table data, using the datasheet view, using forms to enter and edit data	
12	BBA 204:	Organizat Unit I	ional Behavior Fundamentals of Organizational Behavior Concept and nature of Organisation Behaviour: Learning objectives; Definition and Meaning; Key elements; Scope of Organisation Behaviour; Why study Organisational Behaviour; New challenges of OB Manager.	Organizat Unit I	ional Behavior Fundamentals of Organizational Behavior Concept and nature of Organisation Behaviour: Learning objectives; Definition and Meaning; Key elements; Scope of Organisation Behaviour; Why study Organisational Behaviour; New	

	Unit II	Individual Behavior		challenges of OB Manager.	
		Meaning of Personality. Theories	Unit II	Individual Behavior	
		of Personality – The Jungian		Meaning of Personality.	
		framework, The Big Five Traits,		Theories of Personality – The	
		Mytes-Briggs Indicator, Locus of		Jungian framework, The Big	
		Control, Type A and Type B		Five Traits, Mytes-Briggs	
		Assessment of Personality.		Indicator, Locus of Control,	
		Perception–Meaning and		Type A and Type B Assessment	
		definition, Perceptual process,		of Personality.	
		perceptual errors,		Perception–Meaning and	
		Attitude-Meaning and		definition, Perceptual process,	
		dimensions of Attitude- Job		perceptual errors,	
		Satisfaction, Organizational		Attitude-Meaning and	
		commitment.		dimensions of Attitude- Job	
		Learning-Meaning and		Satisfaction, Organizational	
		Importance of learning,		commitment.	
		Approaches to learning- classical		Learning-Meaning and	
		Conditioning, Operant		Importance of learning,	
		Conditioning, Social Learning.		Approaches to learning-	
	Unit III	Interpersonal and Team		classical Conditioning, Operant	
		Behavior		Conditioning, Social Learning.	
		Motivation: meaning and	Unit III	Interpersonal and Team	
		importance, Theories of		Behavior	
		motivation- Maslow's hierarchy		Motivation: meaning and	
		of needs theory, Herzberg's Dual-		importance, Theories of	
		Factor Theory, Mc Cleland's		motivation- Maslow's hierarchy	
		Achievement Motivation Theory,		of needs theory, Herzberg's	
		Equity, goal-setting theories.		Dual-Factor Theory, Mc	
		Conflict: Meaning of Conflict,		Cleland's Achievement	
		Stages of Conflict, Strategies for		Motivation Theory, Equity,	
		managing conflict.		goal-setting theories.	
		Leadership: Leadership and		Conflict: Meaning of Conflict,	
		management, Leadership styles,		Stages of Conflict, Strategies	
		Traits and skills of Leaders,		for managing conflict.	
		transformational transactional &		Leadership: Leadership and	
		Charismatic Leadership.		management, Leadership	
	Unit IV	Organization Process		styles, Traits and skills of	
		Culture: Meaning and Functions		Leaders, transformational	
		of Organizational culture,		transactional & Charismatic	
		managing Organizational culture.		Leadership.	
		Organizational structure:	Unit IV	Organization Process	
		Elements of organization		Culture: Meaning and	
		Structure- Centralization and		Functions of Organizational	
		decentralization, Differentiation		culture, managing	
		and Integration, Mechanistic and		Organizational culture.	
		Organic structure. Organizational		Organizational structure:	
		design structures- Traditional and		Elements of organization	
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		6		Structure- Centralization and	
	11,	structures.		decentralization,	
	Unit V	Change Process		Differentiation and Integration,	
		Meaning and importance of		Mechanistic and Organic	
		organizational change, internal and external changes. Models of		structure. Organizational	
1 1				design structures- Traditional	

			planned change- system model, Lewin's Force Field Analysis. Resistance to change, overcoming Resistance.	Unit V	and modern Organizational structures. Change Process Meaning and importance of organizational change, internal and external changes. Models of planned change- system model, Lewin's Force Field Analysis. Resistance to change, overcoming Resistance.	
13	BBA	Cost Accou	Inting	Cost Accou	nting	
	205:	Unit I	Introduction Meaning, Nature and Scope of Cost Accounting, Techniques of Cost Accounting, Difference with Management Accounting and Financial Accounting, Cost concepts and classification of cost, Element of costs, Total cost build up cost sheet	Unit I	Introduction Meaning, Nature and Scope of Cost Accounting, Techniques of Cost Accounting, Difference with Management Accounting and Financial Accounting, Cost concepts and classification of cost, Element of costs, Total cost build up cost sheet	
		Unit II	Material cost control ABC Technique, Stock Levels, Inventory Turnover, Purchase of Materials, Classification and Codification of Materials, Store Records, Inventory system, Methods of Pricing material Issues.	Unit II	Material cost control ABC Technique, Stock Levels, Inventory Turnover, Purchase of Materials, Classification and Codification of Materials, Store Records, Inventory system, Methods of Pricing material Issues.	
		Unit III	Labour cost control Direct and Indirect Labour, Methods of Remuneration, Time and Piece rates, Incentive plan, Idle time, Over time, Casual and Out workers, Labour Turnover.	Unit III	Labour cost control Direct and Indirect Labour, Methods of Remuneration, Time and Piece rates, Incentive plan, Idle time, Over time, Casual and Out workers, Labour Turnover.	
		Unit IV Unit V	Overhead cost controlMeaning,Collection,Classification,Allocation,apportionment,Reapportionment of Overheads.Techniques of CostingUnit costing, Job Batch costing,	Unit IV	Overhead cost controlMeaning,Collection,Classification,Allocation,apportionment,FeapportionmentReapportionmentofOverheads.Overheads.	
			Contract costing, Job Batch costing, Contract costing, Process Costing- excluding interprocess profits.	Unit V	Techniques of Costing Unit costing, Job Batch costing, Contract costing, Process Costing-excluding interprocess profits.	

14	BBA	Legal Aspe	ects of Business	Legal Aspec	cts of Business	
	206:	Unit I	The Indian Contract Act 1872-I	Unit I	The Indian Contract Act 1872-I	
	-		Meaning & Nature of contract,	-	Meaning & Nature of contract,	
			Types of Agreement, Difference		Types of Agreement,	
			between agreement and		Difference between agreement	
			contract, Essentials of a valid		and contract, Essentials of a	
			contract- offer, Acceptance,		valid contract- offer,	
			capacity to contract, Free		Acceptance, capacity to	
			consent, consideration,		contract, Free consent,	
			Possibility of performance,		consideration, Possibility of	
			Writing and Registration etc.		performance, Writing and	
					Registration etc.	
		Unit II	The Indian Contract Act 1872- II			
		0	Agreements expressly declared	Unit II	The Indian Contract Act 1872-	
			void, Quasi Contracts,	onic ii		
			Performance of contract,		Agreements expressly declared	
			Discharge of contract &		void, Quasi Contracts,	
			Remedies for breach of contract		Performance of contract,	
		Unit III	Special Contract		Discharge of contract &	
		0	Contract of Bailment- Rights &		Remedies for breach of	
			duties of bailor & Bailee, Contract		contract	
			of Pledge. Rights & duties of	Unit III	Special Contract	
			Pawner & Pawnee, Contracts of	•	Contract of Bailment- Rights &	
			Agency-Formation & Termination		duties of bailor & Bailee,	
			of Agency.		Contract of Pledge. Rights &	
		Unit IV	The Sale of Goods Act 1930		duties of Pawner & Pawnee,	
			Definition of Sale & Goods,		Contracts of Agency-Formation	
			Essentials of valid contract of Sale		& Termination of Agency.	
			of Goods, Conditions &	Unit IV	The Sale of Goods Act 1930	
			warranties, passing of property,		Definition of Sale & Goods,	
			Rule of caveat emptor & its		Essentials of valid contract of	
			exceptions, Rights of unpaid		Sale of Goods, Conditions &	
			seller, Remedies for breach of		warranties, passing of	
			contract.		property, Rule of caveat	
					emptor & its exceptions, Rights	
		Unit V	The Indian Partnership Act 1932		of unpaid seller, Remedies for	
			Meaning & Nature of		breach of contract.	
			partnership, Types of Partners,			
			Rights & Duties of Partners,	Unit V	The Indian Partnership Act	
			Registration of Partnership firm &		1932	
			Dissolution of Partnership firm.		Meaning & Nature of	
			•		partnership, Types of Partners,	
					Rights & Duties of Partners,	
					Registration of Partnership firm	
					& Dissolution of Partnership	
					firm.	
15	BBA	A: Busines	s Environment	A: Business	Environment	
	207	Unit I	An Overview of Business	Unit I	An Overview of Business	
		Environme	ent	Environmer	nt	
			An Overview of Business		An Overview of Business	
			Environment: Type of		Environment: Type of	

	Environment-internal, external,		Environment-internal, external,	
	micro and macro environment.		micro and macro environment.	
	Competitive structure of		Competitive structure of	
	industries, environmental		industries, environmental	
	analysis and strategic		analysis and strategic	
	management. Managing		management. Managing	
	diversity. Scope of business,		diversity. Scope of business,	
	characteristics of business.		characteristics of business.	
	Objectives and the uses of study.		Objectives and the uses of	
	Process and limitations of		study. Process and limitations	
	environmental analysis.		of environmental analysis.	
Unit II	Economic Environment	Unit II	Economic Environment	
	Economic Environment: Nature		Economic Environment: Nature	
	of Economic Environment.		of Economic Environment.	
	Economic factors-growth		Economic factors-growth	
	strategy, basic economic system,		strategy, basic economic	
	economic planning, nature and		system, economic planning,	
	structure of the economy.		nature and structure of the	
	Economic policies-industrial		economy. Economic policies-	
	policy (1991), FEMA, Monetary		industrial policy (1991), FEMA,	
Unit III	and fiscal policies. Socio-Cultural Environment	Unit III	Monetary and fiscal policies. Socio-Cultural Environment	
Onit III	Socio-Cultural Environment Socio-Cultural Environment:	Unit III	Socio-Cultural Environment	
	Nature and impact of culture on		Nature and impact of culture	
	business, social responsibilities of		on business, social	
	business. Business and society,		responsibilities of business.	
	business ethics and corporate		Business and society, business	
	governance.		ethics and corporate	
Unit IV	Technological Environment		governance.	
	Natural and Technological	Unit IV	Technological Environment	
	Environment : Innovation,		Natural and Technological	
	technological leadership and		Environment : Innovation,	
	followership, impact of		technological leadership and	
	technology on globalization,		followership, impact of	
	transfer of technology, time lags		technology on globalization,	
	in technology introduction, status		transfer of technology, time	
	of technology in India.		lags in technology introduction,	
Unit V	Political and Demographic		status of technology in India.	
Environme	nt	Unit V	Political and Demographic	
	Political Environment: Functions	Environmer	nt	
	of state, economic roles of		Political Environment:	
	government, Economic Reform in		Functions of state, economic	
	coalition Politics.		roles of government, Economic	
	Demographic Environment:		Reform in coalition Politics.	
	Population size, migration and		Demographic Environment:	
	ethnic aspects, birth rate, death		Population size, migration and	
	rate and age structure.		ethnic aspects, birth rate,	
			death rate and age structure.	

207				ial Services	
207	Unit I	Introduction	Unit I	Introduction	
		Meaning, classification and scope		Meaning, classification and	
		of financial services. Fund based		scope of financial services.	
		activities and non-fund based		Fund based activities and non-	
		activities. Sources of Revenue.		fund based activities. Sources	
		Causes for financial innovations.		of Revenue. Causes for	
		Various challenges to financial		financial innovations. Various	
		service sector.		challenges to financial service	
	Unit II	Hire Purchase		sector.	
		Meaning definition and features	Unit II	Hire Purchase	
		-		Meaning definition and	
		-		features of hire purchase.	
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	Unit III				
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			Unit V		
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		industry.			
				industry.	
		Unit II Unit III Unit IV	 of financial services. Fund based activities and non-fund based activities. Sources of Revenue. Causes for financial innovations. Various challenges to financial service sector. Unit II Hire Purchase Meaning definition and features of hire purchase. Differences between hire purchase and credit sale, differences between hire purchase and leasing. Origin and development of hire purchase business in banks. Unit III Leasing Meaning, definition and types of leasing. Steps involved in leasing transactions, financial lease, operating lease, leverage lease, cross border lease, advantages and disadvantages of lease. Contents of lease agreement. Unit IV Venture Capital Meaning, definition and features of venture capital, origin and development of venture capital guidelines issued by government of India. Suggestions for growth of venture capital. 	 of financial services. Fund based activities and non-fund based activities. Sources of Revenue. Causes for financial innovations. Various challenges to financial service sector. Unit II Hire Purchase Meaning definition and features of hire purchase. Differences between hire purchase and installment sale, differences between hire purchase and leasing. Origin and development of hire purchase business in banks. Unit III Leasing Meaning, definition and types of leasing. Steps involved in leasing transactions, financial lease, operating lease, leverage lease, cross border lease, advantages and disadvantages of lease. Contents of lease agreement. Unit IV Venture Capital Meaning, definition and features of venture capital, origin and development of venture capital business in India. Methods of venture financing, venture capital guidelines issued by government of India. Suggestions for growth of venture capital. Unit V Mutual Fund Introduction to mutual funds, organisation and operation of fund. Facilities available to investors. Rights of investors. General guidelines issued for mutual funds, organisation and operation of fund. Facilities available to investors. Rights of investors. General guidelines issued for mutual funds in India. Future of mutual funds 	 of financial services. Fund based activities. Sources of Revenue. Causes for financial innovations. Various challenges to financial service. Sources of Revenue. Causes for hire purchase Unit II Hire Purchase Unit II Hire Purchase Unit II Leasing Unit III Leasing Unit IV Verture Capital Unit IV Verture Capital Unit IV Verture capital, origin and development of venture capital, scrope of venture capital, origin and development of venture capital, scrope of financial unds, organisation and operation of fund. Facilities available to investors. Rights of investors. General guidelines issued for mutual funds, mitual funds. Mutual funds in india. Future of mutual funds, organisation and operation of fund. Facilities available to investors. Rights of investors. General guidelines issued of mutual funds, organisation and operation of fund. Future of mutual funds, organisation and opera

17	BBA 301:	Principles o	f Marketing	Principles o	f Marketing	
		Unit I Unit II Industrial M	Introduction Meaning, Nature & Scope of Marketing, Marketing in a Changing World, Strategic Planning of the Marketing Process, Production concept, Product concept, Selling concept, Understanding Marketing Environment. Consumer Markets and Markets Consumer Behaviour, Business Markets, Business Buyer Behaviour, Institutional and Government Markets – Participants, Major influence and Purchasing Process.	Unit I Unit II Industrial N	Introduction Meaning, Nature & Scope of Marketing, Marketing in a Changing World, Strategic Planning of the Marketing Process, Production concept, Product concept, Selling concept, Understanding Marketing Environment. Consumer Markets and Iarkets Consumer Behaviour, Business Markets, Business Buyer Behaviour, Institutional and Government Markets – Participants, Major influence and Purchasing Process.	
		Unit III	Market Segmentation, Targeting	Unit III	Market Segmentation,	
		and Positio			nd Positioning	
		Unit IV	Market segmentation process, Identifying and evaluation segments, Market targeting and positioning for competitive advantage. Product and Pricing. Product: Managing the product, product Planning, product mix, deciding Product Policy, product line decisions, product differentiation, concept of product Life Cycle, new product development process. Pricing: Factors influencing pricing decisions, Methods of pricing. istribution Channels & Promotion	Unit IV	Market segmentation process, Identifying and evaluation segments, Market targeting and positioning for competitive advantage. Product and Pricing. Product: Managing the product, product planning, product mix, deciding Product Policy, product line decisions, product differentiation, concept of product Life Cycle, new product development process. Pricing: Factors influencing pricing decisions, Methods of pricing. tribution Channels & Promotion	
			distribution channels, Channel Management Decisions: Retailing and Wholeselling Promotion decisions: Promotion mix, advertising and personal selling.		Nature and functions of distribution channels, Channel Management Decisions: Retailing and Wholeselling Promotion decisions: Promotion mix, advertising and personal selling.	

302: Unit 1 Statistic - Introduction Growth of statistics, definition, scope, function and limitation of statistics Collection and census survey, collection of primary and secondary data. Unit 1 Statistic - Introduction of statistics Collection and entities collection and limitation of statistics collection of statistics Collection of primary and secondary data. Unit 1 Classification and Tabulation of Data Unit 1 Classification control to the characteristics of Classification, bases, frequency distribution, simple and manifold distribution serelaes, uses and limitation of averaging. Calculation of Mean, Median, and Mode in different serelaes, uses and limitation of averages. Unit 11 Classification, Bases, frequency distribution, simple and manifold distribution, simple and manifold distribution averaging. Calculation of Mean, Median, and Mode in different serelaes, uses and limitation of averages. Unit IV Measures of Dispersion Absolute and relative measures of dispersion, range, quartile deviation, mean Deviation, standard deviation, and their coefficients, uses and interpretation of Measures of dispersion. Unit IV Measures of Dispersion Absolute and relative measures of a spersion, simple and weighted price index numbers, simple and weighted price index numbers, selection of variables, base, number, simple and cost accounting, Advantages and Limitation of Management Accountant. 19 BA 303: Management Accounting Unit 1 Management Accountant, Meaning, Nature, Scope. Comparison with Financial Advantages and Limitations of Management Accountant. Management Accountant, Meaning, Nature, Scope. Comparison with Financial Acvantages and Limitations of M	4.5		-				
19 BA Growth of statistics, definition, scope, function and limitation of statistics collection and editing of data, sample and census survey, collection of primary and secondary data. Unit II Growth of statistics Collection and Eublation of Data Unit II Unit II Unit II Classification and Tabulation of Data Unit II Unit II Unit II Meaning Objective and characteristics of Classification, Bases, frequency distribution, simple and manifold distribution, Bases, frequency distribution, simple and manifold distribution of averaging. Calculation of Mean, Median, and Mode in different serieses, uses and limitation of averaging. Calculation of Mean, Median, and Mode in different serieses, uses and limitation of averaging. Calculation of Mean, Standard deviation, mean Deviation, standard deviation, and meaning and uses of index numbers, simple and weighted price index numbers, selection of variables, base, weights, Fishers Ideal index numbers, selection of index numbers, selection of wanagement accounting, Role of Management Accounting. Unit I Unit V Measing. Nature, Scope. Comparison with Financial Acavatages and Limitations of Management accounting, Role of Management account	18	BBA					
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19 BBA Management Accounting Unit II Management Accounting, Advantages and Limitations of nimerers Single and cost accounting, Advantages and Limitations of of construction of index number. Unit V Management Accounting, Advantages and Limitations of Management Accounting, Advantages and Limitations of Base, frequency Significance Bases, frequency distribution, simple and manifold distribution, material and characteristics of Classification, Bases, frequency distribution, simple and manifold distribution, material distribution median, and Mode in different serieses, uses and limitation of averages. Unit II Meaning claculation of Mean, measures of Dispersion Absolute and relative measures of dispersion, standard deviation, and their coefficients, uses and interpretation of Measures of idex numbers, simple and weighted price index numbers, setted and interpretation of idex numbers, selection of variables, base, weights, Fishers ideal index numbers, setted and cost accounting, Advantages and Limitation of management Accounting. 19 BBA Management Accounting Unit II Management Accounting, Advantages and Limitation of management Accountant. Unit II Management Accounting, Management Accounting, Advantages and Limitations of Management Accountant. 19 BBA Management Accounting, Unit II Management Accounting, Management Accounting, Advantages, Significance A Advantages and Limitations of Management Accounting, Advantages, and Limitations of Management Accounting, Rolice of Management Accounting, Rolice of Management Account							
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19 BBA Management Accounting Unit II Bases, frequency distribution, simple and manifold distribution simple and manifold distribution simple and manifold distribution Bases, frequency distribution, simple and manifold distribution Unit III Measures of Central Tendency Introduction, Objecting of averaging, Calculation of Mean, median, and Mode in different serieses, uses and limitation of averages. Unit IV Measures of Dispersion averages. Unit IV Measures of Dispersion averages. Unit IV Measures of Dispersion averages. Unit IV Measures of Dispersion, range, quartile deviation, mean Deviation, standard deviation, mean Deviation, of dispersion. Unit V Index Number Meaning and uses of index numbers, simple and weighted price index numbers, selection of variables, base, weights, Fishers ideal index number. Unit V Index Number 19 BBA 303: Management Accounting Unit I Management Accounting Meaning, Nature, Scope. Comparison with Financial accounting, Advantages and Limitations of Management Accountant. Management Accountant. 111 Introduction Management Accountant. Management Accountant. Manag						C	
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Unit IIManagement Accountant.accountingRoleofUnit IIFinancial Statements AnalysisManagement Accountant.Management Accountant.Management Accountant.Meaning, Objectives, SignificanceUnit IIFinancial Statements AnalysisMeaning, Objectives,& LimitationsofFinancialMeaning, Objectives,Analysis, Comparative financialSignificance & Limitations ofSignificance & Limitations of				-			
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& Limitations of Financial Meaning, Objectives, Analysis, Comparative financial Significance & Limitations of			Unit II	-		-	
Analysis, Comparative financial Significance & Limitations of					Unit II		
I I Statements Common size I Financial Analysis Comparative I						-	
				Statements, Common size		Financial Analysis, Comparative	

		Unit III Unit IV Analysis Unit V	Financial statements Ratio Analysis-Solvency Ratios, Long term Solvency ratios, Turnover Ratios, Investment Analysis ratios Statement of change in financial position Meaning, Significance, Limitations of Fund Flow Analysis & Cash flow Analysis. Preparation of Fund flows statement and Cash flow Statements. Standard Costing and Variance Introduction of Standard Costing, Cost Variance analysis- Material & Labour variances Cost Volume and Profit Analysis Meaning, Objective Advantages & Limitations of Cost Volume Profit Analysis, Methods, Break- even Chart	Unit III Unit IV Analysis Unit V Analysis	financial Statements, Common size Financial statements Ratio Analysis-Solvency Ratios, Long term Solvency ratios, Turnover Ratios, Investment Analysis ratios Statement of change in financial position Meaning, Significance, Limitations of Fund Flow Analysis & Cash flow Analysis. Preparation of Fund flows statement and Cash flow Statements. Standard Costing and Variance Introduction of Standard Costing, Cost Variance analysis- Material & Labour variances Cost Volume and Profit Meaning, Objective Advantages & Limitations of Cost Volume Profit Analysis,	
20	BBA 304:	Unit I	 Economics-II Theory of Money and Banking a. Functions for money, classification, supply and demand for money b. Effects of money on output and prices. c. Inflation and deflation. d. Money policy. e. Money markets and capital markets. f. commercial banking- function, organization and operations. g. central banking – functions 	Unit I Banking	Kethods, Break-even Chart Economics-II Theory of Money and i. Functions for money, classification, supply and demand for money j. Effects of money on output and prices. k. Inflation and deflation. l. Money policy. m. Money markets and capital markets. n. commercial banking-function, organization and operations.	
			 between Banks and NBFI. 		 central banking – functions and credit control p. Non-Banking financial institutions- meaning, role, between Banks and NBFI. 	

	Unit II Poverty, busines	ss cycles and	
	unemployment	Unit II	Poverty, business cycles and
	-	uses and policy unemployr	nent
	measures of pove	-	a. concept, causes and policy
	b. Features of b	business cycles.	measures of poverty.
	c. Economic int unemployment	terpretation of	b. Features of business cycles.
	Unit III Issues in econom Debate on state v. Markets. Pu sector. Economic planning in I significance of planning, size c strategy of plans, pattern of res	blic v. Private India- meaning, of the plans, Unit III developme	c. Economic interpretation of unemployment Issues in economic ent state v. Markets. Public v. Private
	allocation, assessment of perfo plans. Infrastructure and develo	ormance during sector. Econ	nomic planning in India- ignificance of planning, size of the
	Unit IV International Tr		egy of plans, pattern of resources
			assessment of performance during structure and development.
	rates	Unit IV	International Trade
	of payments	rade and balance I institutions-	e. Free trade and protection.f. Fixed and flexible exchange rates
	IMF, World E Unit V Liberalization, O	Bank & WTO. Globalization	g. Balance of trade and balance of payments.
	and related issues a. New econom		h. International institutions- IMF, World Bank & WTO.
	structural ad programme	ljustment Unit V (SAP) Second and related	Liberalization, Globalization d issues
	Generation F b. Regional Tra Bilateral Trac	ding Blocks and	c. New economic policy- structural adjustment programme (SAP) Second Generation Reforms
			d. Regional Trading Blocks and Bilateral Trade Treatise.
21 BBA305	Corporate Law-I	Corporate	Law-I
:	Unit I The Company: It: Nature	s Meaning and Unit I and Nature	The Company: Its Meaning
		aning, Definition d Characteristics	a. General Meaning, Definition
	of a Compan c. Lifting the C	Corporate veil,	b. Features and Characteristics of a Company
	b. Illegal Partnership Company	association, vis-a vis	 c. Lifting the Corporate veil, d. Illegal association, Partnership vis-a vis Company
	Unit II Formation, Regis Incorporation of company	stration and	

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		a. Nature and kinds of company	Unit II	Formation, Registration and	
		b. Promoters: Position, duties and liabilities	mcorporatio	on of company a. Nature and kinds of	
		c. Formation of a Company		company	
		d. Mode and consequences of incorporation,		b. Promoters: Position, duties and liabilities	
		c. Uses and abuses of the		c. Formation of a Company	
		corporate form,		d. Mode and consequences of incorporation,	
				e. Uses and abuses of the	
	Unit III	Classification of company		corporate form,	
		a. According to the mode of Incorporation,	Unit III	Classification of company	
		b. According to the liability of			
		members, c. According to the number of		f. According to the mode of Incorporation,	
		members and invitation to public,		g. According to the liability of members,	
		d. One-man Company, Non-trading company,		h. According to the number of members and invitation	
		e. Government and Foreign		to public,	
		Company		i. One-man Company, Non- trading company,	
	Unit IV	Documentation of Company		j. Government and Foreign Company	
		a. Memorandum of Association, alteration and		Company	
		the doctrine of Ultra virus,	Unit IV	Documentation of Company	
		b. Articles of association,		c. Memorandum of	
		binding nature, alteration, relation with memorandum of		Association, alteration and the doctrine of Ultra virus,	
		association, doctrine of constructive notice and		d. Articles of association, binding nature, alteration,	
		indoor management		relation with memorandum	
	Linit V	exceptions.		of association, doctrine of	
	Unit V	Capital Formationa. Prospectus: Issues, contents,		constructive notice and indoor management	
		Kinds, liability for		exceptions.	
		misstatements, statement in	Unit V	Capital Formation	
		lieu of prospectus,b. The nature and classification		i. Prospectus: Issues, contents, Kinds, liability	
		of company securities,		for misstatements,	
		c. Shares and general principles of allotment,		statement in lieu of prospectus,	
		d. Statutory share certificate, its objects and effects,		j. The nature and classification of company	
		e. Transfer of shares,		securities,	
		f. Share capital, alteration and reduction of share capital,		k. Shares and general principles of allotment,	
		g. Duties of court to protect		1. Statutory share certificate,	
		interests of creditors and		its objects and effects,	

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			shareholders.		m. Transfer of shares,	
			h. Debentures, kinds, remedies of debenture holders.		n. Share capital, alteration and reduction of share	
			of debendie holders.		capital,	
					o. Duties of court to protect	
					interests of creditors and shareholders.	
					p. Debentures, kinds,	
					remedies of debenture holders.	
22	BBA	A: Prod	uction & Materials Management	A: Produc	ction & Materials Management	
	306:	Unit I	Production Management	Unit I	Production Management	
			Concept, Scope, Importance,		Concept, Scope, Importance,	
			Approaches in Production		Approaches in Production	
			Management, concepts of		Management, concepts of	
			material management, 5Ms,		material management, 5Ms,	
			Importance, Centralization &		Importance, Centralization &	
			decentralization		decentralization	
			Lecture: 08		Lecture: 08	
		Unit II	Factory Planning	Unit II	Factory Planning	
			Concept, Importance, Factor		Concept, Importance, Factor	
			responsible for locating factory &		responsible for locating factory	
			factory building, Stores		& factory building, Stores	
			management, storage methods.		management, storage	
			Lecture: 08		methods.	
		Unit III	Plant Layout		Lecture: 08	
			Types of Plant Layout, Factors	Unit III	Plant Layout	
			affecting Plant Layout \$		Types of Plant Layout, Factors	
			Production System, Stock		affecting Plant Layout \$	
			verification, codification,		Production System, Stock	
			standardization,		verification, codification,	
		Unit IV	Lecture: 12 Production Planning and Control		standardization, Lecture: 12	
		Oniciv	Function, Materials requirement,	Unit IV	Production Planning and	
			Inventory system, Forecasting of	Control		
			inventory, Scheduling \$		Function, Materials	
			Controlling, EOQ Analysis, make		requirement, Inventory system,	
			or buy decisions, Product		Forecasting of inventory,	
			Assurance –Quality Management		Scheduling \$ Controlling, EOQ	
			Lecture: 08		Analysis, make or buy	
		Unit V	Plant Maintenance		decisions, Product Assurance –	
			Meaning, Importance,		Quality Management	
			Classification of maintenance		Lecture: 08	
			activities	Unit V	Plant Maintenance	
					Meaning, Importance,	
			B: Financial Audit		Classification of	
		Unit I	Introduction		maintenance activities	
			Meaning of book-keeping,		B: Financial Audit	

	Accountancy, Auditing, Errors,	Unit I	Introduction	
	Frauds. Objects, scope,	Onici	introduction	
	principles, advantages,		Meaning of book-keeping,	
	techniques and limitations of		Accountancy, Auditing, Errors,	
	Audit. Internal control and		Frauds. Objects, scope,	
	Internal check. Essentials and		principles, advantages,	
	advantages of Ideal internal		techniques and limitations of	
	check system. Internal check		Audit. Internal control and	
	system in different business		Internal check. Essentials and	
	transactions. Meaning, objects		advantages of Ideal internal	
	and limitations of internal audit.		check system. Internal check	
			system in different business	
Unit II	Planning of Audit		transactions. Meaning, objects	
			and limitations of internal	
	Preparation, objects, advantages		audit.	
	and disadvantages and			
	construction of Audit	Unit II	Planning of Audit	
	programme. Meaning, types and			
	importance of vouching.		Preparation, objects,	
	Vouching of different types of		advantages and disadvantages and construction of Audit	
	receipts and payments.		programme. Meaning, types	
			and importance of vouching.	
Unit III	Verification		Vouching of different types of	
	Vermeation		receipts and payments.	
	Meaning and objects of		receipts and payments.	
	verification of assets and			
	liabilities. Methods of valuation	Unit III	Verification	
	of inventories. Rules regarding			
	management of depreciation,		Meaning and objects of	
	provisions and reserves. Objects		verification of assets and	
	and methods of creating secret		liabilities. Methods of valuation	
	reserve.		of inventories. Rules regarding	
			management of depreciation,	
Unit IV	Audit report		provisions and reserves.	
			Objects and methods of	
	Audit of final accounts. Liabilities		creating secret reserve.	
	of auditor regarding audit.	11		
	Professional ethics. Various audit reports and certificates.	Unit IV	Audit report	
			Audit of final accounts.	
Unit V	Investigation		Liabilities of auditor regarding	
			audit. Professional ethics.	
	Meaning, nature, objects and		Various audit reports and	
	importance of investigation.		certificates.	
	Difference between audit and			
	investigation. Investigation for	Unit V	Investigation	
	fraud. Investigation report. EDP			
	audit.		Meaning, nature, objects and	
			importance of investigation.	
			Difference between audit and	
			investigation. Investigation for fraud. Investigation report. EDP	
		1	TAUG INVESTIGATION REPORT FUP	

					audit.	
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23	BBA		Management		al Management	
	401:	Unit I	Introduction of Financial	Unit I	Introduction of Financial	
			Management		Management	
			Meaning, Scope, Function &		Meaning, Scope, Function &	
			Objective of Financial		Objective of Financial	
			Management, Decision Making,		Management, Decision Making, Role and Functions of Financial	
			Role and Functions of Financial Manager in a company; Profit Vs.		Manager in a company; Profit	
			Wallager in a company, Front vs. Wealth Maximization,		Vs. Wealth Maximization,	
			Significance of Financial		Significance of Financial	
			Management,		Management,	
		Unit III	Capital Structure	Unit III	Capital Structure	
			Capital Structure: Meaning,	•	Capital Structure: Meaning,	
			Capital Structure and Financial		Capital Structure and Financial	
			Structure, Patterns of Capital		Structure, Patterns of Capital	
			Structure, Optimum Capital		Structure, Optimum Capital	
			Structure, Factors Determining		Structure, Factors Determining	
			Capital Structure (Excluding		Capital Structure (Excluding	
			theories of Capital Structure)		theories of Capital Structure)	
			Cost of Capital: Concept,		Cost of Capital: Concept,	
			Importance, Classification and		Importance, Classification and	
			Determination of Cost of Capital.		Determination of Cost of	
		Unit III	Capital Budgeting		Capital.	
			Concept, Importance of Capital	Unit III	Capital Budgeting	
			Budgeting, Features of Capital		Concept, Importance of Capital	
			Budgeting, Objectives of Capital		Budgeting, Features of Capital	
			Budgeting, Appraisal Methods: Payback period, Average rate of		Budgeting, Objectives of	
			return, Discounted Cash Flow		Capital Budgeting, Appraisal Methods: Payback period,	
			techniques		Average rate of return,	
		Unit IV N	Anagement of Current Assets		Discounted Cash Flow	
			Management of Cash- Meaning &		techniques	
			Motive for holding Cash,	Unit IV	Management of Current Assets	
			Objectives of Cash Management		Management of Cash- Meaning	
			,Factors affecting level of cash.		& Motive for holding Cash,	
			Management of Receivables-		Objectives of Cash	
			Meaning, objectives &Factors		Management ,Factors affecting	
			affecting investments in		level of cash.	
			Receivables. Management of		Management of Receivables-	
			Inventories-Meaning, Objectives,		Meaning, objectives & Factors	
			Importance of Inventory		affecting investments in	
			management, Technique of		Receivables. Management of	
		11	inventory control		Inventories-Meaning,	
		U nit V	Working Capital Management		Objectives, Importance of	
			Concept of Working Capital:		Inventory management,	
			Traditional Concept and operating Cycle Concept, Types	Unit V	Technique of inventory control Working Capital Management	
			of Working Capital, Significance		Concept of Working Capital	
			or working Capital, Significance		Concept of Working Capital:	

			of Working Capital, Determinants of Working Capital, Estimating Working Capital Requirements: Operating Cycle Method and Forecasting Net Current Assets Method.		Traditional Concept and operating Cycle Concept, Types of Working Capital, Significance of Working Capital, Determinants of Working Capital, Estimating Working Capital Requirements: Operating Cycle Method and Forecasting Net Current Assets Method.	
24	BBA 402:	Unit I	Corporate Accounting Introduction Accounting principles, concepts and conventions. Issue of Equity shares and preference shares.	Unit I	Corporate Accounting Introduction Accounting principles, concepts and conventions. Issue of Equity shares and preference	
		Unit II	Issue of right shares. Buy-back of shares. Forfeiture and re-issue of shares. Provisions regarding ESOS. Issue of Shares & Debentures	Unit II	shares. Issue of right shares. Buy-back of shares. Forfeiture and re-issue of shares. Provisions regarding ESOS. Issue of Shares & Debentures	
		Unit III	Issue of debentures, redemption of Preference shares and debentures. Acquisition of business. Pre and post incorporation profit. Final Accounts of Companies	Unit III	Issue of debentures, redemption of Preference shares and debentures. Acquisition of business. Pre and post incorporation profit. Final Accounts of Companies	
		Unit IV	Final accounts of companies. Disposal of profits. Capitalization of profits, Issue of bonus shares. Valuation of Goodwill & Shares	Unit IV	Final accounts of companies. Disposal of profits. Capitalization of profits, Issue of bonus shares. Valuation of Goodwill & Shares	
			Meaning and types of goodwill, various methods of valuation of goodwill. Valuation of shares by different methods.		Meaning and types of goodwill, various methods of valuation of goodwill. Valuation of shares by different methods.	
		Unit V	InternalReconstruction&Liquidation of CompaniesInternalreconstructionofInternalreconstructionofinternalpreparationofinternalreconstructionschemes).Liquidation of companies.UniternalUniternalUniternal	Unit V	Internal Reconstruction & Liquidation of Companies Internal reconstruction of companies (Excluding preparation of internal reconstruction schemes).	

					Liquidation of companies.	
	BBA		esearch Methods		search Methods	
25	403:	Unit I	Introduction to Business	Unit I	Introduction to Business	
			Research		Research	
			Meaning, Objective and Types of Research; Criteria of good Research; Defining of Research Problem; The Research Process: an overview.		Meaning, Objective and Types of Research; Criteria of good Research; Defining of Research Problem; The Research Process: an overview.	
		Unit II	Research Proposal and Research Design	Unit II	Research Proposal and Research Design	
			Introduction of Research Proposal, Types of Research Proposals, Meaning and need of Research design; Classification of Research design: Exploratory research studies, Descriptive Research studies and Experimental research studies;		Introduction of Research Proposal, Types of Research Proposals, Meaning and need of Research design; Classification of Research design: Exploratory research studies, Descriptive Research studies and Experimental research studies;	
		Unit III	Data Collection	Unit III	Data Collection	
			Primary and Secondary data, Methods of collection of primary data: observation method, Questionnaires method and Interview method, Questionnaire design and administration, Collection of Secondary data. Exploring, Displaying and Examining of data.		Primary and Secondary data, Methods of collection of primary data: observation method, Questionnaires method and Interview method, Questionnaire design and administration, Collection of Secondary data. Exploring, Displaying and Examining of	
		Unit IV	Sampling Techniques &		data.	
			Hypothesis Testing			
			Meaning and need of sample, Steps in sample designs, Different	Unit IV	Sampling Techniques & Hypothesis Testing	
			types of sample design.One sample test: z test, t test and Chi square test.Two sample test: z test, t test and Chi square test.		Meaning and need of sample, Steps in sample designs, Different types of sample design.One sample test: z test, t test and Chi square test.Two	
		Unit V	Report Writing and Presentation		sample test: z test, t test and Chi square test.	
			Interpretation, Significance of	Unit V	Report Writing and	

			Durantettan
		report writing, Types of research	Presentation
		report, Different steps in writing	
		report; Presentation of report:	Interpretation, Significance of
		Communication dimensions.	report writing, Types of
			research report, Different steps
			in writing report; Presentation
			of report: Communication
			dimensions.
26	BBA 404:	Banking and Insurance	Banking and Insurance
	-0-1.	Unit I Introduction	Unit I Introduction
		Bank-Definition and functions,	Bank-Definition and functions,
		methods of credit creation, A	methods of credit creation, A
		brief study of Regional Rural	brief study of Regional Rural
		Banks, Investment Banks,	Banks, Investment Banks,
		Development banks, A study of	Development banks, A study of
		R.B.I & NABARD. Recent trends	R.B.I & NABARD. Recent
		in Indian Banking (E-banking	trends in Indian Banking (E-
		innovative banking).	banking innovative banking).
		Unit II Relationship between Banker and	Unit II Relationship between Banker and
		customer	customer
		Relationship between Banker and	Relationship between Banker
		customer, Cheque, Bills of	and customer, Cheque, Bills of
		exchange and Promissory notes.	exchange and Promissory
		Endorsement and crossing,	notes. Endorsement and
		Presentation, collection and	crossing, Presentation,
		payment of Negotiable	collection and payment of
		instruments Dishonor of Cheque,	Negotiable instruments
		and its legal provisions, Salient	Dishonor of Cheque, and its
		features of the Banking	legal provisions, Salient
		Regulation Act.	features of the Banking
		Unit III Insurance - An Introduction	Regulation Act.
		Insurance - An Introduction :-	Unit III Insurance - An Introduction
		Origin and development of	Insurance - An Introduction :-
		insurance, Risks Hazards,	Origin and development of
		Management of Risk, Meaning	insurance, Risks Hazards,
		Characteristics functions and	Management of Risk, Meaning
		Social and Economic significance	Characteristics functions and
		of insurance. Principles of	Social and Economic
		insurance- Insurance Interest,	significance of insurance.
		utmost good faith, warranties,	Principles of insurance-
		causa proxima, subrogration.	Insurance Interest, utmost
		Unit IV Life Insurance	good faith, warranties, causa
			proxima, subrogration.
		Life Insurance - Meaning, Need,	Unit IV Life Insurance
		Functions and development of	Life Insurance - Meaning,
		life insurance in India, Types of	
		Important Plans, Life Insurance	Need, Functions and
		Agents-meaning of an agent.	development of life insurance
		Procedure of becoming an agent.	in India, Types of Important
		Unit V General insurance	Plans, Life Insurance Agents-
		General insurance - meaning,	meaning of an agent.
		Scope, Settlement of claims,	Procedure of becoming an

			working of General Insurance Companies. Fire Insurance- meaning, Scop. Issue of fire Insurance Policy, Types of Plans, Conditions of fire Insurance policy and Settlement of Claims	Unit V Gen	agent. eral insurance General insurance - meaning, Scope, Settlement of claims, working of General Insurance Companies. Fire Insurance- meaning, Scop. Issue of fire Insurance Policy, Types of Plans, Conditions of fire Insurance policy and Settlement of Claims	
27	BBA	Corporate L	aw-II	Corporate L	aw-II	
	405:	Unit I	Management of Companies	Unit I	Management of Companies	
			a. Directors- Kinds, legal position, powers and duties,b. Liability of Directors		a. Directors- Kinds, legal position, powers and duties,	
			c. Managing Director,		b. Liability of Directors	
			f. Company Secretary,		c. Managing Director,	
			g. Sole-selling and buying Agent		h. Company Secretary,i. Sole-selling and buying	
		Unit II	General meetings and		Agent	
		Proceedings	_	Unit II	General meetings and	
			a. Need for Meetings	Proceedings		
			b. Kinds of Meetings,		e. Need for Meetings	
			 Matters relating to General Meetings, 		f. Kinds of Meetings,g. Matters relating to	
			d. Motions, Resolutions and Amendments		General Meetings, h. Motions, Resolutions and	
		Unit III	Preventation of oppression and		Amendments	
		mismanage		Unit III and mismar	Preventation of oppression	
			 a. The balance of powers within companies - Majority control and minority protection, Prevention of oppression, b. Powers of court and central government 		d. The balance of powers within companies - Majority control and minority protection, Prevention of oppression,	
			 government, c. Emerging trends in Corporate social responsibility, legal liability of company - civil, 		e. Powers of court and central government,f. Emerging trends in	
			criminal, tortuous and environmental.		Corporate social responsibility, legal	
		Unit IV	Corporate Restructuring		liability of company - civil, criminal, tortuous and environmental.	
			q. Meaning of the terms	Unit IV	Corporate Restructuring	

			compromises, arrangements, reconstruction and amalgamation r. Statutory provisions regarding compromise or arrangement		V.	Meaning of the terms compromises, arrangements, reconstruction and amalgamation	
			s. Legal provisions regarding Reconstruction and Amalgamations,		W.	Statutory provisions regarding compromise or arrangement	
			t. Power of Court (Sec. 392)u. Amalgamation of companies in notional interact		X.	Legal provisions regarding Reconstruction and Amalgamations,	
			in national interest		y.	Power of Court (Sec. 392)	
		Unit V	Winding up of Companies		Z.	Amalgamation of companies in national interest	
			a. Kinds, consequences and reasons of winding up,				
			b. Modes of winding up,	Unit V	Wi	nding up of Companies	
			c. Role of the court,d. Liability of past members,		e.	Kinds, consequences and reasons of winding up,	
		Payment of	• •		f.	Modes of winding up,	
					g.	Role of the court,	
					h.	Liability of past members,	
				Payment of			
20	BBA		Resource Management			urce Management	
28	406:	Unit I	Introduction	Unit I		roduction	
			Concept, nature, scope, objectives and importance of			ncept, nature, scope, ectives and importance of	
			HRM; Evolution of HRM;		HRI		
			Challenges of HRM; Personnel			allenges of HRM; Personnel	
			Management vs. HRM. Role of			nagement vs. HRM. Role of	
			HRM in strategic management.		HRI	M in strategic management.	
		11	Lectures-08	11		Lectures-08	
		Unit II	Human Resource Planning HR Planning; Job analysis – job	Unit II		man Resource Planning	
			description and job specification;			Planning; Job analysis – job cription and job	
			recruitment – sources and			cification; recruitment –	
			process; selection process - tests			rces and process; selection	
			and interviews; placement and induction.		-	cess – tests and interviews; cement and induction.	
			Lectures-08		Pid	Lectures-08	
		Unit III	Training	Unit III	Tra	ining	
			Concept and importance of			ncept and importance of	
			training; types of training;		trai	ning; types of training;	
			methods of training; design of		me	thods of training; design of	

	1					
			training programme; evaluation		training programme;	
			of training effectiveness;		evaluation of training	
			Lectures-08		effectiveness;	
		Unit IV	Performance Appraisal and		Lectures-08	
		Internal N	lobility	Unit IV	Performance Appraisal and	
			Objectives, importance and	Internal Mo	bility	
			methods of performance		Objectives, importance and	
			appraisal and Employee		methods of performance	
			counseling; limitations of		appraisal and Employee	
			performance appraisal methods,		counseling; limitations of	
			360 degree appraisal technique;		performance appraisal	
			Promotion and Transfer of		methods, 360 degree appraisal	
			Employees.		technique; Promotion and	
			Lectures-08		Transfer of Employees.	
		Unit V	Compensation and Maintenance		Lectures-08	
			Compensation: job evaluation –	Unit V	Compensation and	
			concept, process and	Maintenanc	-	
			significance; components of		Compensation: job evaluation	
			employee remuneration;		 concept, process and 	
			overview of employee welfare,		significance; components of	
			health and safety, social security.		employee remuneration;	
					overview of employee welfare,	
					health and safety, social	
					security.	
29	BBA		B: International Marketing	B: I	nternational Marketing	
	406:	Unit I	International Marketing and	Unit I	International Marketing and	
		Environme	ent	Environmen	it	
			Concept, Importance and Scope		Concept, Importance and	
			of International Marketing,		Scope of International	
			of International Marketing, Levels, Drivers and Obstacles to		Scope of International Marketing, Levels, Drivers and	
			of International Marketing, Levels, Drivers and Obstacles to Internationalization,		Scope of International Marketing, Levels, Drivers and Obstacles to	
			of International Marketing, Levels, Drivers and Obstacles to Internationalization, Liberalization, International		Scope of International Marketing, Levels, Drivers and Obstacles to Internationalization,	
			of International Marketing, Levels, Drivers and Obstacles to Internationalization, Liberalization, International Environment : Different Stages of		Scope of International Marketing, Levels, Drivers and Obstacles to Internationalization, Liberalization, International	
			of International Marketing, Levels, Drivers and Obstacles to Internationalization, Liberalization, International Environment : Different Stages of Economic, Legal and Political		Scope of International Marketing, Levels, Drivers and Obstacles to Internationalization, Liberalization, International Environment : Different Stages	
			of International Marketing, Levels, Drivers and Obstacles to Internationalization, Liberalization, International Environment : Different Stages of Economic, Legal and Political Environment - Similarities and		Scope of International Marketing, Levels, Drivers and Obstacles to Internationalization, Liberalization, International Environment : Different Stages of Economic, Legal and Political	
			of International Marketing, Levels, Drivers and Obstacles to Internationalization, Liberalization, International Environment : Different Stages of Economic, Legal and Political Environment - Similarities and Differences.		Scope of International Marketing, Levels, Drivers and Obstacles to Internationalization, Liberalization, International Environment : Different Stages of Economic, Legal and Political Environment - Similarities and	
		Unit II	of International Marketing, Levels, Drivers and Obstacles to Internationalization, Liberalization, International Environment : Different Stages of Economic, Legal and Political Environment - Similarities and Differences. International Economic and		Scope of International Marketing, Levels, Drivers and Obstacles to Internationalization, Liberalization, International Environment : Different Stages of Economic, Legal and Political Environment - Similarities and Differences.	
			of International Marketing, Levels, Drivers and Obstacles to Internationalization, Liberalization, International Environment : Different Stages of Economic, Legal and Political Environment - Similarities and Differences. International Economic and Institutions	Unit II	Scope of International Marketing, Levels, Drivers and Obstacles to Internationalization, Liberalization, International Environment : Different Stages of Economic, Legal and Political Environment - Similarities and Differences. International Economic and	
			of International Marketing, Levels, Drivers and Obstacles to Internationalization, Liberalization, International Environment : Different Stages of Economic, Legal and Political Environment - Similarities and Differences. International Economic and nstitutions Identifying and Analyzing	Unit II Financial Ins	Scope of International Marketing, Levels, Drivers and Obstacles to Internationalization, Liberalization, International Environment : Different Stages of Economic, Legal and Political Environment - Similarities and Differences. International Economic and stitutions	
			of International Marketing, Levels, Drivers and Obstacles to Internationalization, Liberalization, International Environment : Different Stages of Economic, Legal and Political Environment - Similarities and Differences. International Economic and nstitutions Identifying and Analyzing Opportunities in the International		Scope of International Marketing, Levels, Drivers and Obstacles to Internationalization, Liberalization, International Environment : Different Stages of Economic, Legal and Political Environment - Similarities and Differences. International Economic and stitutions Identifying and Analyzing	
			of International Marketing, Levels, Drivers and Obstacles to Internationalization, Liberalization, International Environment : Different Stages of Economic, Legal and Political Environment - Similarities and Differences. International Economic and Identifying and Analyzing Opportunities in the International Trading, Trading Environment -		Scope of International Marketing, Levels, Drivers and Obstacles to Internationalization, Liberalization, International Environment : Different Stages of Economic, Legal and Political Environment - Similarities and Differences. International Economic and stitutions Identifying and Analyzing Opportunities in the	
			of International Marketing, Levels, Drivers and Obstacles to Internationalization, Liberalization, International Environment : Different Stages of Economic, Legal and Political Environment - Similarities and Differences. International Economic and Institutions Identifying and Analyzing Opportunities in the International Trading, Trading Environment - Understanding the Changes in		Scope of International Marketing, Levels, Drivers and Obstacles to Internationalization, Liberalization, International Environment : Different Stages of Economic, Legal and Political Environment - Similarities and Differences. International Economic and stitutions Identifying and Analyzing Opportunities in the International Trading, Trading	
			of International Marketing, Levels, Drivers and Obstacles to Internationalization, Liberalization, International Environment : Different Stages of Economic, Legal and Political Environment - Similarities and Differences. International Economic and nstitutions Identifying and Analyzing Opportunities in the International Trading, Trading Environment - Understanding the Changes in the World Trading Environment -		Scope of International Marketing, Levels, Drivers and Obstacles to Internationalization, Liberalization, International Environment : Different Stages of Economic, Legal and Political Environment - Similarities and Differences. International Economic and stitutions Identifying and Analyzing Opportunities in the International Trading, Trading Environment - Understanding	
		Financial I	of International Marketing, Levels, Drivers and Obstacles to Internationalization, Liberalization, International Environment : Different Stages of Economic, Legal and Political Environment - Similarities and Differences. International Economic and Identifying and Analyzing Opportunities in the International Trading, Trading Environment - Understanding the Changes in the World Trading Environment - IMF, WTO, World Bank		Scope of International Marketing, Levels, Drivers and Obstacles to Internationalization, Liberalization, International Environment : Different Stages of Economic, Legal and Political Environment - Similarities and Differences. International Economic and stitutions Identifying and Analyzing Opportunities in the International Trading, Trading Environment - Understanding the Changes in the World	
		Financial I Unit III	of International Marketing, Levels, Drivers and Obstacles to Internationalization, Liberalization, International Environment : Different Stages of Economic, Legal and Political Environment - Similarities and Differences. International Economic and nstitutions Identifying and Analyzing Opportunities in the International Trading, Trading Environment - Understanding the Changes in the World Trading Environment -		Scope of International Marketing, Levels, Drivers and Obstacles to Internationalization, Liberalization, International Environment : Different Stages of Economic, Legal and Political Environment - Similarities and Differences. International Economic and stitutions Identifying and Analyzing Opportunities in the International Trading, Trading Environment - Understanding the Changes in the World Trading Environment - IMF,	
		Financial I	of International Marketing, Levels, Drivers and Obstacles to Internationalization, Liberalization, International Environment : Different Stages of Economic, Legal and Political Environment - Similarities and Differences. International Economic and Institutions Identifying and Analyzing Opportunities in the International Trading, Trading Environment - Understanding the Changes in the World Trading Environment - IMF, WTO, World Bank Product Management and	Financial Ins	Scope of International Marketing, Levels, Drivers and Obstacles to Internationalization, Liberalization, International Environment : Different Stages of Economic, Legal and Political Environment - Similarities and Differences. International Economic and stitutions Identifying and Analyzing Opportunities in the International Trading, Trading Environment - Understanding the Changes in the World Trading Environment - IMF, WTO, World Bank	
		Financial I Unit III	of International Marketing, Levels, Drivers and Obstacles to Internationalization, Liberalization, International Environment : Different Stages of Economic, Legal and Political Environment - Similarities and Differences. International Economic and nstitutions Identifying and Analyzing Opportunities in the International Trading, Trading Environment - Understanding the Changes in the World Trading Environment - IMF, WTO, World Bank Product Management and International Product Life Cycle	Financial Ins Unit III	Scope of International Marketing, Levels, Drivers and Obstacles to Internationalization, Liberalization, International Environment : Different Stages of Economic, Legal and Political Environment - Similarities and Differences. International Economic and stitutions Identifying and Analyzing Opportunities in the International Trading, Trading Environment - Understanding the Changes in the World Trading Environment - IMF,	
		Financial I Unit III	of International Marketing, Levels, Drivers and Obstacles to Internationalization, Liberalization, International Environment : Different Stages of Economic, Legal and Political Environment - Similarities and Differences. International Economic and Institutions Identifying and Analyzing Opportunities in the International Trading, Trading Environment - Understanding the Changes in the World Trading Environment - IMF, WTO, World Bank Product Management and	Financial Ins	Scope of International Marketing, Levels, Drivers and Obstacles to Internationalization, Liberalization, International Environment : Different Stages of Economic, Legal and Political Environment - Similarities and Differences. International Economic and stitutions Identifying and Analyzing Opportunities in the International Trading, Trading Environment - Understanding the Changes in the World Trading Environment - IMF, WTO, World Bank	

		Unit IV Unit V Strategies	 Pricing Strategies : Skimming and Penetration Pricing, Currency Consideration in Exporting and in International Marketing. Distribution and Logistics Foreign Market Channel Management, Role of channel member, Channel Selection, Customer Service Levels-Demand generation and Costs. International Marketing International Marketing Plan and Entry Mode Selection, Particular Difficulties in Evaluating and controlling international marketing strategy. 	Unit IV Unit V Strategies	and New Product Development, Objectives of Pricing, Various Pricing Strategies : Skimming and Penetration Pricing, Currency Consideration in Exporting and in International Marketing. Distribution and Logistics Foreign Market Channel Management, Role of channel member, Channel Selection, Customer Service Levels- Demand generation and Costs. International Marketing International Marketing Plan and Entry Mode Selection, Particular Difficulties in Evaluating and controlling international marketing strategy.	
30	BBA 501:	E-Commerc Unit I:	e Introduction	E-Commerc Unit I:	e Introduction	
		Unit II:	Concept of Electronic Commerce: features, and functions of e- commerce, e- commerce practices/s traditional practices, scope and limitations of e-commerce, e-commerce security. Fundamental of e- commerce: Definition and types of e-commerce: B2B, B2C, C2C, and P2P, B2B service provider, e- distributor, procurement and just-in-time delivery. Models of E-Commerce E-commerce Models – Store- front Model, Brick and Mortar Model, Build to Order Merchant Model. Service Provider Model, Subscription based Model, Broker Model, Advertiser Model, Virtual Mall Model and Infomediary Model	Unit II:	Concept of Electronic Commerce: features, and functions of e-commerce, e- commerce practices/s traditional practices, scope and limitations of e-commerce, e- commerce security. Fundamental of e-commerce: Definition and types of e- commerce: B2B, B2C, C2C, and P2P, B2B service provider, e- distributor, procurement and just-in-time delivery. Models of E-Commerce E-commerce Models – Store- front Model, Brick and Mortar Model, Build to Order Merchant Model. Service Provider Model, Subscription based Model, Broker Model, Advertiser Model, Virtual Mall	

role in e-commerce, procedure of registeringInfrastructure: Internet and its role in e-commerce, procedureInternet domain, tools andof registering	
services of Internet. Internet domain, tools and services of Internet.	
Unit III: Infrastructure of E-Commerce	
Unit III: Infrastructure of E- Commerce	
E-Payment: Transactions through Internet, requirements of e- payment systems, E-Payment: Transactions	
functioning of debit and creditthrough Internet, requirementscards, pre and post paymentof e-payment systems,	
services.functioning of debit and creditE-Ticketing:Onlinebookingcards, pre and post paymentsystems, Security of e-commerce:services.	
Setting up Internet security, E-Ticketing: Online booking maintaining secure information, systems, Security of e-	
encryption, digital signature and other security measures. commerce: Setting up Internet security, maintaining secure information, encryption, digital Unit IV: Areas of Application	
Unit IV: Areas of Application information, encryption, digital signature and other security measures.	
E-Marketing: Marketplace v/s Unit IV: Areas of Application Market space, impact of e-	
commerce on market, marketing issues in e-marketing, direct E-Marketing: Marketplace v/s marketing, one-to-one Market space, impact of e- marketing. commerce on market,	
E-Finance: Areas of e-financing, e-banking, traditional vs./ e- banking, trading v/s e-trading, marketing, direct marketing, one-to-one marketing.	
importance and advantages of e- E-Finance: Areas of e-financing, trading, operational aspects of E- e-banking, traditional vs./ e-	
Unit V: Contemporary Issues importance and advantages of e-trading, operational aspects	
of E-trading.	
Digital economy: Major Unit V: Contemporary Issues characteristics, economic rules, impact on trading and	
Intermediaries,impactonDigitaleconomy:Majorbusinessprocessesandcharacteristics, economic rules,functional areas in banking,impact on trading and	
Financial and Insurance Intermediaries, impact on organizations. business processes and	
E-Commerce in India: State of e- commerce in India, problems and opportunitiesfunctional areas in banking, Financial and Insurance organizations.	
in e-commerce in India, legal E-Commerce in India: State of	

		issues, future of e-commerce. Emerging trends of M-Commerce -Infrastructure of M-Commerce and Comparison between E- Commerce and M-Commerce	e-commerce in India, problems and opportunities in e-commerce in India, legal issues, future of e-commerce. Emerging trends of M- Commerce -Infrastructure of M-Commerce and Comparison between E-Commerce and M- Commerce	
31	BBA	Financial Institutions and Markets	Financial Institutions and Markets	
	502:	Unit I: Financial System	Unit I: Financial System	
		Financial System: Meaning and Significance-Functions of the financial system- Financial concepts-Financial Assets- Financial markets- Classification-Financial instruments. An overview of Indian financial system. Weakness of Indian Financial System. Linkages Between Economy and Financial Markets. Unit II: Money Market Money market: Definition-Features- Objectives-Features of a developed money market- Importance of Money market- Composition of Money market- Operations and Participants- Money market Instruments- Call Money Markets, Treasury Bill Markets, Market for Commercial Paper, Commercial Bills and Certificate of Deposit. Role of STCI and DFHI in money market. Features of Indian money market-Recent developments.	Financial System: Meaning and Significance-Functions of the financial system- Financial concepts-Financial Assets- Financial markets- Classification-Financial instruments. An overview of Indian financial system. Weakness of Indian Financial System. Linkages Between Economy and Financial Markets. Unit II: Money Market Money market: Definition-Features- Objectives-Features of a developed money market- Importance of Money market- Composition of Money market- Operations and Participants- Money market Instruments- Call Money Markets, Treasury Bill Markets, Market for Commercial Paper, Commercial Bills and Certificate of Deposit. Role of STCI and DFHI in money market. Features of Indian money market. Recent developments.	
		Capital Markets: Introduction to Primary and Secondary markets, New issue market-meaning-functions- methods floating new issue- intermediaries in the new issue market. Recent trends in new issue market. Stock Exchanges :Functions & Structure of stock exchanges- BSE- NSE . Listing of securities-Advantages of listing. Unit IV: Financial Institute	Unit III: Capital Market Capital Markets: Introduction to Primary and Secondary markets, New issue market-meaning- functions-methods floating new issue- intermediaries in the new issue market. Recent trends in new issue market. Stock Exchanges :Functions & Structure of stock exchanges- BSE-NSE . Listing of	

32 BBA Management of Small Scale Industries function-powers-SEBI guidelines for primary and secondary market. Unit IV: Financial Institute 32 BBA Management of Small Scale Industries industries; role of small scale industries; role of small scale score in India; ropotrance of Entrepreneurship; importance of a small business enterprise or preparation of Entrepreneurs. Items is insetting opportunities; formalities for Entrepreneurs, classification of Entrepreneurs, classification of Entrepreneurs. Unit II Entrepreneurship; rimportance in small scale opportunities; formalities for					
503:Unit IIntroduction of small scale industriesUnit IIntroduction of small scale industriesMeaning and definition of small scale industries; role of small scale industries; role of small scale industries; of ovt policies and development of small scale industries; sickness in SSIs- causes and suggestions.Unit IIntroduction of small scale industries; of ovt small scale industries; of ovt small scale industries; of small scale industries; sickness in SSIs- causes and suggestions.Unit IIEntrepreneurship and setting up a small business enterprise Concept of Entrepreneurship; importance of Entrepreneurship; characteristics of a successful Entrepreneurs. Identifying the business opportunities; formalities for setting up of a small business enterprise or preparation of a business plan: selection of a success plan: selection of a business plan: selection of a successfulUnit IIntroduction of small scale small scale industries; role of small scale industries; Govt policies and development of small scale industries; Govt small scale sector in India; problem of small scale industries; sickness in SSIs- causes and suggestions.Unit IIEntrepreneurship and setting up a small business opportunities; formalities for setting up of a small business enterpriseUnit IIEntrepreneurs. Identifying the business opportunities; formalities forConcept of Entrepreneurs. Entrepreneurs.Identifying the business opportunities; formalities forIdentifying the business opportunities; formalities for			 purpose, IDBI – establishment, purpose, working, limitations and sources of finances. IFCI – establishment, purpose, working, schemes, sources, limitation, authorities etc. Investment institution structure – Insurance companies – purpose, working types, LIC & GIC, establishment, purpose, working, schemes, sources of funds and utilization, public sector, mutual funds. Unit V:Regulatory Institutions Regulatory Institutions – RBI – Role and Functions. The Securities and Exchange Board of India-objectives- function-powers- SEBI guidelines for 	 Financial Institutions – meaning, purpose, IDBI – establishment, purpose, working, limitations and sources of finances. IFCI – establishment, purpose, working, schemes, sources, limitation, authorities etc. Investment institution structure – Insurance companies – purpose, working types, LIC & GIC, establishment, purpose, working, schemes, sources of funds and utilization, public sector, mutual funds. Unit V:Regulatory Institutions Regulatory Institutions – RBI – Role and Functions. The Securities and Exchange Board of India-objectives- function-powers- SEBI guidelines 	
503:Unit IIntroduction of small scale industriesUnit IIntroduction of small scale industriesMeaning and definition of small scale industries; role of small scale industries; role of small scale industries; of ovt policies and development of small scale industries; sickness in SSIs- causes and suggestions.Unit IIntroduction of small scale industries; of ovt small scale industries; of ovt small scale industries; of small scale industries; sickness in SSIs- causes and suggestions.Unit IIEntrepreneurship and setting up a small business enterprise Concept of Entrepreneurship; importance of Entrepreneurship; characteristics of a successful Entrepreneurs. Identifying the business opportunities; formalities for setting up of a small business enterprise or preparation of a business plan: selection of a success plan: selection of a business plan: selection of a successfulUnit IIntroduction of small scale small scale industries; role of small scale industries; Govt policies and development of small scale industries; Govt small scale sector in India; problem of small scale industries; sickness in SSIs- causes and suggestions.Unit IIEntrepreneurship and setting up a small business opportunities; formalities for setting up of a small business enterpriseUnit IIEntrepreneurs. Identifying the business opportunities; formalities forConcept of Entrepreneurs. Entrepreneurs.Identifying the business opportunities; formalities forIdentifying the business opportunities; formalities for					
IndustriesIndustriesindustriesMeaning and definition of small scale industries; role of small scale industries; ickness in SSIs- causes and suggestions.Meaning and definition of small scale industries; of ot policies and development of small scale industries; sickness in SSIs- causes and suggestions.Unit IIEntrepreneurship and setting up a small business enterprise Concept of Entrepreneurship; importance of Entrepreneurship; characteristics of a successful Entrepreneurs.Unit IIEntrepreneurship and setting up a small business enterpriseUnit IIEntrepreneurship and setting up a small business opportunities; formalities for setting up of a small business enterprise or preparation of a business plan: selection of aUnit IIEntrepreneurs. Identifying the business enterprise or preparation of a business plan: selection of a	32	BBA	Management of Small Scale Industries	Management of Small Scale Industries	
constitution, registration, enterprise or preparation of a	32		 Unit I Introduction of small scale industries Meaning and definition of small scale industries; role of small scale industries; Govt policies and development of small scale sector in India; problem of small scale industries; sickness in SSIs- causes and suggestions. Unit II Entrepreneurship and setting up a small business enterprise Concept of Entrepreneurship; importance of Entrepreneurship; characteristics of a successful Entrepreneur; classification of Entrepreneurs. Identifying the business opportunities; formalities for setting up of a small business enterprise or preparation of a business plan: selection of a project, decision on the 	 Unit I Introduction of small scale industries Meaning and definition of small scale industries; role of small scale industries; role of small scale industries; Govt policies and development of small scale sector in India; problem of small scale industries; sickness in SSIs- causes and suggestions. Unit II Entrepreneurship and setting up a small business enterprise Concept of Entrepreneurship; importance of Entrepreneurship; characteristics of a successful Entrepreneurs. Identifying the business opportunities; formalities for setting up of a small business 	

 ,		I.				
		Unit III Unit IV Unit V	department, arrangement of land, arrangement of plant & Machinery, arrangement for infrastructure, preparation of project report, apply and obtain finance implementation of project. Institutional interface and financial management in SSIs Institution supporting small business enterprises- central level institutions, state level institutions and other institutions. Importance and functions of financial management in SSIs. Production management in SSIs. Production management, production planning and control (PPC), Materials management, productivity, break even analysis. Total quality management. HR Issues in SSIs Importance and functions of HRM in SSIs, buman resource development in SSIs.	Unit III Unit IV Unit V	 project, decision on the constitution, registration, clearances from specified department, arrangement of land, arrangement of plant & Machinery, arrangement for infrastructure, preparation of project report, apply and obtain finance implementation of project. Institutional interface and financial management in SSIs Institution supporting small business enterprises- central level institutions, state level institutions, state level institutions of financial management in SSIs. Production management in SSIs. Production management in SSIs. Production management, production planning and control (PPC), Materials management, productivity, break even analysis. Total quality management. HR Issues in SSIs. Importance and functions of HRM in SSIs, buman resource development in SSIs. 	
33	BBA-	Corporate	Governance	Corporate	Governance	
	504	Unit I	Corporation – An Overview	Unit I	Corporation – An Overview	
			Definition of the word ' corporation', Evolution of the corporate structure, Purpose of corporation, corporation as a 'person', corporation as a 'moral person' corporation- expectations of society, corporation-expectations of the market.		Definition of the word ' corporation', Evolution of the corporate structure, Purpose of corporation, corporation as a 'person', corporation as a 'moral person' corporation- expectations of society, corporation-expectations of the market.	
		Unit II	Introduction to Corporate Governance Definition, role and importance of corporate governance in	Unit II	Introduction to Corporate Governance Definition, role and importance of corporate governance in	

		r				
			corporate governance, ownership		corporate governance,	
			and control of corporate,		ownership and control of	
			(Transparency, Accountability		corporate, (Transparency,	
			and Empowerment)		Accountability and	
					Empowerment)	
					Empowermenty	
		Unit III	Role Players–The Board & Top			
			Management	Unit III	Role Players–The Board & Top	
					Management	
			Board Structure: Board of			
			Director, Type of Directors, Roles		Board Structure: Board of	
			and Responsibilities of Directors,		Director, Type of Directors,	
			Role, Functions of Chairman, Role		Roles and Responsibilities of	
			and functions of CEO, Functions		Directors, Role, Functions of	
			of the Board		Chairman, Role and functions	
		11			of CEO, Functions of the Board	
		Unit IV	Codes and Laws, Practices of	11		
			Corporate Governance	Unit IV	Codes and Laws, Practices of	
					Corporate Governance	
			SEBI, Audit Committee,			
			Disclosure mechanisms,		SEBI, Audit Committee,	
			Governance and Company law,		Disclosure mechanisms,	
			Reports of committees on		Governance and Company law,	
			corporate governance: Cadbury		Reports of committees on	
			Committee, Kumaramangalam		corporate governance: Cadbury	
			Birla Committee, CII Report		Committee, Kumaramangalam	
		Unit V	Corporate Governance in		Birla Committee, CII Report	
		Onic V	Practice	Unit V	Corporate Governance in	
			Flactice	Onic V	Practice	
					Practice	
			Corporate Misconduct &			
			Misgovernance: Reasons for		Corporate Misconduct &	
			Corporate Misconduct, Whistle		Misgovernance: Reasons for	
			Blower's Protection, Factors		Corporate Misconduct, Whistle	
			Responsible for obstructing		Blower's Protection, Factors	
			effective Corporate Governance		Responsible for obstructing	
			Practices; Organizational patterns		effective Corporate	
			of PSU's, learning from public		Governance Practices;	
			governance; Future of Corporate		Organizational patterns of	
			Governance in India		PSU's, learning from public	
					governance; Future of	
					Corporate Governance in India	
					corporate dovernance in mala	
24		Quantitation	Tashuinuas fan Managana ant	Quantitation		
34	BBA 505:		e Techniques for Management		e Techniques for Management	
	505.	Unit I	Introduction to Quantitative	Unit I	Introduction to Quantitative	
		Techniques		Techniques		
			Concept Model Building for		Concept Model Building for	
			Business Decisions. Role and		Business Decisions. Role and	
			Scope Models in Business and		Scope Models in Business and	
			Industry. Matrix Algebra		Industry. Matrix Algebra	
			Determinations, Solving Linear		Determinations, Solving Linear	
			Equation by using Matrix		Equation by using Matrix	
			Equation by using wath		Equation by using Matrix	
			Correlation and Regression		Correlation and Regression	

		Unit II	Linear Programming	Unit II	Linear Programming	
			Formulation and graphical solution, Simplex Method, Duality		Formulation and graphical solution, Simplex Method, Duality	
		Unit III Programm	Specially Structured ing	Unit III Programmi	Specially Structured	
			Transportation, Assignment problems		Transportation, Assignment problems	
		Unit IV	Theory of Games	Unit IV	Theory of Games	
			Types of games, two person zero sum games, Mixed strategy, Method of solution.		Types of games, two person zero sum games, Mixed strategy, Method of solution.	
		Unit V	Decision Theory	Unit V	Decision Theory	
			Decision tree-Applications, Decision making-under uncertainty, under risk and in a competitive situation		Decision tree-Applications, Decision making-under uncertainty, under risk and in a competitive situation	
35	BBA 506:		Summer Project		Summer Project	
26	PPA	of eight fourth ser industrial / least two Report to f of the con The Summ marks. Th comprise of Members. on project	ent shall undergo practical training weeks during the vacations after nester in an approved business / / service organization and submit at copies of the Summer Training the Dean/Director within two weeks mencement of the Fifth Semester. her Training Report shall Carry 100 his internal Board of Examiners shall of a minimum of two Internal Faculty The final evaluation would be based report, presentation and viva voice.	training of after four business / and submi Summer Dean/Direc commencer Summer T marks. Th shall compr Faculty M would be presentatio	Dean/Director within two weeks of the commencement of the Fifth Semester. The Summer Training Report shall Carry 100 marks. This internal Board of Examiners shall comprise of a minimum of two Internal Faculty Members. The final evaluation	
36	BBA 507:	A: Element	ts of Taxes	A: Element	s of Taxes	
		Unit I	Introduction and Income from Salary	Unit I	Introduction and Income from Salary	
			Introduction of Income Tax. Important definitions under the Income Tax Act. Residential status. Computation of Income from salary		Introduction of Income Tax. Important definitions under the Income Tax Act. Residential status. Computation of Income from salary	
		Unit II	Income from House Property and Business or Profession Computation of Annual Value of House and taxable income of House Property. Provisions relating to depreciation, Allowable and not allowable	Unit II	Income from House Property and Business or Profession Computation of Annual Value of House and taxable income of House Property. Provisions relating to depreciation, Allowable and not allowable	

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			expenses and deductions. Presumptive income & expenses. Computation of taxable income from Business or Profession.		expenses and deductions. Presumptive income & expenses. Computation of taxable income from Business	
		Unit III	Income from Capital Gain &		or Profession.	
			Other Sources Meaning of capital assets &	Unit III	Income from Capital Gain & Other Sources	
			transfer of capital assets, short term and long term capital gain. Exemption under capital gain.		Meaning of capital assets & transfer of capital assets, short term and long term capital gain.	
			Income from other sources.		Exemption under capital gain.	
		Unit IV	Deemed incomes & Deductions		Income from other sources.	
			u/s 80	Unit IV	Deemed incomes &	
			Clubbing of income. Deemed		Deductions u/s 80	
			incomes, Exempted Incomes, Set		Clubbing of income. Deemed	
			off and Carry Forward of Losses.		incomes, Exempted Incomes,	
			Deductions from gross total		Set off and Carry Forward of	
			Income u/s 80. Deduction available to individual. HUF and		Losses. Deductions from gross total Income u/s 80. Deduction	
			firms.		available to individual. HUF	
		Unit V	Assessment of Individuals		and firms.	
		cint v	Computation of taxable income of	Unit V	Assessment of Individuals	
			Individual, adjustment of		Computation of taxable income	
			agricultural income, tax rates,		of Individual, adjustment of	
			marginal relief.& tax liability		agricultural income, tax rates,	
					marginal relief.& tax liability	
37	BBA	B: Business	Budgeting	B: Busines	s Budgeting	
37	BBA 507:	B: Business	Budgeting TRODUCTION		s Budgeting INTRODUCTION	
37						
37		UNIT 1 IN	TRODUCTION	UNIT 1	INTRODUCTION	
37		UNIT 1 IN Definition, N Budget. Diffe	TRODUCTION Meaning, lature, Objectives & Limitations of erence between budget &	UNIT 1	NTRODUCTION Meaning, Nature, Objectives & Limitations Difference between budget &	
37		UNIT 1 IN Definition, N Budget. Diffe	TRODUCTION Meaning, lature, Objectives & Limitations of erence between budget & Aeaning , Nature, & Objectives of	UNIT 1 Definition, of Budget. budgeting,	INTRODUCTION Meaning, Nature, Objectives & Limitations Difference between budget & Meaning , Nature, & Objectives	
37		UNIT 1 IN Definition, N Budget. Diffe budgeting, N budgeting. P	TRODUCTION Meaning, lature, Objectives & Limitations of erence between budget & Aeaning , Nature, & Objectives of Process of Budgeting, Principles of	UNIT 1 Definition, of Budget. budgeting, of budgetin	INTRODUCTION Meaning, Nature, Objectives & Limitations Difference between budget & Meaning , Nature, & Objectives ng. Process of Budgeting,	
37		UNIT 1 IN Definition, N Budget. Diffe budgeting, N budgeting. P budgeting. A	TRODUCTION Meaning, lature, Objectives & Limitations of erence between budget & Aeaning , Nature, & Objectives of Process of Budgeting, Principles of advantages & Limitations of	UNIT 1 Definition, of Budget. budgeting, of budgetin Principles of	INTRODUCTION Meaning, Nature, Objectives & Limitations Difference between budget & Meaning , Nature, & Objectives ng. Process of Budgeting, of budgeting. Advantages &	
37		UNIT 1 IN Definition, N Budget. Diffe budgeting, N budgeting. P budgeting. A budgeting. E	TRODUCTION Meaning, lature, Objectives & Limitations of erence between budget & Meaning , Nature, & Objectives of process of Budgeting, Principles of advantages & Limitations of ssentials of effective budget,	UNIT 1 Definition, of Budget. budgeting, of budgetin Principles of Limitations	INTRODUCTION Meaning, Nature, Objectives & Limitations Difference between budget & Meaning , Nature, & Objectives ng. Process of Budgeting, of budgeting. Advantages & s of budgeting. Essentials of	
37		UNIT 1 IN Definition, N Budget. Diffe budgeting, N budgeting. P budgeting. A budgeting. E	TRODUCTION Meaning, lature, Objectives & Limitations of erence between budget & Aeaning , Nature, & Objectives of Process of Budgeting, Principles of advantages & Limitations of	UNIT 1 Definition, of Budget. budgeting, of budgetin Principles of Limitations	INTRODUCTION Meaning, Nature, Objectives & Limitations Difference between budget & Meaning , Nature, & Objectives ng. Process of Budgeting, of budgeting. Advantages &	
37		UNIT 1 IN Definition, N Budget. Diffe budgeting, N budgeting. P budgeting. A budgeting. E Developmen	TRODUCTION Meaning, lature, Objectives & Limitations of erence between budget & Meaning , Nature, & Objectives of process of Budgeting, Principles of advantages & Limitations of ssentials of effective budget,	UNIT 1 Definition, of Budget. budgeting, of budgetin Principles of Limitations effective b	INTRODUCTION Meaning, Nature, Objectives & Limitations Difference between budget & Meaning , Nature, & Objectives ng. Process of Budgeting, of budgeting. Advantages & s of budgeting. Essentials of	
37		UNIT 1 IN Definition, N Budget. Diffe budgeting, N budgeting. P budgeting. A budgeting. E Developmen	TRODUCTION Meaning, lature, Objectives & Limitations of erence between budget & Meaning , Nature, & Objectives of process of Budgeting, Principles of advantages & Limitations of essentials of effective budget, at of budgeting in India.	UNIT 1 Definition, of Budget. budgeting, of budgetin Principles of Limitations effective b in India.	INTRODUCTION Meaning, Nature, Objectives & Limitations Difference between budget & Meaning , Nature, & Objectives ng. Process of Budgeting, of budgeting. Advantages & s of budgeting. Essentials of	
37		UNIT 1 IN Definition, N Budget. Diffe budgeting, N budgeting. P budgeting. A budgeting. E Developmen UNIT II TYP Preparation	TRODUCTION Meaning, lature, Objectives & Limitations of erence between budget & Meaning , Nature, & Objectives of Process of Budgeting, Principles of advantages & Limitations of ssentials of effective budget, at of budgeting in India. PES OF BUDGET I Methods of of flexible budget , Sales budget ,	UNIT 1 Definition, of Budget. budgeting, of budgetin Principles of Limitations effective b in India.	INTRODUCTION Meaning, Nature, Objectives & Limitations Difference between budget & Meaning , Nature, & Objectives ng. Process of Budgeting, of budgeting. Advantages & s of budgeting. Essentials of udget, Development of budgeting YPES OF BUDGET I Methods	
37		UNIT 1 IN Definition, N Budget. Diffe budgeting, N budgeting. P budgeting. E Developmen UNIT II TYP Preparation production b	TRODUCTION Meaning, lature, Objectives & Limitations of erence between budget & Aeaning , Nature, & Objectives of process of Budgeting, Principles of advantages & Limitations of ssentials of effective budget, at of budgeting in India. PES OF BUDGET I Methods of of flexible budget , Sales budget , budget ,Materials cost budget,	UNIT 1 Definition, of Budget. budgeting, of budgetin Principles of Limitations effective b in India. UNIT II T of Prepara	INTRODUCTION Meaning, Nature, Objectives & Limitations Difference between budget & Meaning , Nature, & Objectives ng. Process of Budgeting, of budgeting. Advantages & s of budgeting. Essentials of udget, Development of budgeting YPES OF BUDGET I Methods tion of flexible budget , Sales	
37		UNIT 1INDefinition, NBudget. Diffebudgeting. Pbudgeting. Pbudgeting. EDevelopmerUNIT IIPreparationproduction bLabour cost	TRODUCTION Meaning, lature, Objectives & Limitations of erence between budget & Meaning , Nature, & Objectives of process of Budgeting, Principles of advantages & Limitations of ssentials of effective budget, at of budgeting in India. PES OF BUDGET I Methods of of flexible budget , Sales budget , budget , Materials cost budget, budget , Factoring overhead	UNIT 1 Definition, of Budget. budgeting, of budgetin Principles of Limitations effective b in India. UNIT II T of Prepara budget , pr	INTRODUCTION Meaning, Nature, Objectives & Limitations Difference between budget & Meaning , Nature, & Objectives ng. Process of Budgeting, of budgeting. Advantages & s of budgeting. Essentials of udget, Development of budgeting YPES OF BUDGET I Methods tion of flexible budget , Sales roduction budget ,Materials cost	
37		UNIT 1INDefinition, NBudget. Diffebudgeting. Pbudgeting. Pbudgeting. EDevelopmerUNIT IIPreparationproduction bLabour costbudget, Adm	TRODUCTION Meaning, lature, Objectives & Limitations of erence between budget & Meaning , Nature, & Objectives of Process of Budgeting, Principles of advantages & Limitations of ssentials of effective budget, at of budgeting in India. PES OF BUDGET I Methods of of flexible budget , Sales budget , budget , Materials cost budget, budget , Factoring overhead inistration Expenses budget,	UNIT 1 Definition, of Budget. budgeting, of budgetin Principles of Limitations effective b in India. UNIT II T of Prepara budget , pr	INTRODUCTION Meaning, Nature, Objectives & Limitations Difference between budget & Meaning , Nature, & Objectives ng. Process of Budgeting, of budgeting. Advantages & s of budgeting. Essentials of udget, Development of budgeting YPES OF BUDGET I Methods tion of flexible budget , Sales roduction budget , Materials cost bour cost budget , Factoring	
37		UNIT 1INDefinition, NBudget. Diffebudgeting. Abudgeting. Abudgeting. EDevelopmerUNIT IITYPPreparationproduction bLabour costbudget, AdmSelling & Dis	TRODUCTION Meaning, lature, Objectives & Limitations of erence between budget & Meaning , Nature, & Objectives of Process of Budgeting, Principles of advantages & Limitations of ssentials of effective budget, at of budgeting in India. PES OF BUDGET I Methods of of flexible budget , Sales budget , budget , Materials cost budget, budget , Factoring overhead inistration Expenses budget, tribution budget , Research &	UNIT 1 Definition, of Budget. budgeting, of budgetin Principles of Limitations effective b in India. UNIT II T of Prepara budget , pr budget , La overhead b	INTRODUCTION Meaning, Nature, Objectives & Limitations Difference between budget & Meaning , Nature, & Objectives ng. Process of Budgeting, of budgeting. Advantages & s of budgeting. Essentials of udget, Development of budgeting YPES OF BUDGET I Methods tion of flexible budget , Sales roduction budget ,Materials cost bour cost budget , Factoring budget, Administration Expenses	
37		UNIT 1INDefinition, NBudget. Diffebudgeting. Abudgeting. Abudgeting. EDevelopmenUNIT IIPreparationproduction bLabour costbudget, AdmSelling & Disdevelopmen	TRODUCTION Meaning, lature, Objectives & Limitations of erence between budget & Meaning , Nature, & Objectives of process of Budgeting, Principles of advantages & Limitations of ssentials of effective budget, at of budgeting in India. PES OF BUDGET I Methods of of flexible budget , Sales budget , budget , Materials cost budget, budget , Factoring overhead ninistration Expenses budget, tribution budget , Research & t cost budget.	UNIT 1 Definition, of Budget. budgeting, of budgetin Principles of Limitations effective b in India. UNIT II T of Prepara budget, pri budget, La overhead k budget, Se	INTRODUCTION Meaning, Nature, Objectives & Limitations Difference between budget & Meaning , Nature, & Objectives ng. Process of Budgeting, of budgeting. Advantages & s of budgeting. Essentials of udget, Development of budgeting YPES OF BUDGET I Methods tion of flexible budget , Sales roduction budget , Materials cost bour cost budget , Factoring oudget, Administration Expenses lling & Distribution budget ,	
37		UNIT 1INDefinition, NBudget. Diffebudgeting. Abudgeting. Abudgeting. EDevelopmenUNIT IIPreparationproduction bLabour costbudget, AdmSelling & Disdevelopmen	TRODUCTION Meaning, lature, Objectives & Limitations of erence between budget & Meaning , Nature, & Objectives of process of Budgeting, Principles of advantages & Limitations of ssentials of effective budget, at of budgeting in India. PES OF BUDGET I Methods of of flexible budget , Sales budget , budget , Materials cost budget, budget , Factoring overhead hinistration Expenses budget, tribution budget , Research & t cost budget. PES OF BUDGET II	UNIT 1 Definition, of Budget. budgeting, of budgetin Principles of Limitations effective b in India. UNIT II T of Prepara budget, La overhead k budget, Se Research 8	INTRODUCTION Meaning, Nature, Objectives & Limitations Difference between budget & Meaning , Nature, & Objectives ng. Process of Budgeting, of budgeting. Advantages & s of budgeting. Essentials of udget, Development of budgeting YPES OF BUDGET I Methods tion of flexible budget , Sales roduction budget ,Materials cost bour cost budget , Factoring budget, Administration Expenses lling & Distribution budget , & development cost budget.	
37		UNIT 1INDefinition, NBudget. Diffebudgeting. Pbudgeting. Pbudgeting. EDevelopmerUNIT IIPreparationproduction bLabour costbudget, AdmSelling & DisdevelopmenUNIT IIITYP	TRODUCTION Meaning, lature, Objectives & Limitations of erence between budget & Meaning , Nature, & Objectives of Process of Budgeting, Principles of advantages & Limitations of ssentials of effective budget, at of budgeting in India. PES OF BUDGET I Methods of of flexible budget , Sales budget , budget , Materials cost budget, budget , Factoring overhead ninistration Expenses budget, tribution budget , Research & t cost budget. PES OF BUDGET II Meaning &	UNIT 1 Definition, of Budget. budgeting, of budgetin Principles of Limitations effective b in India. UNIT II T of Prepara budget, La overhead k budget, Se Research 8	INTRODUCTION Meaning, Nature, Objectives & Limitations Difference between budget & Meaning , Nature, & Objectives ng. Process of Budgeting, of budgeting. Advantages & s of budgeting. Essentials of udget, Development of budgeting YPES OF BUDGET I Methods tion of flexible budget , Sales roduction budget ,Materials cost bour cost budget , Factoring budget, Administration Expenses Iling & Distribution budget , & development cost budget. TYPES OF BUDGET II	
37		UNIT 1INDefinition, NBudget. Diffebudgeting. Abudgeting. Pbudgeting. EDevelopmerUNIT IITYPPreparationproduction bLabour costbudget, AdmSelling & DisdevelopmenUNIT IIITYPfunctions of	TRODUCTION Meaning, lature, Objectives & Limitations of erence between budget & Meaning , Nature, & Objectives of Process of Budgeting, Principles of advantages & Limitations of ssentials of effective budget, at of budgeting in India. PES OF BUDGET I Methods of of flexible budget , Sales budget , budget , Materials cost budget, budget , Factoring overhead hinistration Expenses budget, tribution budget , Research & t cost budget. PES OF BUDGET II Meaning & financial budget, Methods of	UNIT 1 Definition, of Budget. budgeting, of budgeting Principles of Limitations effective b in India. UNIT II T of Prepara budget , pr budget , pr budget , La overhead k budget, Se Research & UNIT III 1	INTRODUCTION Meaning, Nature, Objectives & Limitations Difference between budget & Meaning , Nature, & Objectives ng. Process of Budgeting, of budgeting. Advantages & s of budgeting. Essentials of udget, Development of budgeting YPES OF BUDGET I Methods tion of flexible budget , Sales roduction budget ,Materials cost bour cost budget , Factoring budget, Administration Expenses Iling & Distribution budget , & development cost budget. TYPES OF BUDGET II Meaning	
37		UNIT 1INDefinition, NBudget. Diffebudgeting. Pbudgeting. Abudgeting. EDevelopmerUNIT IITYPPreparationproduction bLabour costbudget, AdmSelling & DisdevelopmenUNIT IIITYPfunctions ofpreparing fir	TRODUCTION Meaning, lature, Objectives & Limitations of erence between budget & Meaning , Nature, & Objectives of Process of Budgeting, Principles of advantages & Limitations of ssentials of effective budget, at of budgeting in India. PES OF BUDGET I Methods of of flexible budget , Sales budget , budget , Materials cost budget, budget , Factoring overhead ninistration Expenses budget, tribution budget , Research & t cost budget. PES OF BUDGET II Meaning &	UNIT 1 Definition, of Budget. budgeting, of budgetin Principles of Limitations effective b in India. UNIT II T of Prepara budget , pri budget , pri budget , Se Research & UNIT III T & function	INTRODUCTION Meaning, Nature, Objectives & Limitations Difference between budget & Meaning , Nature, & Objectives ng. Process of Budgeting, of budgeting. Advantages & s of budgeting. Essentials of udget, Development of budgeting YPES OF BUDGET I Methods tion of flexible budget , Sales roduction budget ,Materials cost bour cost budget , Factoring budget, Administration Expenses Iling & Distribution budget , & development cost budget. TYPES OF BUDGET II	

		budgeting & performance budgeting.	performance budgeting , difference
		Advantages & limitations of Performance	between traditional budgeting &
		budgeting . Meaning , importance and method	performance budgeting. Advantages &
		of preparation of cash budget.	limitations of Performance budgeting .
		UNIT IV BUSINESS FORCASTING	Meaning, importance and method of
		Meaning,	preparation of cash budget.
		definition, characteristics & importance of	UNIT IV BUSINESS FORCASTING
		business forecasting. Assumptions & theories	Meaning,
		of business forecasting. Differences between	definition, characteristics & importance of
		budget and forecasting . Types of business	business forecasting. Assumptions &
		forecasting, origin, development.Concept of	theories of business forecasting. Differences
		zero based budgeting, Objective & procedure	between budget and forecasting . Types of
		of zero based budgeting. Esssentials of zero	business forecasting, origin , development .Concept of zero based budgeting, Objective
		based budgeting. Advantages & limitations of zero based budgeting.	& procedure of zero based budgeting.
			Esssentials of zero based budgeting.
		UNIT V PROJECT PLANNING	Advantages & limitations of zero based
			budgeting.
		Features & stages of project planning. Types of	UNIT V PROJECT PLANNING
		projects. Meaning, process & methods of	
		project Appraisal. Methods of estimating	Fastures 9 stages of project planning Types
		capital outlay, Analysis of factors relating to project appraisal. Traditional & discounted	Features & stages of project planning. Types of projects. Meaning, process & methods of
		cash flow methods	project Appraisal. Methods of estimating
			capital outlay, Analysis of factors relating to
			project appraisal. Traditional & discounted
			cash flow methods
	BBA	Rural Marketing	Rural Marketing
38	601:	Unit I Rural Marketing: A Conceptual	Unit I Rural Marketing: A Conceptual
		Framework.	Framework.
		Introduction, Meaning of Rural,	Introduction, Meaning of Rural,
		Rural Marketing, Rural marketing	Rural Marketing, Rural
		vs. urban Marketing, Nature and	marketing vs. urban Marketing,
		characteristics of the Rural	Nature and characteristics of
		Market, Segmentation of Rural	the Rural Market,
		market.	Segmentation of Rural market.
		Unit II Understanding Rural consumer	Unit II Understanding Rural
		Rural Consumer Behavior, needs	consumer
		and wants of Rural consumer,	Rural Consumer Behavior,
		Factors which affects demand of	needs and wants of Rural
		Rural consumer, Lifestyle of Rural	consumer, Factors which
		consumer, Opportunities and	affects demand of Rural
		challenges of Rural marketing	consumer, Lifestyle of Rural
		Unit III Rural Marketing Mix and Social	consumer, Opportunities and
		Responsbility	challenges of Rural marketing
		Marketing mix, Rural Marketing	Unit III Rural Marketing Mix and
		Mix, Additional Ps of Rural	Social Responsbility
		Marketing, 4 As of Rural	Marketing mix, Rural
		Marketing Mix, Corporate social	Marketing Mix, Additional Ps of
		Responsibility in Rural Market	Rural Marketing, 4 As of Rural
		Unit IV Strategies for Rural Market	Marketing Mix, Corporate
		Product Strategy, Pricing	social Responsibility in Rural
	l		

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			Strategy, Distribution Strategy,		Market	
			Communication Strategy	Unit IV	Strategies for Rural Market	
		Unit V	Financial Services		Product Strategy, Pricing	
			Need for Credit, Sources of		Strategy, Distribution Strategy,	
			Credit: Kisan Credit Card, Micro		Communication Strategy	
			finance, Chit funds, Rural and	Unit V	Financial Services	
			Cooperative bank and their role		Need for Credit, Sources of	
					Credit: Kisan Credit Card, Micro	
					finance, Chit funds, Rural and	
					Cooperative bank and their	
					role	
39	BBA	-	nning and Control	-	ining and Control	
	602:	Unit I	Introduction and Preparation	Unit I	Introduction and Preparation	
			for Project Management Success		for Project Management	
					Success	
			Definition, Functions, Evolution		Definition, Functions, Evolution	
			of Project Management, Classification of Projects, Defining		of Project Management, Classification of Projects,	
			the roles of the project manager		Defining the roles of the	
			and the team, Project Life Cycle,		project manager and the team,	
			Project Contracting		Project Life Cycle, Project	
		Unit II	Project Feasibility Study		Contracting	
			Market, Demand and Technical	Unit II	Project Feasibility Study	
			Analysis, Financial analysis		Market, Demand and Technical	
			evaluation of project proposals		Analysis, Financial analysis	
		Unit III	Project Planning		evaluation of project proposals	
			Planning fundamentals, creating a	Unit III	Project Planning	
			Work breakdown structure and		Planning fundamentals,	
			other tools of planning, Work		creating a Work breakdown	
			Packages Project Organization Structure & Responsibilities,		structure and other tools of	
			Structure & Responsibilities, Responsibility Matrix PERT and		planning, Work Packages Project Organization Structure	
			CPM		& Responsibilities,	
		Unit IV	Executing and evaluating the		Responsibility Matrix PERT	
			Project		and CPM	
			Risk Concept & Identification	Unit IV	Executing and evaluating the	
			Project Management Information		Project	
			System, Project Evaluation &		Risk Concept & Identification	
			Reporting, Closing the Contract.		Project Management	
		Unit V	Leading the Project Team		Information System, Project	
		Developing	Project Teams, Managing Conflict,		Evaluation & Reporting, Closing	
		Communica	ating effectively, Making Team	T T 1 / T T	the Contract.	
		Decisions,	Managing change, Managing	Unit V	Leading the Project Team	
		Performance	ce	Developing	Project Teams, Managing	
					mmunicating effectively, Making	
					cisions, Managing change,	
				Managing P	enormance	

40	BBA	Entrepreneu	urship Development	Entrepreneu	urship Development	
	603:	Unit I	Entrepreneur & Opportunity	Unit I	Entrepreneur & Opportunity	
	000.	Recognition		Recognition		
		Recognition	Entrepreneur,	Recognition	Entrepreneur,	
			characteristics, functions,		characteristics, functions,	
			types, Entrepreneurship -		types, Entrepreneurship -	
			meaning - Role of Entrepreneurs		meaning - Role of	
			in Economic Development, Self –		Entrepreneurs in Economic	
			assessment, Motivations to start		Development, Self –	
			a business, The Entrepreneur		assessment, Motivations to	
			Personality, (Mental Sequences		start a business, The	
			in Idea Development, Go/No-Go		Entrepreneur Personality,	
			Decisions,) Preliminary Screening		(Mental Sequences in Idea	
			Questions, Alternative		Development, Go/No-Go	
			Competitive Entry Wedges.		Decisions,) Preliminary	
			competitive Entry wedges.		Screening Questions,	
					Alternative Competitive Entry	
					Wedges.	
		11,0:4.11	Weiking Dusiness Disc			
		Unit II	Writing Business Plan			
			Feasibility study, Product			
			selection - Form of Ownership -	Unit II	Writing Business Blan	
			Licensing etc, projection Identification - Meaning,	Onit ii	Writing Business Plan Feasibility study, Product	
			Significance - contents and		selection - Form of Ownership -	
			formulation of a project report -		Licensing etc, projection	
			planning commission guidelines,		Identification - Meaning,	
			Developing business plan,		Significance - contents and	
			Business plan appraisal		formulation of a project report	
		Unit III	Start-Up Factors		- planning commission	
			Entry barriers and firm		guidelines, Developing business	
			positioning, Comparison of a		plan, Business plan appraisal	
			large and small start up,	Unit III	Start-Up Factors	
			(Technology absorption),		Entry barriers and firm	
			Institutional support to		positioning, Comparison of a	
			entrepreneurship Development		large and small start up,	
			(networking with Industries and		(Technology absorption),	
			Institutions)		Institutional support to	
		Unit IV	Stages of Growth in		entrepreneurship Development	
		Entreprenet	urial Ventures Stages of growth model, Business		(networking with Industries and Institutions)	
			crisis, Barriers to small firm,	Unit IV	Stages of Growth in	
			growth Factors in continued		urial Ventures	
			entrepreneurship in small firms,		Stages of growth model,	
			International entrepreneurship		Business crisis, Barriers to small	
		Unit V	Entrepreneurship		firm, growth Factors in	
			The middle manager and		continued entrepreneurship in	
			innovator, Changing face of		small firms, International	
			family business Replacing the		entrepreneurship	
			founder, exploding the myth of	Unit V	Entrepreneurship	
			entrepreneur's disease Family		The middle manager and	
			business and multiple levels of		innovator, Changing face of	
1			conflict, Successor development:		family business Replacing the	

						1
			Impact of timing and Mode of Entry ,Women & minority entrepreneurs		founder, exploding the myth of entrepreneur's disease Family business and multiple levels of conflict, Successor	
					development: Impact of timing and Mode of Entry ,Women & minority entrepreneurs	
41	BBA	Business P	olicies and Strategies	Business Po	licies and Strategies	
	604:	Unit I Strategy	Introduction to Business	Unit I Strategy	Introduction to Business	
			Business Policy, Definition of strategy, Levels of strategy, Types of planning systems, Nature of strategic decision making, Issues in strategic decision making, Approaches to strategic decision making, Process of strategic management.		Business Policy, Definition of strategy, Levels of strategy, Types of planning systems, Nature of strategic decision making, Issues in strategic decision making, Approaches to strategic decision making, Process of strategic	
		Unit II	Top Management Perspective		management.	
			Business definition, Dimensions of business: Vision, Mission, Objectives, Goals, Procedures and Programmes. SWOT Analysis.	Unit II	Top Management Perspective Business definition, Dimensions of business: Vision, Mission, Objectives, Goals, Procedures	
		Unit III	Analysing Business EnvironmentEnvironmentalAppraisal:		and Programmes. SWOT Analysis.	
			Concept of environment,	Unit III Environmei	Analysing Business	
			Characteristics of environment, Components of external	LINIOIIIIEI	Environmental Appraisal:	
			environment PESTEL Profile and		Concept of environment,	
			its application on strategy		Characteristics of environment,	
			formulation. Organizational Appraisal: Assessment of internal		Components of external environment PESTEL Profile	
			strengths and weaknesses,		and its application on strategy	
			Preparation of strategic		formulation. Organizational	
			advantages profile, Matching PESTEL with SAP.		Appraisal: Assessment of internal strengths and	
		Unit IV	Identifying Alternative strategies		weaknesses, Preparation of	
			Stability, Growth (Expansion,		strategic advantages profile,	
			Diversification, Vertical		Matching PESTEL with SAP.	
			Integration, Merger, Takeover and Joint Venture Strategies),	Unit IV strategies	Identifying Alternative	
			Retrenchment (Turnaround,		Stability, Growth (Expansion,	
			Divestment and Liquidation		Diversification, Vertical	
			Strategies) .Strategic Choice:,		Integration, Merger, Takeover	
		l lait M	BCG Matrix, G E nine cell Matrix,		and Joint Venture Strategies), Retrenchment (Turnaround,	
		Unit V	Strategic Implementation		Divestment and Liquidation	
			Evaluation and Control, Functional, Structural and		Strategies) .Strategic Choice:,	
			Behavioral implementation,		BCG Matrix, G E nine cell	
			Techniques of strategic		Matrix,	

			evaluation and control.	Unit V	Strategic Implementation	
					Evaluation and Control,	
					Functional, Structural and	
					Behavioral implementation,	
					Techniques of strategic	
					evaluation and control.	
42	BBA	Industrial	Law	Industrial	Law	
	605:	Unit I	The Factories Act, 1948	Unit I	The Factories Act, 1948	
			History of Factory legislation:		History of Factory legislation:	
			Objects & Reasons, Scope and		Objects & Reasons, Scope and	
			applicability, Definitions of some		applicability, Definitions of	
			important terms. The Inspecting		some important terms. The	
			Staff: Health, Safety, Welfare,		Inspecting Staff: Health, Safety,	
			Working hours for Adults,		Welfare, Working hours for	
			Employment of young persons,		Adults, Employment of young	
			Annual Leave with wages,		persons, Annual Leave with	
			Penalties & Procedure		wages, Penalties & Procedure	
		Unit II	The Minimum Wages Act, 1948 Concept of Wages, Particularly	Unit II 1948	The Minimum Wages Act,	
			minimum fair and living wages,	1340	Concept of Wages, Particularly	
			Aims and Objects of the		minimum fair and living wages,	
			Minimum Wages Act,		Aims and Objects of the	
			Application, fixation and revision		Minimum Wages Act,	
			of minimum rates of wages,		Application, fixation and	
			Adjudication of claims relating to		revision of minimum rates of	
			Minimum wages and		wages, Adjudication of claims	
			Miscellaneous provisions		relating to Minimum wages	
		Unit III	The Trade Union Act, 1926		and Miscellaneous provisions	
			Trade Union Movement in India-	Unit III	The Trade Union Act, 1926	
			Aims & Object- Extent and		Trade Union Movement in	
			Commencement of the Trade		India-Aims & Object- Extent	
			Union Act, 1926. Definition and		and Commencement of the	
			Nature of Trade Union,		Trade Union Act, 1926.	
			Registration of Trade Unions:		Definition and Nature of Trade	
			Rights and Liabilities of		Union, Registration of Trade	
			Registered Trade Unions,		Unions: Rights and Liabilities of Registered Trade Unions,	
			Recognition to Trade Unions, Dissolution		5	
		Unit IV	Workmen's Compensation Act,		Recognition to Trade Unions, Dissolution	
		1923	workinen s compensation Act,	Unit IV	Workmen's Compensation	
		1525	Definition of dependant,	Act, 1923	torkinen s compensation	
			workman, partial disablement		Definition of dependant,	
			and total disablement Employer's		workman, partial disablement	
			liability for compensation,		and total disablement	
			Employer's Liability when		Employer's liability for	
			contract or is engaged, Amount &		compensation, Employer's	
			Distribution of compensation		Liability when contract or is	
		Unit V	Industrial Dispute Act, 1948		engaged, Amount &	
			Definition, Various modes of		Distribution of compensation	
			Settlement of disputes, Object	Unit V	Industrial Dispute Act, 1948	
			and Reasons, Voluntary		Definition, Various modes of	

			Arbitration & Compulsory Adjudication Strike and Lock- outs, Lay-off and Retrenchment, Unfair Labour Practice		Settlement of disputes, Object and Reasons, Voluntary Arbitration & Compulsory Adjudication Strike and Lock- outs, Lay-off and Retrenchment, Unfair Labour	
					Practice	
43	BBA 606:		Comprehensive Viva Voice	C	Comprehensive Viva Voice	
		The com	prehensive viva voce shall carry 100	The comp	orehensive viva voce shall carry 100	
			is would be based on all the subjects	-	. This would be based on all the	
		taught d	uring the program. At the end of VI	-	taught during the program. At the	
			er the viva voice would be held by a		I semester the viva voice would be	
		comm	ittee comprises of subject faculty	held by	a committee comprises of subject	
44	BBA	A. Export	members	A . Eve art	faculty members	
44	607:	Documen	Import Procedure and tation	Documen	Import Procedure and tation	
	007.	Unit I	Preparation for Exports	Unit I	Preparation for Exports	
		Unit II	Registration –Importer Exporter Code (IEC), EPC, CENTRAL EXCISE, Category of Export - Direct & Indirect, Deemed Export, Category of Exporters - Manufacturers / Merchant Exporters- (1) Electronic Hardware Technology Parks (2) EOU (3) SEZ (4) Software Technology Parks Export Benefits Duty Drawback, Advances Licensing CENVAT, Sales Tax and VAT Exemption, Excise Clearance Benefit / Rebate, Income Tax Concession	Unit II	Registration-ImporterExporterCode(IEC), EPC,CENTRALEXCISE, Category ofExportDirect & Indirect,DeemedExport, Category ofExporters-Manufacturers /MerchantExporters-Technology Parks(2)Export BenefitsDutyDrawback, AdvancesLicensingCENVAT, SalesTaxandVATExemption,ExciseClearanceClearanceBenefitClearanceBenefitClearanceClearance	
		Unit III Unit IV	Import ManagementImport Management in adeveloping economy ; ImportProcurement Planning; Types ofImporters, Selection of Market,Identification, Selection andEvaluation of Suppliers ; PurchaseContract, Terms of Delivery andPayment.Import Licensing PolicyAdvance License; Duty ExemptionScheme Role of Clearing andForwarding Agents CustomsDuty, Customs Valuation rulesDocuments for Customs import	Unit III Unit IV	Income Tax Concession Import Management Import Management in a developing economy ; Import Procurement Planning; Types of Importers, Selection of Market, Identification, Selection and Evaluation of Suppliers ; Purchase Contract, Terms of Delivery and Payment. Import Licensing Policy Advance License; Duty Exemption Scheme Role of Clearing and Forwarding	
			clearance procedure, Customs		Clearing and Forwarding Agents Customs Duty, Customs	

	1			
		clearance of Import Cargo by Sea,	Valuation rules Documents for	
		Air, Post Marine Insurance	Customs import clearance	
		Unit V Export-Import Policy 2002-2007	procedure, Customs clearance	
		Procedures and Documentation,	of Import Cargo by Sea, Air,	
		GSP Rules of Origin, Export Credit	Post Marine Insurance	
		Guarantee Corporation (ECGC),	Unit V Export-Import Policy 2002-	
		Exim Bank- Functions, Lines of	2007	
		Credit; Documents prescribed by	Procedures and	
		some importing countries;	Documentation, GSP Rules of	
		Federation of Indian Export	Origin, Export Credit Guarantee	
		Organization (FIEO), India Trade	Corporation (ECGC),	
		Promotion Organization (ITPO),	Exim Bank- Functions, Lines of	
		Letter of Credit.	Credit; Documents prescribed	
			by some importing countries;	
			Federation of Indian Export	
			Organization (FIEO), India	
			Trade Promotion Organization	
			(ITPO), Letter of Credit.	
45	BBA	B: Cost & Management Auditing	B: Cost & Management Auditing	
	607:	Unit I Introduction of cost Audit	Unit I Introduction of cost Audit	
		Meaning & objects of cost Audit, Role	Meaning & objects of cost Audit,	
		& importance of cost Audit in	Role & importance of cost Audit in	
		capacity utilization, Better Labor	capacity utilization, Better Labor	
		Management, Verification &	Management, Verification &	
		Valuation of inventories, Inter firm	Valuation of inventories, Inter firm	
		comparison ,Export promotion etc,	comparison ,Export promotion etc,	
		Difference between Cost Audit &	Difference between Cost Audit &	
		financial audit, Advantages of cost	financial audit, Advantages of cost	
		audit, Efficiency audit.	audit, Efficiency audit.	
		Unit II Cost auditor	Unit II Cost auditor	
		Qualifications Disqualifications and	Qualifications Disqualifications	
		Qualities of cost auditor, Rights & Duties of cost auditor, Relationship	and Qualities of cost auditor, Rights & Duties of cost auditor,	
		between cost & Liabilities, Auditor,	Relationship between cost &	
		Financial Auditor & Statutory Auditor	Liabilities, Auditor , Financial	
		, Professional ethics & code of	Auditor & Statutory Auditor,	
		conduct of Auditor.	Professional ethics & code of	
		Unit III Cost Audit	conduct of Auditor.	
		Preparation & verification of cost	Unit III Cost Audit	
		records .Uses of statistical sampling	Preparation & verification of cost	
		Method for Audit ,Cost audit,	records .Uses of statistical sampling	
		Programme Form & contents of cost	Method for Audit ,Cost audit,	
		Audit Report	Programme Form & contents of cost Audit Report	
		Unit IV Introduction of Management Audit	-	
		Marring Nature Group & C.	onit iv introduction of ivianagement Audit	
			Magning Natura Sama 6	
		Management Audit, Key features of	Management Audit & Financial	
		Meaning, Nature, Scope & Concept of Management Audit, Recruiting & Training of Audit Staff, Difference between Management Audit & Financial Audit, Purpose & Goal of Management Audit, Key features of	Unit IV Introduction of Management Audit Meaning , Nature , Scope & Concept of Management Audit ,Recruiting & Training of Audit Staff, Difference between Management Audit & Financial	

Management Audit	Audit ,Purpose & Goal of	
Unit V Review of Policies Review of Internal Control, Review	Management Audit, Key features of Management Audit	
of Purchasing Control, Review of	Unit V Review of Policies	
selling & Distribution Policies,	Review of Internal Control, Review	
Corporate Social Audit – Social Cost	of Purchasing Control, Review of	
& Social Benefits	selling & Distribution Policies, Corporate Social Audit – Social	
	Cost & Social Benefits	