

ORDINANCE: THREE-YEAR BACHELOR OF BUSINESS ADMINISTRATION (THROUGH DISTANCE EDUCATION: 2007-08)

1. The duration of the BBA programme shall be three academic years. Each year shall be divided into two semesters. Thus BBA Programme shall comprise of six semesters spread over three years. However, all candidates will be required to complete the degree programme within the maximum period of six years.
2. The examination of the students admitted in the July cycle for first, third and fifth semesters shall ordinarily be held in the month of December/January and for the second, fourth and sixth semesters in the month of May/June AND of the students admitted in January cycle for first, third and fifth semester examination will be held in the month of May/June and for second, fourth and sixth semester in the month of December/January or on such dates as may be fixed by the Vice-Chancellor.

A supplementary examination for the first, third and fifth semesters examination will be held along with regular first, third and fifth semesters examinations to be held in December/January/May/June and second, fourth and sixth semesters examinations will be held along with their regular second, fourth and sixth semesters which will be held ordinarily during the month of May/June/December/January.
3. The last date for receipt of admission forms and fees shall be fixed by the Vice-Chancellor from time to time.
4. The Director/Principal/Coordinator of the Institute/Study Centre running the programme shall forward a list of the students who have satisfied the requirement of rules and are eligible to appear in the examination to the Director, Distance Education, M D University, Rohtak at least 2 weeks before the commencement of the examination of each semester,.
5. Admission to the first semester of BBA Programme will be open to candidates who have passed Senior Secondary Examination on the pattern of 10+2 who have passed, in any discipline, from a recognized Board of Education or an equivalent examination recognised by the University. In case of SC categories, the candidate should have secure minimum pass marks in the qualifying examination.
6. Each candidate shall be examined in the subject(s) as laid down in the Syllabus prescribed by the Academic Council from time to time.
7. (i) 25% marks in each written paper(s) excluding papers relating to Computer/IT, Project Report, and viva-voce, shall be assigned for internal assessment. There will be no Internal Assessment marks for papers relating to Computers and IT . For these papers, there will be 50 marks for theory and 50 marks for practical examination.

- (ii) The Director/Principal of the Institute/Study Centre shall forward the internal assessment marks obtained by the students in different papers on the basis of written assignments and class participation etc., to the Controller of Examinations at least one week before the commencement of the semester exam.
- (iii) The Director/Principal of the Institute or Coordinator of the Study Centre will preserve the records on the basis of which the Internal Assessment awards have been prepared for inspection, if needed by the University upto one month from the date of declaration of the semester examination results.
8. Each semester examination shall be open to a student who:
- i). has been on the rolls of the Institute/college/Study Centre during the semester concerned.
 - ii). has attended not less than 40% of the lectures delivered in that semester.
9. The medium of instruction and the examination shall be English.
10. (i) The minimum requirement to pass a paper shall be 40% marks in written examination, internal assessment and in practical (s) separately.
- (ii) To pass a semester examination, a candidate must pass all the papers of the concerned semester examination.
- (iii) A candidate shall be promoted to the second year of the programme i.e. 3rd/4th semester if he/she passes at least 50% of the papers prescribed in the 1st year (i.e. first semester + second semester) failing which he/she shall be required to clear all the papers to make eligibility for promotion to the next year. Similarly, a candidate shall be promoted to the third year of the programme i.e. 5th/6th Semester if he/she passes at least 50% of the papers of second year failing which he shall have to clear all the papers to make him/her eligible for promotion. In such cases the candidates shall have to appear in the papers, which are currently in force.
- (iv) A candidate shall have to pass all the six semester examinations within maximum period of six years of his/her admission to the first semester of 3-Year BBA failing which he/she will be deemed to be unfit for the programme.
11. The amount of examination fee shall be payable by a candidate for each semester as prescribed by the University from time to time.
12. The internal assessment awards of a candidate who fails in any paper(s), shall be carried forward to the next examination.
13. As soon as possible, after the termination of the semester examination, Controller of Examinations shall publish a list of the candidates who have passed the semester examination.
14. (i) The candidate shall be required to submit three copies of his Project Report. The last date for receipt of Project Report in the office of the Controller of Examinations shall be one month before the commencement of the sixth semester Examination. Provided that in exceptional cases, the Vice-Chancellor may, on the recommendation of the Director, Directorate of

(ii) The written part of the Project Report shall account for 50% of marks and the comprehensive viva-voce to be conducted by the external examiner for the remaining 50% of marks.

(iii) The evaluation and comprehensive viva-voce of the Project Report shall be conducted by the external examiner appointed by the Vice-Chancellor on the recommendation of the Chairman, UGBOS in Management Sciences.

(iv) The marks obtained by the candidate for the comprehensive viva-voce and project report shall be taken into account when he appears in any future examination under reappear clause.

15. The practical examination(s) of the courses (relating to IT/Computers or wherever specified) shall be conducted by the external examiner to be appointed by the Vice-Chancellor on the recommendations of the Chairman, UG Board of Studies in Management Sciences.

16. The list of successful candidates after the sixth semester examination shall be arranged, as under, in two division on the basis of the aggregate marks obtained in all the semester examinations taken together, and the division obtained by the candidate will be stated in his degree;

(a) those who obtain 50% or more marks but less than 60% marks
SECOND DIVISION

(b) those who obtain 60% or more marks FIRST DIVISION

(c) Candidate who pass all the four semester exams. at the first attempt obtaining 70% or more marks of the total aggregate shall be declared to have passed with DISTINCTION.

17. There will be no improvement facilities to the students of this programme. However, grace marks will be allowed as per University rules.

18. The university reserves the right to change the course curriculum and the ordinance when ever it will be felt that the change/modification could best serve the interest of the students. The changes/amended course curriculum and the ordinance shall apply to all the students whether old or new.

CURRICULUM AND SCHEME OF EXAMINATIONS

**THREE YEAR BBA PROGRAMME (B.B.A)
DISTANCE EDUCATION MODE**

SESSION 2007-08

FIRST YEAR

First Semester

Paper No.	Title of Paper(s)	External Marks	Internal Marks	Practical Marks	Duration of Exams.
bba-dde-101	Principles of Management	75	25		3 hrs.
bba-dde-102	Business Mathematics	75	25		3 hrs.
bba-dde-103	Financial Accounting	75	25		3 hrs.
bba-dde-104	Computers in Management	50		50	3 hrs.
bba-dde-105	Disaster Management	75	25		3 hrs.

Second Semester

Paper No.	Title of Paper(s)	External Marks	Internal Marks	Practical Marks	Duration of Exams.
bba-dde-201	Indian System of Business and Banking	75	25		3 hrs.
bba-dde-202	Microeconomic and Banking Foundation of Business	75	25		3 hrs.
bba-dde-203	Company Accounts	75	25		3 hrs.
bba-dde-204	Computer Programming	50		50	3 hrs.
bba-dde-205	Business Communication	75	25		3 hrs.
bba-dde-206	Introduction to Psychology	75	25		3 hrs.

SECOND YEAR

Third Semester

Paper No.	Title of Paper(s)	External Marks	Internal Marks	Practical Marks	Duration of Exams.
bba-dde-301	Organizational Behaviour	75	25		3 hrs.
bba-dde-302	Business Statistics	75	25		3 hrs.
bba-dde-303	Basic Costing	75	25		3 hrs.
bba-dde-304	Macroeconomic Management	75	25		3 hrs.
bba-dde-305	Data Base Management Systems	50		50	3 hrs.

Fourth Semester

Paper No.	Title of Paper(s)	External Marks	Internal Marks	Practical Marks	Duration of Exams.
bba-dde-401	Business Values and Ethics	75	25		3 hrs.
bba-dde-402	Indian Business Environment	75	25		3 hrs.
bba-dde-403	Business Laws	75	25		3 hrs.
bba-dde-404	Business Research Methods	75	25		3 hrs.
bba-dde-405	Introduction to Information Technology	50		50	3 hrs.

THIRD YEAR

Fifth Semester

Paper No.	Title of Paper(s)	External Marks	Internal Marks	Practical Marks	Duration of Exams.
bba-dde-501	Marketing Management	75	25		3 hrs.
bba-dde-502	Financial Management	75	25		3 hrs.
bba-dde-503	Production Management	75	25		3 hrs.
bba-dde-504	Personnel Management	75	25		3 hrs.
bba-dde-505	Advanced Information Technology	50		50	3 hrs.

Sixth Semester

Paper No.	Title of Paper(s)	External Marks	Internal Marks	Practical Marks	Duration of Exams.
bba-dde601	Taxation Laws	75	25		3 hrs.
bba-dde602	Structured System Analysis and Design	50		50	3 hrs.
bba-dde603	Fundamentals of International Business	75	25		3 hrs.
bba-dde604	Consumer Protection	75	25		3 hrs.
bba-dde605	Project Report and Comprehensive Viva-voce	200			3 hrs.

External Marks: 75
Internal Marks: 25
Time: 3 hrs.

PRINCIPLES OF MANAGEMENT
Paper Code: bba-dde-101

UNIT-I

Concept and Nature of Management: -Significance of Management; Meaning of Management; Changes in Management Concepts; Nature of Management; Management a Science or an Art or a Profession; Functions of Management; Managerial Hierarchy; Management skills; Social Responsibilities and Ethics.

UNIT-II

Management Thought: -Approaches to Management -Max Weber's Bureaucracy; F.W.Taylor's Scientific Management; Henry Fayol's Process and Operational Management; Human Relations Approach; Behavioral Approach; System Approach and Contingency Approach.

UNIT-III

Planning and Decision Making; -Concept, Nature and Elements of Planning; Kinds of Plans; Levels of Planning; Various Stages (steps) in Planning; Decision Making and Process of Rational Decision Making; Concept of Organizational Structure; Bases of Organizing; Delegation and Decentralization of Authority.

UNIT-IV

Leading Management Control: -Meaning and Significance of Leadership; Leadership Styles; Essentials of Successful Leadership; COMMUNICATIONS; -Importance and Process of Communication; Barriers to Communications and Overcoming these Barriers; Principles of Effective Communication. MOTIVATION; -Definition, Motives and Motivation, Models of Motivation-Maslow's Need Hierarchy Model, M.C.Greger's Participation Model, Herzberg's Model Varoom's Model, Alderfer's and Mc Clelland's Models. CONTROLLING; -Definition and Elements of Control Process; Kinds of Control System; Pre-Requisites of Effective Control System; An Overview of Budgetary And Non-Budgetary Control Devices.

NOTE:

The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. The candidates will be required to attempt five questions in all, selecting at least one question from each Unit.

External Marks: 75
Internal Marks: 25
Time : 3 hrs.

BUSINESS MATHEMATICS
Paper Code: bba-dde-102

UNIT-I

Theory of Sets: Meaning, elements; types, presentation and equality of sets. Union, intersection, compliment & difference of sets, Venn diagrams. Cartesian product of two sets. Applications of Set theory.

UNIT-II

Indices & Logarithms, Arithmetic, Geometric and Harmonic progressions and their business applications; Sum of squares and cubes of first natural numbers.

UNIT-III

Permutations, combinations and Binomial Theorem (positive index).

UNIT-IV

Matrices -Types, properties, addition, multiplication, transpose and inverse of matrix. Properties of determinants, solution of simultaneous Linear Equations. Differentiation of Standard Algebraic Functions; Business Applications of Matrices and Differentiation.

SUGGESTED READINGS

- 1 Business Mathematics -D.C.Sancheti, A.M.Malhotra, and V.K.Kapoor, Sultan Chand & Sons, New Delhi.
- 2 Business Mathematics -Qazi Zameerudin, V.K.Khanna and S.K.Bhambri, Vikas Publishing House, Pvt. Ltd., New Delhi.
- 3 A text Book of Business Mathematics -Dr. R.Jaya Prakash Reddy and Y. Mallikarjuna Reddy, Ashish Publishing House, New Delhi.

NOTE:

The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. The candidates will be required to attempt five questions in all, selecting at least one question from each Unit.

External Marks: 75
Internal Marks: 25
Time: 3 hrs.

FINANCIAL ACCOUNTING
Paper Code: bba-dde-103

UNIT-I

Accounting -Meaning, Nature, Functions and Significance. Types of Accounting, Accounting Equation, Concepts & Conventions.

UNIT-II

Review of Accounting cycle: Recording, Posting and Accounting Process, Journal Ledger, and Trial Balance; Preparation of Trial Balance; Balance Sheet.

UNIT-III
Preparation of Final Accounts of Sole Trader.

UNIT-IV

Depreciation Accounting: Concepts and Methods (Straight Line and Written Down Methods only); Receipt and Payments Accounts; Income and Expenditure Accounts.

SUGGESTED READINGS:

The list of books, cases and other specific references, including recent articles will be announced in the class by the concerned teacher.

NOTE:

The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. The candidates will be required to attempt five questions in all, selecting at least one question from each Unit.

External Marks: 50
Internal Marks: 50
Time: 3 hrs.

COMPUTERS IN MANAGEMENT
Paper Code: bba-dde-104

UNIT-I

Introduction to Computers: Classification, Evolution, Computer System Organization (Hardware, Software & User), Capabilities, Characteristics & Limitations of Computer System, Operating System -Types & Features, Multiprogramming, Multi User system.

UNIT-II

Number System & Programming Languages: Binary Number System, Computer Languages and its types, Generation of Computer Languages. Character Codes (ASCII, EBCDIC, ISCII)

UNIT-III

Data Processing Cycle, Business Information and Automation, Classification of Information, Characteristics of Information.

UNIT-IV

Impact of Computers on Society, Computer Applications in Offices, Communication, Education, Medical field, Banks.

RECOMMENDED READINGS

1. Computers Today Sanders McGraw Hill
2. Computer Fundamentals B.Ram New Age International
3. Data Processing Lipschultz McGraw Hill

Lab: Practice in Operating System Command.

NOTE:

The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. The candidates will be required to attempt five questions in all, selecting at least one question from each Unit.

External Marks:

Internal Marks: 25
Time:3hrs.

Disaster Management-105

Unit I

Introduction to Disaster Management- Dimensions of Natural & Anthropogenic Disasters, Principles/Components of Disaster Management, Overview of Disaster Manager's tasks, Natural Disasters and Mitigation Efforts, Managing activities during Earthquakes, Floods, Drought, Cyclones, Avalanches, Technological, Landslides, Tornadoes, Avalanches, Heat waves and Global warming, Forest Fires, Oil Fires, Accidents in Coal Mines.

Unit II

Socio-economic Costs of natural disasters, social risk management, social protection, role of cooperation and coordination, Role of states, NGOs and local agencies, Risk Assessment and Disaster Response, Formulation of disaster Risk reduction plans, implementation and monitoring, Insurance and Risk Management, Institution Awareness and Safety programmes.

Unit III

Psychological and social Dimensions in Disasters, Trauma and Stress, Emotional Intelligence, Electronic Warning Systems, Recent Trends in Disaster Information Provider, Geo informatics in Disaster Studies, Remote sensing & GIS Technology, Laser Scanning.

Unit IV

Disaster Management in India Disaster Preparedness, Disaster mitigation, Forecasting and Warning of disasters, Assessing Risk and vulnerability, Rehabilitation of victims, Managing Refugee Camps, and relief workers, Role of Armed Forces/Other agencies in Disaster Management, Role of media in disaster management.

References:

1. Ghosh, G.K., Disaster Management; A.P.H. Publishing Corporation
2. Singh, R.B., Disaster Management; Rawat Publications
3. Ahmad, Ayaz, Disaster Management: Through the New Millennium; Anmol Publications
4. Kumar, Arvind, Disaster Management- Recent Approaches; Anmol Publications
5. Dhunna, Mukesh, Disaster Management; Vayu Education of India, New Delhi

External Marks : 75
Internal Marks: 25
Time: 3 hrs.

**INDIAN SYSTEM OF BUSINESS AND
BANKING Paper Code: bba-dde-201**

Unit-I Introduction: Concept of Business and Business Organization Forms of Business Organization, Sole Proprietorship, Partnership, Joint Hindu Family, Cooperative Societies, Joint Stock Companies and Multinational Corporations. Unit-II Distribution and Insurance System: Distribution Channel, Life Insurance Corporation of India and General Insurance Corporation of India. Unit-III Indian Banking System: Reserve Bank of India and Commercial Banking System. Unit-IV Industrial Financing Institutions, Export-Import Bank of India. SUGGESTED READINGS: The list of books, cases and other specific references, including recent articles will be

announced in the class by the concerned teacher. NOTE: The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. The candidates will be required to attempt five questions in all, selecting at least one question from each Unit.

External Marks : 75
Internal Marks: 25
Time: 3 hrs.

MICROECONOMIC AND BANKING FOUNDATIONS OF MANAGEMENT
Paper Code: bba-dde-202

Unit-I

Nature and scope of economics; functional areas of microeconomics; demand, supply and competitive equilibrium; law of demand; elasticity of demand and supply; consumer's equilibrium – utility and indifference curve approaches.

Unit-II

Short and long run production function; laws of return; optimal input combination; cost classification; cost curves and their interrelationships; plant size and economics of scale; location of industries; growth of a business firm-motives and methods; optimum size of the firm.

Unit-III

Basic characteristics of perfect competition; monopoly, monopolistic competition and oligopoly; measurement of market concentration and monopoly power; diversification; vertical integration and merger of firms; aspects of non-price competition.

Unit-IV

Characteristics of various factors of production; mobility and productivity of factors; determination of rent, interest and wages; alternative theories of profit; marginal productivity theory of distribution.

SUGGESTED READINGS:

1. P.A. Samuelson, Economics
2. Dominic Salvatore, Theory and Problem of Managerial Economics, McGraw Hill, NY.
3. R.R. Barthwal, Industrial Economics-An Introductory Textbook, Wiley Eastern, N. Delhi
4. P.L. Mehta, Managerial Economics, S.Chand, N. Delhi

NOTE:

The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. The candidates will be required to attempt five questions in all, selecting at least one question from each Unit.

External Marks: 75
Internal Marks: 25
Time: 3 hrs.

COMPANY ACCCOUNTS
Paper Code: bba-dde-
203

Unit-I

Accounting for share capital transaction. Issue of shares at par, at premium and at discount. Forfeiture of shares. Re-issue of forfeited shares; Redemption of preference shares.

Unit-II

Debentures; Issue of debentures, provision for redemption of debentures and redemption of debentures.

Unit-III

Preparation of final accounts of companies having regard to the provisions of companies Act., 1956 in general and Schedule VI to the Companies Act in particular. Underwriting Commission and Underwriting Agreement, Accounting treatment and determination of the liability of underwriters.

Unit-IV

Simple problems of amalgamation, Absorption and External Reconstruction.

SUGGESTED READINGS:

- 1 Advanced Accounting Vol II: R.L. Gupta, S. Chand & Sons, New Delhi
- 2 Advanced Accounting by T.S. Grewal and M.C. Shukla, S. Chand & Sons, N. Delhi
- 3 Advanced Accounting by S.P. Jain & K.L. Narang, Kalyani Publishers, N. Delhi
- 4 Company Accounts by J.R. Monga
- 5 Company Accounts by R.L. Gupta

NOTE:

The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. The candidates will be required to attempt five questions in all, selecting at least one question from each Unit.

External Marks: 50
Practical Marks: 50
Time: 3 hrs.

**COMPUTER
PROGRAMMING Paper
Code: bba-dde-204**

Unit-I Flowcharts, Algorithm, Decision Table and Decision Tree Unit-II Compiler,
Interpreter, Assembler, Sorting and Searching Techniques and their

Algorithm Unit-III Language: Basic structure of a C program, Constants, Variables
and Data types,

Operators & expressions, I/O Operations, Decision, Branching and Looping

Unit-IV Arrays, Handling of Character Strings, User-Defined Functions, Storage

Classes SUGGESTED READINGS:

1. Programming with C: Gottfried, TMH
2. Let Us C Kanetkar, BPB Lab: Programming in C Language on
above defined syllabus. NOTE:

The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. The candidates will be required to attempt five questions in all, selecting at least one question from each Unit.

External Marks: 75
Internal Marks: 25
Time: 3 hrs.

**BUSINESS
COMMUNICATION Paper
Code: bba-dde-205**

Unit-I

Introducing the Concept: Meaning, Nature and scope of communication, Process of Communication, Characteristics of Business Communication, Importance of Effective B.C. Objectives of B.C. Types/Pattern of B.C.; Media/Channels of B.C. Principles of B.C.; Barriers to B.C.

Unit-II

Written Communication-I (a) Business Letter Writing, (b) Business Report Writing, Importance, Need, Types, Techniques, Language, Structure, Planning and Drafting. Written Communication-II; (a) Preparing Official Communication, Circular, Notification, Amendment, Press Communiqué, DO letter, Telegram. (b) Writing proposals, Agenda and Minutes of meeting. Dictating: Importance of Dictation, Suggestions for better dictation, Giving Instructions and Demonstration, Clear Instructions on Individual Jobs, Suggestions for Cutting correspondence costs.

Unit-III

Oral Communication; Communicating with one: Interviewing-Art of effective interviewing, Types of Interviewing, Techniques of Interviewing, Qualities of Interviewer and Interviewee, Planning of Interviewing, Process of Interviewing. Communicating within groups: Presentational speaking-preparation of speech, Presentation of Speech, Guidelines for Effective Speech making. Communicating within groups: Discussion and Conference Participating and leading in conferences, Planning and Procedure of problem-solving conferences. Importance of Body language in interview, Speech and conference

Unit-IV

Audiovisual Communication: Role of Audio-Visual Communication, Channels of Audio-Visual Communication, Importance of Body language in non-verbal communication, Graphic Communication, Types of Graphical display, Merits and Demerits of Graphical Display. Role of Public Relation in Business Communication, Objective of P.R., Tools of P.R., Interaction between P.R. and Journalism. Role of Advertisement in Business Communication, Characteristics of Effective Advertisement, Art of Effective Advertisement, Structure of Advertisement Copy, Types of Advertisement copy.

SUGGESTED READINGS:

The list of books, cases and other specific references, including recent articles will be announced in the class by the concerned teacher.

NOTE:

The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. The candidates will be required to attempt five questions in all, selecting at least one question from each Unit.

External Marks: 75
Internal Marks: 25
Time: 3 hrs.

INTRODUCTION TO PSYCHOLOGY
Paper Code: bba-dde-206

Unit-I

Nature of Psychology: Approaches to Psychology, Scope of Contemporary Psychology, Research Methods in Psychology, Measurement in Psychology, Perceptions; Concept, Process, Absolute Threshold, Differential, Subliminal Perception. Dynamics of Perception: Perceptual Selection, Organization and Interpretation.

Unit-II

Learning and Memory: Classical conditioning, Operant Conditioning, Concept of reinforcement, Cognitive learning, Short-term memory, Long-term memory, Improving memory.

Unit-III

Personality and its assessment: Shaping of personality-Trait Approach, Social approach, Psychoanalytic approach, Phenomenological approach, Personality assessment.

Unit-IV

Emotion: Theories of Emotions, Optimal level of arousal, Stress Frustration, Reaction of Frustration, Anxiety, Defence Mechanism Stress, Attitude formation and change.

SUGGESTED READINGS:

- 1 Atkinson, R.L., Atkinson, R.L., Hilgard E.R., Introduction to Psychology, New York, Harcourt Brace, Joanovich.
- 2 Smith R.R., Sarason I.G., Sarason B.R., Psychology. The frontiers of Behaviour, New York, Harper & Row, Publishers.
- 3 Mc Connell, J.V. Understanding Human Behaviour, New York, Holt Rinehart and Winston.
- 4 Hotersall, D. Psychology, London, Charles & Merrill.
- 5 Clifford T. Morgan & Others: Introduction to Psychology.
- 6 Robert A. Barons; Psychology, Prentice Hall of India, Ltd., India, New Delhi.

NOTE:

The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. The candidates will be required to attempt five questions in all, selecting at least one question from each Unit.

External Marks: 75
Internal Marks: 25
Time: 3 hrs.

**ORGANIZATIONAL
BEHAVIOUR Paper Code: bba-
dde-301**

UNIT-I

Introduction: -The field of Organizational Behaviour Reasons to study O.B.
Foundations and Background of OB, Approaches to OB, Contributing discipline to OB
Field.

UNIT-II

Industrial Behaviour: Individual differences – Abilities, intelligence; personality-
Meaning, development of personality, personality traits, major determinants.
Perception-Nature, importance, perceptual selectivity, perceptual Organization,
social perception; Attitudes-Nature, dimensions, importance; Job Satisfaction –
importance, sources & consequences.

UNIT-III

Motivation and Learning: -Motivation – Meaning; motives, process content theories
and process theories of motivation, relationship between motivation and performance
learning – Meaning, types; Theories of learning, Reinforcement, Law of effect,
punishment.

UNIT-IV

Group Behaviour: -Group – Concept, nature, classification; stages of group
development, Group dynamics; Group Behaviour; Group structure, task & processes;
Group cohesiveness; Dynamics of informal groups; Group decision – making.

SUGGESTED READINGS:

- 1 Luthans, Fred, Organizational Behaviour McGraw Hill, 1998.
- 2 Robbins, Stephan, Organizational Behaviour Prentice Hall of India, New Delhi, 1995.
- 3 Sekran, Uma, Organizational behaviour Tata McGraw Hill, New Delhi, 1994.
- 4 Chandan, Jit S, Organizational Behaviour Vikas Punishing House, New Delhi, 1994.
- 5 Davis, Keith, Human Behaviour at work McGraw Hill Inc.
- 6 Feldman & Arnold, Managing individual and Group Behaviour in Organization, McGraw Hill Inc.
- 7 Wegner, John A and Hullen Beck, John R, Management of Organizational Behaviour, Prentice Hall Inc, Englewood Cliffs, 1992.

NOTE:

The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. The candidates will be required to attempt five questions in all, selecting at least one question from each Unit.

External Marks: 75
Internal Marks: 25
Time: 3 hrs.

BUSINESS STATISTICS
Paper Code: bba-dde-
302

UNIT-I

Data Classification, Tabulation and Presentation: Meaning, objectives and types of classification, formation of frequency, Role of tabulation, types of tables, significance of diagram and graphs.

UNIT-II

Measures of Central Tendency and Dispersion: Meaning, and objectives of measures of Central Tendency, different measure viz. Arithmetic mean, Median, Mode, Geometric Mean and Harmonic Mean, characteristics, applications and limitations of these measures. Measures of variation viz. Range, Quartile Deviation Mean Deviation, Standard Deviation, Co-efficient of Variation and Skew ness.

UNIT-III

Correlation and Regression: Meaning of Correlation, types of Correlation: Positive and Negative Correlation, Simple, Partial and Multiple Correlation, Methods of studying Correlation; Scatter diagram, graphic and direct method. Properties of Correlation Co-efficient, Rank Correlation, Co-efficient of Determination, Lines of Regression, Co-efficient of Regression, Standard Error of Estimate.

UNIT-IV

Index Numbers and Time Series: Index Number and their uses in business. Construction of simple and weighed price, quantity and value index numbers Test for an ideal index numbers, Components of Time Series viz. Secular Trend, Cyclical, Seasonal and Irregular Variations, methods of Estimating Secular Trend. Seasonal Indices and its use in Business Forecasting and Limitations, Calculating Growth Rate in Time Series.

BOOKS RECOMMENDED:

1. Business Statistics : S.P. Gupta & M.P. Gupta
2. An Introduction to Statistical Methods : C.B. Gupta
3. An Introduction to Modern Statistics : B.N. Gupta
4. Statistical Methods : S.C. Sancheti & V.K. Kapoor
5. Fundamentals of Statistics : D.N. Ellhans
6. Statistical Methods : S.P. Gupta

NOTE:

The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. The candidates will be required to attempt five questions in all, selecting at least one question from each Unit.

Internal Marks: 25
Time: 3 hrs.

BASIC COSTING Paper
Code: bba-dde-303

Introduction: Objectives, Elements of cost, Cost Sheet, Importance of Cost Accounting, Types of Costing, Installation of Costing System, Difference between Cost Accounting and Financial Accounting.

UNIT-II

Material and Labour Cost Control: Meaning and objectives of Material control, Material Purchase Procedure, Fixation of Inventory levels – Reorder level, EOQ, Minimum level, Maximum level, Danger level and Methods of Valuing Material Issues – FIFO, LIFO, HIFO, NIFO.

Labour and Cost Control; its importance, Methods of Time Keeping and Time Booking. Treatment and Control of Labour Turnover, Idle Time, Overtime, Systems of Wage Payment – Time Wage System, Piece Wage System and Balance or Debt Method.

UNIT-III

Overheads – Classification, Allocation and Apportionment of Overheads. Absorption of Overheads, Under – Absorption and Over Absorption.

UNIT-IV

Methods of Costing – Job, Batch, Contract and Process Costing excluding Evaluation of work in progress.

SUGGESTIVE READINGS:

Advance Cost Accounting, Jain & Narang, Kalyani Publishers, New Delhi. Cost Accounting, S.N. Mittal Cost Accounting, B.K. Bhar Principles and Practice of Cost Accounting – N.K. Prasad.

NOTE:

The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. The candidates will be required to attempt five questions in all, selecting at least one question from each Unit.

Internal Marks : 75

Time : 3 hrs

**MACROECONOMIC
MANAGEMENT Paper Code: bba-
dde-304**

Nature and scope of macroeconomics; functional areas of macroeconomic management; circular flow of income; national income accounting – alternative concepts and measures of national income and their interrelationship; stock and flow variables; aggregate demand; supply and macroeconomic equilibrium; nature of a trade cycle, causes of booms and recessions.

UNIT-II

Macro analysis of consumer behaviour; cyclical and secular consumption income relationship; absolute, relative and permanent income hypotheses; other factors affecting aggregate consumption; simple Keynesian model of income determination; multiplier analysis

UNIT-III

Functional areas of fiscal management; nature of fiscal policy fiscal deficits; fiscal policy in relation to growth and price stability; basic issues in fiscal deficit management; nature and management of public debt; business taxes – types, rationale and incidence.

UNIT-IV

Functional areas of monetary management; money supply measures; money creation process and money multiplier; instruments of monetary control; promotional and regulatory role of central banking and monetary policy; inflation management.

BOOKS RECOMMENDED:

Edward Shapiro, Macroeconomic Analysis, Galgotia, New Delhi
S.B. Gupta, Monetary Economics: Theory, policy and Institution's, S.Chand,
M.C. Vaish, Macroeconomic Theory, Vikas, New Delhi
H.L. Bhatia, Public Finance, Vikas, New Delhi

NOTE:

The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. The candidates will be required to attempt five questions in all, selecting at least one question from each Unit.

Internal Marks : 75
Time : 3 hrs

**DATA BASE MANAGEMENT
SYSTEM Paper Code : bba-dde-
305**

UNIT-I

Concept of Data Base, Objectives of Data Base, Advantages and Limitations of Data Base, Entities, Attributes, Relationships (1:1, 1:M, M:M) UNIT-II Schema, Subschema, Data base Administration, 4GL, SQL UNIT-III Introduction to Data Models, Hierarchical, Relational & Network Data Models. UNIT-IV Distributed Data Base System, Backup & recovery procedures in Data Base System,

Normalization in Relational Data Base.

SUGGESTED READINGS:

1. Data Base System concepts 3rd . Navathe McGrawHill
 2. An Introduction to Data Base System 7ed Date, C.J. Addison Wesley
- Lab: Practice in Creation & Usage of DBMS NOTE:

The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. The candidates will be required to attempt five questions in all, selecting at least one question from each Unit.

Internal Marks : 25
Time : 3 hrs.

**BUSINESS VALUE AND
ETHICS Paper Code : bba-dde-
401**

Meaning and Nature of Values; Values in context of Business; Mission Statement and Role of Corporate Values in shaping it; influence of Individual Values on Morality of Managers; Indian Values and Changing Value systems of India.

Unit-II

Ethics; Evolution of Ethics and their relation to values, norms, morals. Nature of Ethics and Relevance to Business; Virtue theory; Utilitarianism and its Applications to Business; Rights; Justice; Profit Maximization vis-à-vis Ethics.

Unit-III

Contemporary Issues: Workplace Spirituality; Indian Ethos for Business; Vedanta and Managers. Corporate Social Responsibility: Public Policy of a Corporation and its role in a market society; the nature of an ethical corporation; concept of Total Ethical Management.

Unit-IV

Ethical Responsibilities of Business towards customers; Ethical Issues in Marketing; Issues relating to Product Safety, Product Quality, Pricing and Promotion. Ethical Responsibility of Business towards employees; whistleblowing; the changing workplace; employees discrimination; harassment of female workforce; rights and obligations of employees and employers.

SUGGESTED READINGS:

1. Buchholz and Rossthal, Business Ethics, Prentice Hall
2. David Stewart, Business Ethics, McGraw Hill
3. Stoner, Freeman, Gilbert, Management
4. Corporate Governance and Business Ethics – AIMA; Excel Books
5. S.A. Sherletar, Ethics in Management, Himalaya Publishers

NOTE:

The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. The candidates will be required to attempt five questions in all, selecting at least one question from each Unit.

External Marks : 75

Internal Marks : 25

Time : 3 hrs.

INDIAN BUSINESS
ENVIRONMENT Paper Code : bba-
dde-402

Nature, components and determinants of business environment; basic nature of Indian economic system; relation size and growth of public and private corporate sector; social responsibility of business; broad features of India's now economic policy.

Unit-II

Trend and pattern of industrial growth; review of industrial policy developments; industrial licensing policy; liberalization of the private sector; trends and issues in corporate management; growth and problems of the small scale sector; public sector reforms and privatization the problem of industrial sickness; MRTP Act, SICA and Industrial Disputes Act.

Unit-III

Development banks for corporate Sector (IDBI, IFCI, ICICI)-trends pattern and policy; regulation of stock exchanges and the role of SEBI; banking sector reforms; challenges facing public sector banks; growth and changing structure of non bank financial institutions; problem of non performing assets in Indian Banks.

Unit-IV

Trend and pattern of India's foreign trade and balance of payments; latest EXIM policy-main features; policy towards foreign direct investment; globalization trends in Indian economy; role of MNCs; India's policy commitments to multilateral institutions-IMF, World Bank and WTO.

SUGGESTED READINGS:

- 1 Sundaram & Black, International Business Environment – Text & Cases, PHI, N.Delhi.
- 2 F.Chernilum, Business Environment, Himalaya Publishing house, New Delhi
- 3 Shaw, Business Ethics, Thomson Learning, Bombay.
- 4 Biswanath Ghosh, Economic Environment & Business, Vikas Publishing House, New Delhi.
- 5 N.K.Sengupta, Government and Business, Vikas Publishing House, New Delhi.
- 6 K.Aswhappa, Business Environment for Strategic Management, Himalaya Publishing House, New Delhi
- 6 Govt. of India, Economic Survey (latest year).

NOTE:

The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. The candidates will be required to attempt five questions in all, selecting at least one question from each Unit.

Internal Marks : 25
Time : 3 hrs.

BUSINESS LAWS Paper
Code : bba-dde-403

The Indian Contract Act, 1872. Essentials of a valid contract Void Agreements.

Performance of Contracts. Breach of contract and its remedies. Qasi-contracts.

Unit-II The sale of Goods Act, 1930: Formation of contract; Conditions and warranties.

Transfer of property. Performance of contract: Rights of an unpaid seller.

Unit-III The Negotiable Instruments Act, 1881: Nature and types,

Assignment and Holder-in-Due Course, Dishonour and Discharge of a Negotiable Instrument.

Unit-IV The Companies Act, 1956. Nature and types of Companies, Formation, Memorandum and Articles of Association, Prospectus. Allotment of Shares. Shares and Share capital, Membership, Borrowing powers, Management and meetings, winding up.

SUGGESTED READINGS:

1. N.D. Kapoor Commercial Law
2. Avtar Singh Company Law
3. M.G. Sukla Mercantile Law

NOTE:

The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. The candidates will be required to attempt five questions in all, selecting at least one question from each Unit.

External Marks : 75
Internal Marks : 25
Time : 3 hrs.

**BUSINESS RESEARCH
METHODS Paper Code : bba-
dde-404**

Decisional Research: Definition and Scope; Role of Decision maker and research; Identification of problems; decision steps and research objectives, uncertainty and decision research, Research Design: Descriptive, Exploratory, Descriptive, Diagnostic and Experimental.

Unit-II

Data Collection: Secondary and Primary Data sources; Techniques of Data Collection; Sampling: Procedure, Probability and Non-probability sampling; Sampling errors; Tabulation of Data; Attitude Scales and measurement of attitude.

Unit-III

Data Analysis: Interpretation and presentation; basic consideration in choice of analysis and statistical techniques; hypothesis testing; tests of significance; chi-square analysis.

Unit-IV

Report Writing: Substance of Research Based Reports, Formats of reports, Report writing Technique and Final Presentation of the report.

SUGGESTED READINGS:

1. C.R. Kothari, Research Methodology – Methods and Techniques, Wiley International Ltd., New Delhi
2. William J. Goode & Paul K. Hatt, Methods in Social Research McGraw-Hill, New Delhi
 - C.A. Moser & G. Kalton, Survey Methods in Social Investigation
 - P.L. Bhandar Kar & T.S. Wilkinson, Methodology and Techniques of Social Research, Himalaya Publishing House, Delhi
 - V.P. Michael, Research Methodology in Management, Himalaya Publishing House, Delhi
 - V.P. Michael, Communication and Research for Management, Himalaya Publishing, Delhi
 - S.R. Bajpal, Methods of Social Survey and Research, Kitab Ghar, Kanpur
 - M.H. Gopal, An Introduction to Research Procedure in Social Sciences, Asian Publishing House, Bombay

NOTE:

The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. The candidates will be required to attempt five questions in all, selecting at least one question from each Unit.

External Marks : 50
Practical Marks : 50
Time : 3 hrs.

**INTRODUCTION TO INFORMATION
TECHNOLOGY Paper Code : bba-dde-405**

Unit-I

Introduction to Networks: User of a Network, Categories of Networks, Topologies, Network Media & Hardware, Network Software. Unit-II Word Processor: Advantage, Entering Text, Editing Text, Formatting Text, Mail Merge Unit-III Electronic Spreadsheets: Advantages, Application Areas, Creating a Worksheet,

Functions, Types of Graphs, Creating Graphs, Formatting Cells, Macros. Unit-IV

Introduction to Internet: Background & History, Working, Major Features,

Accessing
the Internet, Major Application Areas, Introduction to

Multimedia. SUGGESTED READINGS:

1. Teach yourself Internet Techmedia
2. MS-Office Leon & Leon
3. MS-Office R.K. Taxali Lab: Practice in MS Office

NOTE:

The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. The candidates will be required to attempt five questions in all, selecting at least one question from each Unit.

Internal Marks : 25
Time : 3 hrs.

**MARKETING
MANAGEMENT Paper Code
: bba-dde-501**

Introduction to Marketing; Core concepts of marketing; Orientation towards market place; Difference between Marketing and Selling; Marketing Process; Marketing Environment.

UNIT-II

Determinants of consumer behaviour; Consumer's Purchase decision process; Market Segmentation and Target Marketing; Marketing Research; Marketing Information System; Planning of Marketing Mix.

UNIT-III

Product decisions; Branding and Packaging decision; Product Life Cycle; Pricing strategy.

UNIT-IV

Selecting and Managing Marketing channels; Retailing, Wholesaling and Physical Distribution; Communication and Promotion mix; Designing Effective Advertising Program; Sales Promotion.

SUGGESTED READINGS:

- 1 Philip Kotler, marketing management: Analysis, Planning, Implementation and Control; Prentice Hall of India Pvt. Ltd., New Delhi.
- 2 Philip Kotler and Gary Armstrong, Principles of Marketing, Prentice Hall of India Pvt. Ltd., New Delhi.
- 3 Rajan Saxena, Marketing Management; Tata McGraw Hill Publishing Co. Ltd., New Delhi
- 4 William Staton, et. al., Fundamentals of Marketing; McGraw Hills International Editions.

NOTE:

The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. The candidates will be required to attempt five questions in all, selecting at least one question from each Unit.

Internal Marks : 25
Time : 3 hrs.

**FINANCIAL
MANAGEMENT Paper
Code : bba-dde-502**

Evolution, Scope and function of Finance Managers, Objectives of the firm; Profit Vs Wealth Maximization.

UNIT-II

Investment Decisions; Brief Introduction of Cost of Capital; Methods of Capital Budgeting; ARR.PBP. NPV and IRR, Capital Rationing, (Simple problems on Capital Budgeting Methods)

UNIT-III

Financing Decision: Financial Leverage; Capital Structure Theories: NI, NOI and Traditional approach; EPS-EBIT Analysis; Brief discussion on sources of long term finances.

UNIT-IV

Dividend decision and Management of Working Capital: Determinants of Dividend Policy; Walter's Dividend Model; Working Capital of Concept and Operating Cycle Method, Brief discussion on Management of Cash, Receivable and Inventory. (Simple problem on operating cycle and Inventory Management).

SUGGESTIVE READINGS:

1. Pandey I.M., Financial Management, Vikas Publishing House, New Delhi.
2. Khan and Jain, Financial Management, Tata McGraw Hill, New Delhi.
3. Kishore, R. Financial Management, Taxman's Publishing House, New Delhi.

NOTE:

The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. The candidates will be required to attempt five questions in all, selecting at least one question from each Unit.

Internal Marks : 25
Time : 3 hrs.

**PRODUCTION
MANAGEMENT Paper Code :
bba-dde-503**

Production/Operations Management: Introduction, Major decisions; objectives and activities; Difference between products and services (from POM view point). Characteristics of a production system.

UNIT-II

Types of production systems: Production to order and production to stock; Plant Location: Factors affecting locations & evaluating different locations; Plant Layout: Meaning, objectives, characteristics and types; Plant layout and materials handling.

UNIT-III

Production Planning and Control: Meaning, objectives, advantages and elements, PPC and production systems, Aggregate planning and Master production Schedules, Sequencing and assignment problems. Motion and Time Study.

UNIT-IV

Inventory Control: Objectives, advantages and techniques (EOQ Model and ABC Analysis). Quality Control: Meaning and importance; Inspection, quality control charts for variables & attributes and Acceptance Sampling; Maintenance; Meaning; importance and types.

SUGGESTIVE READINGS:

The list of books, cases and other specific references, including recent articles will be announced in the class by the concerned teacher.

NOTE:

The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. The candidates will be required to attempt five questions in all, selecting at least one question from each Unit.

Internal Marks : 25
Time : 3hrs

**PERSONNEL
MANAGEMENT Paper
Code: bba-dde-504**

Personnel Management: Definition, Nature, Objectives Changing Scope of Personnel Management. Challenges to modern personnel management, Personnel Management environment in India, Role of Personnel Management in Organization, Personnel functions, personnel policies.

UNIT-II

Procurement: Job analysis, job description, job specification, Human Resource Planning – Significance & Process, Recruitment – Sources & methods, Selection – criteria and process, induction training.

UNIT-III

Development: Concepts of Training and Development, Need for and benefits of training, Assessing training needs, training techniques, Management Development – Nature & purpose, Approaches for developing managers – Job Rotation, Coaching, Junior Board & Case method, Role playing, Management Games, Career planning, Managing promotions & transfers.

UNIT-IV

Compensation: Objectives, Compensation, Factors influencing compensation, components of pay structure, Methods of pay fixation, Incentives-financial, Incentives for the employees, managers, Organization wide Incentive plans, employee benefits & services, performance appraisal-techniques, problems and issues.

SUGGESTED READINGS:

- 1 Diwedi, R.S. Personnel Management, Oxford & IBH Publishing Co. 1992.
- 2 Dessler Gary, Human Resource Management, Prentice Hall Inc. Englewood Cliffs, 1994.
- 3 Aswathappa, K., Human Resource & Personnel Management, Tata Mc Graw Hill, New Delhi, 1999.

NOTE:

The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. The candidates will be required to attempt five questions in all, selecting at least one question from each Unit.

External Marks : 75
Internal Marks : 25
Time : 3 hrs.

ADVANCED INFORMATION
TECHNOLOGY Paper Code : bba-dde-505

Internet: Concepts, Internet Service Provider, Setting Windows Environment for Dialup, Networking, Dialing of Networks, Search Engine Concept, Searching Web using Search Engines, Audio on Internet, Adding File Types in MS Internet Explorer, Subscribing to News Groups.

UNIT-II

Intranet: Intranet Concepts and Architecture; Building Corporate Wide Web, The HTTP Protocols (Understanding Application Layers), Intranet Infrastructure, Fundamental of TCP/IP (Understanding transport layers), Intranet Connectivity, Intranet Security Design, Intranet as Business tool, Future of Intranet, Costs of Intranet, Protocols of Communications.

UNIT-III

Introduction of MS-Back Office, Electronic Communication, ISP Type of Accounts, Tools; Sending & receiving mails, Electronic Tele & Video Conferences.

UNIT-IV

Multimedia – Introduction, Tools & Technique, Multimedia – Hardware (Windows, Production Platforms & Peripherals), Multimedia – Software (Authorizing Tools), Multimedia Building Blocks (Text, Sound, Images, Animation, Video), Assembling & Developing the projects.

SUGGESTED READINGS:

Desborough John. (1996). Intranet Web Development. New Riders Publishing, Indianapolis Indiana.
Hinriches R.J. (199) Intranet what's the bottom line. Sun Microsystems Press. A Prentice Hall Publications.
Mary Ann Pike et al. (1998). Using the Internet. QUE. Peter Kent (1996). 10 Minutes guide to the Internet. PHI. John Viuamil – Cabanova and Louis Molina (1998). Multimedia – An introduction. Prentice-Hall/Macmillan Computer Publishing. Ron Wodakasi (1995). Multimedia and madness – Excitement of Multimedia. SAMS Publishing. Tay Vaughan (1998). Multimedia – making it works. Osborne TMH Ben Willmore (1998). Adobe Photoshop 5.0 Studio techniques. ADOBE Press

Lab: Practice in Photo Shop & other Multimedia Packages, Working with Web Browsers.

NOTE:

The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. The candidates will be required to attempt five questions in all, selecting at least one question from each Unit.

Internal Marks : 25

Time : 3 hrs.

TAXATION LAWS

Paper Code : bba-dde-601

Basic concepts of Income Tax, Residential Status and Tax incidence, Income Exempted from Tax Unit-II Income from salaries, Income from House property and Income from Profits & Gains

of Business and profession Unit-III Income from capital Gains, Income from other sources; Set off and carry forward of

Losses; Clubbing of Income Unit-IV Deductions from Gross Total Income,

Assessment of Individuals, HUF and Firms SUGGESTED READINGS: The list of books, cases and other specific references, including recent articles will be

announced in the class by the concerned teacher

NOTE:

The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. The candidates will be required to attempt five questions in all, selecting at least one question from each Unit.

Internal Marks : 50

Time : 3 hrs.

STRUCTURED SYSTEMS ANALYSIS & DESIGN

Paper Code : bba-dde-602

Unit-I

Introduction to Analysis & Design: SDLC, CASE tools for Analyst, Role of System

Analyst, ER Data Models, Feasibility Study – Economic, Technical, Operational Unit-II

Design of Application: DFDs, Form Design, Screen Design, Report Design, Structure

Chart, Data Requirements, Data Base Definition, Equipment Specification & Selection, Personnel Estimates, I-O Design, Storage Requirements

Unit-III Implementation & Installation: Data Dictionary, Structured English, Decision Tables, Decision Trees, Installation Types, Logical Design to Physical Implementation

Unit-IV Introduction to Distributed Data Processing & Real Time System: Evaluating

Distributing System, Designing Distributed Data Bases, Event Based Real time

Analysis Tools, State Transition Diagrams SUGGESTED READINGS:

1. Analysis & Design of Information System James A. SemMcGraw Hill
2. SAD Len Fertuck McGraw Hill
3. SAD Powers, Cray McGraw Hill
4. SAD Elias M Awad PHI Lab: System Analysis and Designing of various Business Systems

NOTE:

The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. The candidates will be required to attempt five questions in all, selecting at least one question from each Unit.

Internal Marks : 25

Time : 3 hrs.

**FOUNDAMENTALS OF INTERNATIONAL
BUSINESS Paper Code : bba-dde-603**

Nature and main fields of International Business; Domestic versus International Business; major risks and challenges of IB; International business environment – components and determinants; the process of internationalisation of business; concept of globalisation; balance of payments accounting; basic nature of foreign exchange market

Unit-II

Nature of multinational enterprise and foreign direct investment; basic motives and determinants of foreign direct investment; methods & forms of international business entry; strategic orientation of MNCs; basics of MNE strategy formulation and implementation

Unit-III

International trade theory – the theory of absolute advantage; theory of comparative advantage; factor endowment theory and international product life-cycle theory; tariff and non-tariff barriers to international trade; international logistic decisions; major trade documents; main intermediaries in international trade

Unit-IV

Assessing international markets; designing products for foreign markets; branding decisions; promotional decisions; pricing decision; basic methods of international payment. Regulation of international business – a overview of the role of WTO, IMF, UNCTAD and World Bank

SUGGESTED READINGS:

- 1 Alan M. Rugman and Richard D. Hodgetts, International Business: A Strategic Management Approach, McGraw Hill
- 2 V.K. Bhalla and S. Shiva Ramu, International Business: Environment and Management, Anmol Publications
- 3 J.H. Dunning, The Globalisation of Business: Routledge, London
- 4 Onkvisit and Shaw, International Marketing

NOTE:

The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. The candidates will be required to attempt five questions in all, selecting at least one question from each Unit.

External Marks : 75
Internal Marks : 25
Time : 3 hrs.

CONSUMER PROTECTION
Paper Code : bba-dde-
604

Concept of consumer, Types of consumers; need for consumer protection; methods of consumer protection – legal and voluntary; consumer buying motives; doctrines of caveat emptor and caveat venditor; Concept of consumer's sovereignty

Unit-II

Measures for consumer protection in India; basic provisions of the consumer Protection Act., 1986; consumer rights; Organizational set up – National and State Consumer Protection Councils; District Forum, State Commission and National Commission; their functions, powers and jurisdiction, Grounds of filing complaint; procedure of filing a complaint; relief available

Unit-III

Consumer protection measures under the Monopolies and Restrictive Trade Practices Act., 1969; concept and remedy against unfair trade practices and restrictive trade practices; consumers; roles and rights under the MRTP Act

Unit-IV

Recent developments in consumer protection movement in India; role of voluntary consumer Organizations product testing; growing consumer awareness – role of the media and Government; formation and registration of a voluntary consumer Organization; business self-regulation; Advertising Standards Council of India

SUGGESTED READINGS:

- 1 Aaker and Day(eds.), Consumerism: Search for the Consumer Interest
- 2 Gulshan, Consumer Protection and Satisfaction: Legal and Managerial Dimensions
- 3 Aggarwal, Consumer Protection in India
- 4 Y.S. Verma and C. Sharma, Consumerism in India, Anamika Prakashan, Delhi

NOTE:

The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. The candidates will be required to attempt five questions in all, selecting at least one question from each Unit.