

# BBA SEMESTER - V (Effective from June- 2021)

## BUSINESS ENVIRONMENT

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	V	Core	19BBA501	Business Environment	3	30	70	2 ½ Hours

### COURSE OBJECTIVES

- To provide basic knowledge basic components of business Environment.
- To develop/enhance ability of student to know impacts of components of business Environment on operations of companies.
- To make enable students to know/measure possible impacts of changes in components of business Environment on functions of business organization.
- To develop ability of students to forecast/indicate possible impacts of change in economic policies and laws on operations of companies,

### COURSE CONTENT

Unit - 1	Introduction to Business Environment
	Definition of business environment, Internal and External Environment (Micro & Macro Environment, Economic & Non Economic Environment)
Unit – 2	LPG
	Concepts of Liberalization, Privatization and Globalization, Meanings of Globalization & Privatization, their impacts on Indian Economy
Unit - 3	Public Finance
	Fiscal Policy-Objectives and tools, Public Debt, Public Revenue and Public Expenditure, Central Budget
Unit – 4	International Institutions
	History, Objectives, Structure, Functions, Achievement and failures of World Bank, International Monetary Fund, World Trade organization and European Union

### REFERENCES

- Business Environment: Francis Cheru nilam - Himalaya Publishing house
- Essentials of Business Environment: K. Aswathapa- Himalaya Publishing house
- Indian economy: VK Puri& SK Misra - Himalaya publication house

## BUSINESS LAW

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	V	Core	19BBA502	Business Law	3	30	70	2 ½ Hours

### COURSE OBJECTIVES

To impart preliminary knowledge in respect of Laws to be followed while carrying the business.

### COURSE CONTENT

Unit - 1	Introduction to law and legal system.
	<ul style="list-style-type: none"> <li>Introduction to law, Object of law, Need for the knowledge of law, sources Mercantile law.</li> <li>Preamble to the constitution of India (with explanation of all the terms used in the preamble)</li> <li>Fundamental Rights, Fundamental Duties (Briefly).</li> <li>Hierarchy of the judiciary and the courts in India.</li> </ul>
Unit – 2	Contract Law - I
	<ul style="list-style-type: none"> <li>Object, definition and features of Contract law.</li> <li>Essential elements of contracts.</li> <li>Classification of contracts</li> <li>Offer and legal rules as to an offer, Acceptance and legal rules as to acceptance.</li> <li>Consideration and legal rules as to consideration. Exceptions to the rule ‘no consideration no contract’.</li> <li>Capacity to contract: contracts with a minor, contracts with people of unsound mind, contracts with people disqualified by law.</li> <li>Quasi Contracts.</li> </ul>
Unit - 3	Contract Law - II
	<ul style="list-style-type: none"> <li>Free consent: consent and free consent, (brief description of Coercion, Undue influence, Misrepresentation, Frauds and Mistake)</li> <li>Legality of Object: When consideration or object is unlawful. Unlawful and illegal agreements.</li> <li>Void agreements: List of void agreements, uncertain agreements, wagering agreements.</li> <li>Contingent contracts: meaning and rules of contingent contracts.</li> <li>Performance of contracts: Meaning and requisites of a valid tender, who must perform a contract.</li> <li>Discharge of contracts: Discharge by performance, Discharge by agreement or consent, Discharge by impossibility, Discharge by lapse of time, Discharge by operation of law, Discharge by breach of contract.</li> <li>Remedies for breach of contracts: Rescission of the contract, Suit for damages (very brief description of different types of damages), Suit upon quantum meruit, Suit for specific performance, Suit for injunction.</li> </ul>
Unit – 4	Special Contracts – I & II
	<p>Indemnity and Guarantee</p> <ul style="list-style-type: none"> <li>Definitions: Contracts of Indemnity and Contracts of Guarantee.</li> <li>Distinction between contracts Indemnity and Guarantee.</li> </ul> <p>Bailment and Pledge</p> <ul style="list-style-type: none"> <li>Definition of contracts of Bailment</li> <li>Requisites of Bailment.</li> <li>Definition of Contracts of Pledge.</li> <li>Difference between Bailment and Pledge.</li> </ul> <p>Law of agency</p>

- Definition of Agent and Principal, Essentials of relationship of Agency, Rules of Agency.
- Creation of Agency: by Express Agreement, by Implied Agreement, by Ratification (Excluding Requisites of Ratification) and by Operation of Law.
- Classification of Agents.
- Rights and Duties of Agents.
- Rights and Duties of Principal.
- Termination of Agency

## REFERENCES

- Elements of Mercantile Law, N. D. Kapoor, Sultan Chand & Sons, New Deli
- Indian Contract Act, Sale of Goods Act and Partnership Act; Desai TR : SC Sarkar & Sons
- Mercantile Law, S.S. Gulshan :,Excel Books
- Legal Aspect of Business, Pathak:,TMH
- The Negotiable Instruments Act; Khergamwala JS : NM Tripathi
- The Principles of Mercantile Law, Singh Avtar , Eastern Book Company
- Business Regulatory Framework, Maheshwari & Maheshwari:, Himalaya Publishing
- Business Law , Kapoor ND : Sultan Chand & Sons
- The Constitution of India: Bare Act with short notes for students  
A. R. Khan, Publisher: Access Publishing.
- Indian Judicial System  
Mathew, P.D. & P.M. Bakshi, Publisher: New Delhi: ISI, 2002



## PRODUCTION AND OPERATION MANAGEMENT

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	V	Core	19BBA503	Production & Operations Management	3	30	70	2 ½ Hours

### COURSE OBJECTIVES

To understand the production and operation function and familiarize students with the technique for planning and control.

### COURSE CONTENT

Unit - 1	Introduction to Production and Operations Management
	Concept and Definition of Production Management and Operations Management, Objectives of Operations management, decision areas in operations management, recent trends in operations management, difference between manufacturing and service operations.
Unit – 2	Process Selection
	An overview of major process decisions, A detailed study of the, advantages and limitations of job shop process, batch process, assembly process, continuous process characteristics and project process.
Unit - 3	Aggregate Planning and Maintenance Management
	Concept of aggregate plan, Importance of Aggregate plan, Approach to aggregate planning, Concept of Capacity Planning and CRP (Capacity Requirement Planning), Maintenance Management – Concept, Importance, Types of Plant Maintenance.
Unit – 4	Facility Location and Facility Layout
	Introduction to Facility Location, steps in location selection and factors affecting- selection of region, community and site selection. Introduction to Facility Layout, factors affecting facility layout, objectives of a good layout, types of layout ( product, process, combined , cellular , static layout)

### REFERENCES

- Production and Operation Management, S.A.Chunawalla and D.R. Patel, Himalaya Publishing House, Mumbai
- Production and operation Management K. Aswathappa and K. Shridhara Bhatt ,Himalaya Publishing House, Mumbai
- Operations Management, Mahadevan B, Pearson Education, New Delhi,2008
- Operations Management, Russel & Taylor, Pearson Education, New Delhi,2008
- Operations Management, Chase, Jabocs and Acquiliano, Tata McGraw Hill,
- Operations Management, Krajawski & Ritzman, , Pearson Education, New Delhi, 2003
- Production and Operations Management, Bedi Kanishka, OXFORD University Press
- Production and Operation Management, Bhatt K.S, Himalaya Publishing House,

## DIRECT TAXES

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	V	Core	19BBA504	Direct Taxes	3	30	70	2 ½ Hours

### COURSE OBJECTIVES

To develop conceptual understanding regarding Direct Tax Laws and to Prepare Returns and make them introduced with assessment procedure.

### COURSE CONTENT

**Marks:** 80 % Marks for Practical Problems and 20 % Marks for theory questions.

Unit – 1	Introduction, Definition and Residential Status of an Assessee
	<ul style="list-style-type: none"> <li>Introduction: Introduction of Direct Taxes and Methods of Taxes</li> <li>Definitions: Person, Income, Assessee, Previous Year, Assessment Year, Gross Total Income, Total Income, Agricultural Income. Heads of Income</li> <li>Residential status and Incidence of Tax</li> </ul>
Unit – 2	<ul style="list-style-type: none"> <li>Income from Salary (Section : 80C)</li> </ul>
Unit - 3	<ul style="list-style-type: none"> <li>Income from House Property (Sec. 22 to 25 only)</li> </ul>
Unit – 4	<ul style="list-style-type: none"> <li>Income from Business/Profession</li> </ul>

#### NOTE:

- The Syllabus is restricted to study of specified section only.
- The Law In force on 1st April immediately preceding the commencement of Academic year will be applicable for ensuing Examinations.
- Study of rules is not implied for unless and until specifically mentioned.

### REFERENCES

- Students guide to income tax- Vinod Singhanian, Taxman Publication
- Systematic approach to income tax- Girish Ahuja & Gupta, Bharat Law Publication
- Income Tax: T M Manohan
- Direct Tax ready reckoner, N. V. Mehta, Kuber Publication

## COST & MANAGEMENT ACCOUNTING

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	V	Core	19BBA505	Cost & Management Accounting	3	30	70	2 ½ Hours

### COURSE OBJECTIVES

To Impart the Knowledge of Basic cost concepts, element of cost & Preparation of Cost Sheet and to provide basic knowledge of important Methods & Techniques of costing.

### COURSE CONTENT

**Marks:** 80 % Practical Examples, 20 % Theory.

Unit - 1	Process Costing
	<ul style="list-style-type: none"> <li>• Introduction, meaning and Concepts</li> <li>• Practical questions of Normal Wastage, Abnormal Wastage/Gain</li> <li>• Practical questions excluding inter process profit and incomplete units.</li> </ul>
Unit – 2	Budgetary Control
	Meaning and significance of budget and budgetary control, Types of Budget, budget centers; Procedure of budgetary control system, preparation of cash budget and flexible budget only.
Unit – 3	Standard Costing
	Meaning of Standard Cost and Standard Costing, Advantages, Limitations and Applications; Computation of Material and Labor Variances only.
Unit – 4	Activity Based Budgeting
	Meaning, ABB and Traditional Budgeting, Process and Benefits of ABB Zero Base Budgeting – Meaning, Advantages and Limitations

### REFERENCES

- Cost Accounting Principles and Practice: M N Arora, Vikas Publishing
- Cost Accounting: S P Jain and K L Narang, Kalyani, New Delhi
- Cost Accounting by S.N. Maheshwari, Sultan Chand, Delhi
- Cost Accounting Principles and Practice: M N Arora, Vikas Publishing
- Cost Accounting: S P Jain and K L Narang, Kalyani, New Delhi
- Practical Costing: P C Tulsian, Vikas Publishing
- Cost Accounting: Theory & Practice: Bhabatosh Banerjee, Prentice Hall of India Ltd., New Delhi
- Strategic Cost Management: Jawahar Lal, Himalaya Publishing House, Mumbai

## ADVANCED MARKETING MANAGEMENT

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	V	Elective	19BBA506	Advanced Marketing Management	3	30	70	2 ½ Hours

### COURSE OBJECTIVES

Marketing theories and practices across the globe are drastically changing. Course contents of the course 'Advanced Marketing Management' contains some advanced and varied areas, topics and concepts to help students assimilate modern marketing theory and practices across the globe. The paper will help the student to develop necessary marketing knowledge and skills that will be instrumental in their career.

### COURSE CONTENT

Unit - 1	Marketing Research
	Definition, objectives and Importance, process. Data sources (Primary and Secondary), Research Approaches (Survey, Observation, Panel, Experimental), Research Design(Exploratory, Descriptive, causal), Research Instrument - Questionnaire (Meaning, process and types of questions), Sampling ( Sampling Unit, sample size and Sampling Procedure), contact methods (Interview, Telephonic, Mail, Online). Research Report (concept, qualities and format), Limitations of marketing research.
Unit – 2	Managing Advertising
	Meaning, Importance, objections (Positive and Negative aspects), Advertising Media (Meaning, types and factors), Advertising message (concept and process), Advertising budget (Concept, methods and factors), Advertising copy (Meaning, elements, types and layout), Advertising agency (Meaning, Functioning, functions, benefits and examples).
Unit - 3	International Marketing and online shopping
	International Marketing: Concept, characteristics, entry methods, Importance, Forces including Push and Pull forces leading to growth of international marketing, Online shopping: Concept and payment options. Majors players of online shopping
Unit – 4	Case Study
	Introduction - Define Case Study - Nature of Case Study - Objectives of Case Study - Importance of Case Study - Main Components of Case Study – Problems in Using Cases – Method of Using Case – Advantages – Limitations

### REFERENCES

- Philip Kotler, Kevin Lane Keller, Abraham Koshy, and MithileshwarJha, *Marketing Management*, 14<sup>th</sup> edition, Person education, New Delhi, 2012
- R. B. Rudani, *Basics of Marketing Management*, S. Chand & Company, New Delhi, 2015
- S.A. Sherlekar, *Marketing Management*, Himalaya Publishing House, Mumbai, India, 2009
- John Quelch, and Kasturi Rangan, *Marketing Management: Text and Cases*, Tata McGraw-Hill, New Delhi, 2005
- V. S. Ramaswamy and S. Namakumari, *Marketing Management*, Global Perspective Indian Context, 4<sup>th</sup> Edition, Macmillan Publishers India Ltd, New Delhi, 2010
- R. Shrinivasan, *Case studies in Marketing*, The Indian Context, PHI Learning, Private Limited, New Delhi, 2012

## INVESTMENT BANKING AND FINANCIAL SERVICES

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	V	Elective	19BBA507	Investment Banking & Financial Services	3	30	70	2 ½ Hours

### COURSE OBJECTIVES

The objective of this paper is to know the different aspects of Investment banking, mergers and acquisition and the detailed SEBI guidelines on issue management.

### COURSE CONTENT

Unit - 1	Introduction
	Indian Financial System – an overview, Investment Banking – concept, functions and duties & responsibilities, SEBI guidelines for investment/merchant banker, Recent developments and challenges for merchant banker
Unit – 2	Issue Management
	Public Issue – Concept & procedure, Promoter’s Contribution, Book-Building and Issue Pricing, Green Shoe Option ,Right Issue, Private Placement ,Post Issue Work and Obligations Intermediaries to Issue – Brokers, Sub-brokers and Underwriters
Unit - 3	Leasing and Hire Purchase
	<ul style="list-style-type: none"> <li>• Concepts of leasing, types of leasing – financial &amp; operating lease, direct lease and sales &amp; lease back, advantages and limitations of leasing, Lease rental determination; Finance lease evaluation problems (only from Lessee’s angle),</li> <li>• Hire Purchase interest &amp; Installment, difference between Hire Purchase &amp; Leasing, Choice criteria between Leasing and Hire Purchase,</li> </ul>
Unit – 4	Venture Capital and Credit Rating
	<ul style="list-style-type: none"> <li>• Venture Capital – Concept, Evolution, Process, VC Scenario in India</li> <li>• Credit Rating – Concept, Types, Merits and Demerits, Credit Rating Agencies and their Methodology</li> </ul>

### REFERENCES

- M.Y.Khan: Financial Services, Tata McGraw –Hill.
- Machiraju: Indian Financial System, Vikas Publishing House.
- J.C.Verma: A Manual of Merchant Banking, Bharath Publishing House.
- K.Sriram: Hand Book of Leasing, Hire Purchase & Factoring, ICFAI, Hyderabad.
- Ennew.C.Trevor Watkins & Mike Wright: Marketing of Financial Services, Heinemann Professional

## MANAGEMENT OF INDUSTRIAL RELATIONS

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	V	Elective	19BBA508	Management of Industrial Relations	3	30	70	2 ½ Hours

### COURSE OBJECTIVES

- To acquaint students with concepts of Industrial Relations
- To introduce the concept of Industrial Disputes and the legal procedures for their settlement
- To provide a brief knowledge about the role of trade unions in the Industrial Relations system

### COURSE CONTENT

Unit - 1	Basic framework of Industrial relations:
	Concept of Industrial relations characteristics, objectives , significance and factors affecting industrial relations, parties in industrial relations- workers employers and government, trade unions, approaches to industrial relations, globalization and industrial relation, Suggestions to improve Industrial Relations in India
Unit – 2	Industrial Disputes in India
	Meaning–Difference between Industrial Disputes and Industrial conflict –Forms of Industrial Disputes– Impact of Industrial Disputes– Difference between Human Relations and Industrial Relations– Prevention and settlement of industrial disputes, Industrial disputes Act 1947
Unit - 3	Worker’s Participation in Management
	Definition, origin, Nature, objectives, forms of Worker’s Participation in management- Works Committee - Joint management Councils, Shop councils - Joint councils, board level participation, Concept and working of Quality circles, Employee Empowerment
Unit – 4	Trade Unionism, Collective Bargaining and Negotiation
	Concept, Functions of Trade Unions, Types of Trade Unions, Problems of Trade Unions in India. Collective Bargaining –Concept, Principles– Forms of Collective Bargaining, Negotiation - Effective negotiation, Current trends, issues and practices in Negotiation in Indian Industries.

### REFERENCES

- Arun Monappa, Industrial Relations, Tata McGraw-Hill
- C. B. Mamoria, Satish Mamoria& S. V. Gankar, Dynamics of Industrial Relations.
- C. S. Venkata Ratnam, Industrial Relations, Oxford
- G. A. Armstrong: Industrial Relations-An Introduction, George G. Harrap & Co. Ltd., London.
- P. C. Tripathy: Personnel Management and Industrial Relations, Sultan Chand & Sons, New Delhi.
- P.R.N. Sinha,Indu Bala Sinha and Seema Priyadar shaniShekhar: Industrial Relations, Trade Unions and Labour Legislations, Pearson
- Ratna Sen, Industrial Relations in India: Shifting Paradigm, Macmillan
- S. C. Srivastava: Industrial Relations and Labour Laws, Vikas Publishing House, New Delhi

## FUNDAMENTALS OF OPERATIONS RESEARCH

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	V	Elective	19BBA509	Fundamentals of operations research	3	30	70	2 ½ Hours

### COURSE OBJECTIVES

The objective of this paper is to familiarize the students with basic techniques of operations research.

### COURSE CONTENT

Unit - 1	<b>Introduction of Operations Research</b>
	<ul style="list-style-type: none"> <li>· Nature of Operations Research</li> <li>· Characteristic of Operations Research</li> <li>· Methodology of Operations Research</li> <li>· Models of Operations Research</li> <li>· Applications of Operations Research</li> </ul>
Unit – 2	<b>Linear Programming -1</b>
	<ul style="list-style-type: none"> <li>· Meaning and uses of L.P.</li> <li>· Various terms which are used in L.P.</li> <li>· Mathematical Formulation of the L.P.</li> <li>· Assumptions and Limitations of L.P.</li> <li>· Optimum solution of L.P. by Graphical Method</li> <li>· Typical Examples.</li> </ul>
Unit - 3	<b>Linear Programming -2</b>
	<ul style="list-style-type: none"> <li>• Slack and Surplus variables.</li> <li>• Optimum solution of L.P. by simplex Method (for two &amp; three variables only)</li> <li>• Transformation of a given problem into dual problem and its optimum solution.</li> <li>• Typical Examples.</li> </ul>
Unit – 4	<b>Transportation Problem</b>
	<ul style="list-style-type: none"> <li>• Introduction of T.P.</li> <li>• Initial method of solving T.P.                             <ol style="list-style-type: none"> <li>(1) North-West corner rule method</li> <li>(2) Matrix minima method</li> <li>(3) Vogel's approximation method</li> </ol> </li> <li>• Optimum method for solving T.P.                             <ol style="list-style-type: none"> <li>(1) MODI method,</li> <li>(2) Stepping stone method</li> </ol> </li> </ul>

### REFERENCES

- Operations Research Theory and Applications (2<sup>nd</sup> edition): J K Sharma (Macmillan India)
- Operations Research Techniques for Management: V.K. Kapoor (Sultan Chand & Sons)
- Operations Research: Kanti Swarop, P.K. Gupta & Man Mohan (Himalaya Publication)
- Quantitative Techniques in Management: N.D. Vera (TATA McGraw Hill)