FACULTY OF BUSINESS MANAGEMENT
AND COMMERCE

OUTLINES OF TESTS SYLLABI AND COURSES
OF READING

FOR

BACHELOR OF BUSINESS ADMINISTRATION
(2nd year and 3rd year)

For the Examinations 2015
Instructions for Paper Setters
B.B.A. Class

2\textsuperscript{ND} Year

For Papers 1-6

Section A
Examiner will set 6 questions from entire syllabus and student shall attempt 4 questions. Each question carry 4 marks.

Section B
Examiner will set 4 questions from Unit 1 of the syllabus. Student shall attempt 2 questions. Each question carry 16 marks.

Section C
Examiner will set 4 questions from Unit II of the syllabus. Students shall attempt 2 questions. Each question carry 16 marks.

For Computer Paper (Paper 7)
Examiner will set 9 questions and students are required to attempt 5 questions. Each question carry 10 marks.

3\textsuperscript{RD} Year

For Papers 4-7

Section A
Examiner will set 6 questions from entire syllabus and students shall attempt 4 questions. Each question carry 4 marks.

Section B
Examiner will set 4 questions from Unit 1 of syllabus. Student shall attempt 2 questions. Each question carry 16 marks.

Section C
Examiner will set 4 questions from Unit II of the syllabus. Student shall attempt 2 questions. Each question carry 16 marks.
OUTLINES OF TESTS, SYLLABI AND COURSES OF READING FOR
BACHELOR OF BUSINESS ADMINISTRATION EXAMINATION - 2015
(B.B.A. 2nd & 3rd Year)

NOTE:

1. A unit should be of 30 students.
2. 80 percent marks shall be assigned to external examination and 20 percent to internal assessment. In the papers relating to computers, the division of marks shall be as follows:

   Written Test : 50 marks
   Practical     : 30 marks
   Internal Assessment : 20 marks

   The Internal Assessment mentioned as above be divided as under:-
   HST (House Examination) : 10 marks
   Written Assignments    : 05 marks
   Class Participation     : 05 marks

3. Case Study and tutorial system of imparting instructions shall be followed. A unit shall be divided into two tutorial groups.

4. Work load shall be 5 theory + 1 tutorial period per week.
BACHELOR OF BUSINESS ADMINISTRATION  2nd YEAR

1. Business Laws-II 100
2. Marketing Management 100
3. Human Resource Management 100
4. Financial Management 100
5. Production & Operations Management 100
6. Business Environment 100
7. Computer (Operating Systems and P.C. Software) 100
(On the job training during summer vacation 4 to 6 weeks)

THE DISTRIBUTION OF MARKS WOULD BE AS UNDER:-

<table>
<thead>
<tr>
<th>External Evaluation</th>
<th>80 marks</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Internal Assessment</strong></td>
<td>20 marks</td>
</tr>
<tr>
<td>Written Assignment</td>
<td>5 marks</td>
</tr>
<tr>
<td>Class Participation marks</td>
<td>5</td>
</tr>
<tr>
<td>House Examination</td>
<td>10 marks</td>
</tr>
</tbody>
</table>

The Convener, Undergraduate Board of Studies in Commerce has given further clarification for awarding 10 marks in each paper (internal assessment for practical work) as under:

The contents in practical would be from the curriculum.

Teacher should assign some project or practical work to students. Students should be guided to carry on field work and collect primary data (wherever possible). Whatever project work/practical work/assignment is submitted by the student, should be evaluated by the class teacher of the college and marks be awarded accordingly. Further work of the student should be preserved for at least one year, which can be inspected by the University at any time.

In English paper, the assignment could be in the form of Business Letters/Public Notice/Tenders/ Precis etc.
## BACHELOR OF BUSINESS ADMINISTRATION 3rd YEAR

<table>
<thead>
<tr>
<th>Sr.No.</th>
<th>Titles</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Entrepreneurship Development</td>
<td>100</td>
</tr>
<tr>
<td>2.</td>
<td>Computer Based Information System</td>
<td>100</td>
</tr>
<tr>
<td>3.</td>
<td>Project Report &amp; Viva</td>
<td>100</td>
</tr>
</tbody>
</table>

Any two groups of the following:

**Group A**

1. Insurance Management                              | 100   |
2. Banking Law & Management                           | 100   |

**Group B**

1. Organization Behavior                              | 100   |
2. Industrial Relations & Labor Legislation           | 100   |

**Group C**

1. International Marketing                            | 100   |
2. Sales & Distribution                                | 100   |

Division of marks in each paper:

1. Internal Assessment                                 | 20    |
2. External Examinations                               | 80    |

In Computer Exams.

1. Internal Assessment                                 | 20    |
2. External Examinations                               | 50    |
3. Practical Exams.                                    | 30    |
SYLLABUS FOR BACHELOR OF BUSINESS ADMINISTRATION

SECOND YEAR

PAPER I : BUSINESS LAWS-II

Max. Marks : 100
Int. Assessment : 20
Ext. Assessment : 80
Time : 3 hours

UNIT-I


UNIT-II

Tax Law: Definition, Basis of charge, Exempted income, Steps involved in calculation of total income, Calculation of incomes under various heads of income.
PAPER –II : MARKETING MANAGEMENT

Max. Marks : 100
Ext. Assessment : 80
Int. Assessment : 20
Time : 3 Hours

UNIT-I

Marketing: Definition of Marketing, Importance, Modern marketing concepts, Marketing process, Strategic planning and marketing and selling, Types of Organization, Marketing environment with special reference to India & its new economic policies.
Marketing Segmentation: Targeting & Positioning, Marketing mix elements.


Branding and Packaging.

Pricing Management: Importance, Objective, Factors, Pricing policies, Kinds of pricing, Methods of pricing.

UNIT-II

Promotional activities, Communication & Promotion, Promotion mixes & strategies, Forms of promotion and sales promotion.

Advertising: Evolution, Definition, Features, Importance, Advertising and Publicity, Functions of advertising. Advertising media, Advertising copy, Objections against advertising.

Personal selling and Sales management: Objectives, Importance, Qualities. Types of salesmen, Sales forecasting, Motivation, Compensation.

UNIT-I


UNIT-II

Training: Conceptual aspects, Training and Learning, Training objectives, Training process, policies, Plans designing training programmes, Methods of training, Evaluation of training effectiveness. Significance of training, nature, significance of principles of wages and salary administration.

Development: What is development, Difference between training and development, Objectives of development, Development process, Define development needs evolving development policies, Preparing development plans, Designing development programmes. Development Methods, Case studies, Role play, Sensitivity training in basket exercise, Business games, Transaction analysis, Behavior modelling, Evaluation of development effectiveness.
UNIT-I

Functions and Goals: What is finance, what are finance function, what does the financial manager do, Financial goals, Profit vs Wealth, How finance functions are organized. Relationship of finance with other business functions. Cost of capital: Concept Components, Weighted average. Cost of capital, Equity share capital, Retained earnings, Cost of equity issuing.


UNIT-II

Receivables Management - Meaning, Factors influencing size of receivables, Forecasting, Objectives and Dimensions of receivables management, Forming credit policy, Length of credit and executing credit policy, Financing investment in receivables, Formulating and executing collection policy.

UNIT-I

Concept of Production, Types of production system, Strategic planning and forecasting, Production process analysis and planning, Capital investment, Capacity planning, Revenue budget and cost of production, Profitability analysis, Break-even analysis, CPM, PERT. Plant Location and Layout.

Methods of Improvement and Work simplification: Basic Concept, Method of study of production.

UNIT-II

UNIT-I


The process of environmental scanning. The scanning of some consumer goods industries. Environmental Threats and Opportunity Profile (ETOP) and SWOT analysis of some important industries like T.V., Tractor, Watches, Car, Scooters, Pharmaceuticals etc.

The key elements of economic environment. Economic system and economic planning in India. Objectives, strategies and evaluation of various Five year plans. The relevance of planning in the market oriented economy.

The changing dimensions of various Industrial policies in India particularly after 1980.

Monetary policy and its relevance to business, Fiscal Policy in India -The taxation system. The Public debt and the role of deficit financing.

The importance of Union budget. The evaluation of latest budgets. The concept, philosophy and performance of public sector in India. The debate of privatization of Public Sector in India.
UNIT-II

The key elements of Political environment. The relationship between business and government. The Economic roles of Government. The role of Government machinery, particularly the legal environment in India. The licensing system, the introductory framework of some of business laws i.e. FEMA, SEBI, the latest company law bill, the Consumer Protection Act, 1986. The changing dimension of regulatory framework in India and its impact of Indian business environment.

The components of social and cultural environment. The salient feature of Indian culture and values. The changing role of Indian family system. Emergence of middle class and its influence on business. The role of T.V. on Indian culture and values. The need for social responsibility of business; the ecological Issues and Indian business.

The International business environment. The role and importance of MNCs in India. The foreign direct investment in India. The role of non-resident Indians. The changing dimension of foreign trade policy. The devaluation of Indian rupee and its impact on Indian business.

The technological environment. The technology policy, the role of Research & Development in Business. The import of technology and problems associated with it. The debate of sophisticated technology and the problems of unemployment.
1. **Disk Operating System (Dos):**

   Introduction, Features of Dos, Booting process, Internal and External dos commands including file and directory commands such as DIR, MD, RD, REN, COPY, FORMAT, PATH, XCOPY, TREE, MORE

2. **Window Operating System:**

   Introduction to Graphical User Interface (GUI), Features of windows operating system, Concept of desktop, Taskbar, Start button, Help button, Scroll bars, Minimizing and maximizing buttons; Functions of My computer, Recycle bin, Windows explorer; Creating folders and short cuts.

3. **Word Processing Software: MS-Word:**

   Introduction and applications of word processing, Features of MS-Word, Creating, Opening, Saving and Inserting files, Editing Documents, Formatting documents, Inserting pictures, Creating graphs, Using tools such as spelling and grammar check; Using Mail Merge.

4. **Spreadsheet Software: MS-Excel:**

   Introduction and applications of spreadsheet, Creating, Opening and saving worksheet, Entering information including text, numeric, formula, date and time; Using built-in functions including mathematical, statistical, date and time and financial functions, Formatting worksheet, Protecting cells, Printing worksheet, Creating 2D and 3d graphics, Concept of workbook.

5. **Relational Data Base Management System Package (Ms-Access):**

   Introduction to database and data base management system (DBMS), Applications of DBMS, Features of MS; Access, Creating tables, Use of Import and Export facility, creating queries, form design and report design.

6. Introduction and applications of presentations, Software features of Ms-Power point, Introduction to Virus detections, Prevention and anti-virus packages.
References:


2. Rapidex Computer Course (Windows Edition) by Vikas Gupta, Pushpak Mahal, Rs. 149/-


SYLLABUS FOR BACHELOR OF BUSINESS ADMINISTRATION THIRD YEAR

Max. Marks : 100
Ext. Assessment : 80
Int. Assessment : 20
Time : 3 hours

PAPER-I : ENTREPRENEURSHIP DEVELOPMENT

Objectives:
- To provide theoretical information to learners about the economic environment and role of entrepreneur in economic development.
- To help learners understand various issues involved in setting up a private enterprise and develop required entrepreneurial skills in economic development.
- To motivate students to put for entrepreneurship and self-employment as alternate career options.

UNIT-I


UNIT-II

Suggestions for Teaching/Testing:

1. The subject comprises many disciplines. Therefore, assistance of outside field expertise needs to be taken. Collaborative teaching is essential.
2. The question paper should include objective type as well as descriptive type questions.
3. Internal Assessment:
   Internal Assessment would largely depend upon learners regularity and punctuality in class, participation in class discussion, completion of given assignment(s), conduct of market survey and preparation of a brief business plan for a proposed/suggested project. Evaluation of market survey work and business plan should be jointly done by the teacher concerned and the expert from District Industries Center/Commercial banks.

Note: Teachers must remember that the learners are not expected to execute the project proposal prepared by them in the Entrepreneurship Development paper. The project proposal is merely a tool to give them confidence in preparing a plan for entrepreneurial venture.
Paper -II: Computer Based Information Systems

Max. Marks : 100
Ext. Assessment : 90
Int. Assessment : 10
Time : 3 hours.
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1. System Life Cycle:
   System concepts, General system model, System, Data, information, System Life Cycle phases planning, Analysis, Design and Implementation, Introduction to Case tools.


3. Accounting Information System:
   Characteristics, Sample system, Sub system for filling customer order, Ordering replenishment stock, Performing general ledger processes; features and use of Accounting Information System Package-TALLY.

4. Marketing Information System:
   Basic concepts, Model, Subsystems including, Marketing Research, Marketing Intelligence, Product, Place, Promotion and Pricing subsystems.

5. Manufacturing Information System:
   Model and subsystem including, Accounting information, Industrial Engineering, Inventory, Quality and Cost subsystem.

6. Financial Information System:
   Model and subsystems including, Forecasting, Funds management and control subsystem.

7. Human Resources Information Systems:
   Model, Subsystems including, Human resources research, Human resources intelligence, HRIS data base, HRIS output.

8. Fundamentals of Electronic Commerce:

References:
Group A

PAPER – I : INSURANCE MANAGEMENT

Max. Marks : 100
Ext. Assessment : 80
Int. Assessment : 20
Time : 3 Hrs

UNIT-I
Definition & Nature of Insurance, Evaluation of Insurance Contract, Motor Insurance, Burglary & Personal Accident Insurance, Misc. forms of insurance, Rural insurance in India, Urban non-traditional insurance, Emerging insurance, Business scans in India, Nature of life insurance contract, Principles, Classification, Amenities, Policy conditions, Salient feature of TRDA.

UNIT-II
UNIT-I

UNIT-II
Group B

Paper – I : Organisational Behaviour

Max. Marks : 100
Ext. Assessment : 80
Int. Assessment : 20
Time : 3 hours

UNIT-I


Attitude and Behavior - Modification, Motivation, Types of motivation, Theories of motivation given by Maslow, Herzberg, Alderfer’s, McGregor, Vroom and Porter Lawyer, Inter Personal Behavior.

UNIT-II

Leadership (Leadership styles, Trait approach, Behavioral approaches.

Group Dynamics: Types of groups, Group norms, and roles, Group cohesiveness, Group development.

Management of conflict. Stress management, Organizational Communication. (Importance, Process Barriers.)

Note: CASE STUDIES FOR EACH TOPIC MUST BE DISCUSSED IN THE CLASS.
UNIT-I


UNIT-II

Group-C

PAPER-I: INTERNATIONAL MARKETING

Max. Marks : 100
Ext. Assessment : 80
Int. Assessment : 20
Time : 3 hours

UNIT-I


UNIT-II

Export Marketing: Product Planning & Marketing plan for export policies, Decision & EXIM policy. Export costing pricing and finance, Export document and procedures, Export assistance, Methods of payment, Assistance and incentives given for Indian exports. Export promotion in India and foreign trade organizations, Export management and personal selling.
UNIT-I

Management & Importance of Sales Force. Functions of sales manager, Recruitment & Selection, Training & Direction, Motivation & Compensation. Appraisal of performance. Sales force size organization of sales department. Geographic product wise and market based, sales planning and central market analysis. Sales forecasting Methods, Sales Budget - Importance, Process of Sales Budget, Uses of sales budget, Sales territory considerations in allocation of sales territory, Sales Quota, Objectives, Principles of Ceiling Sales Quota, Administration of Sales Quota, Uses of Sales Quota, Sales and Cost analyses, uses and methods.

UNIT-II


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