

**FOUR YEAR UNDER GRADUATE (FYUG)
PROGRAMME UNDER
NATIONAL EDUCATION POLICY, 2020**

BUSINESS ADMINISTRATION



Date of approval in Academic Council: 30th May and 21st June 2024.

Preface:

Business administration has gained recognition over the years as one of the pillars of understanding business concepts, such as accounting, finance, management, human resource and marketing.

As economies grow, so does the number of organisations. It is the task of business administration to ensure that businesses and organizations are run effectively, efficiently and profitably by managing an organisation's resources, time and its people.

The programme under the NEP 2020 will help an individual to employ a wide range of different management techniques and practices to carry out the management functions and administration effectively. As a management graduate one can use a wide range of skills to deliver quality service including: effective communication skills, Digital marketing skills, accounting skills, Brand Management, Marketing analytics Skills, Research skills, Retail Management Skills, Finance and HR Skills etc.

At present, a student of the programme will have 15 core courses spread across the six semesters. In addition, they will also be exposed to several Multi-Disciplinary Courses, Ability Enhancement Courses, Skill Enhancement Courses and Value-Added Courses that will add further to their repertoire and this learning experience for the students will help cater to the future of the global workforce.

The allotment of marks for each core course will be divided between external examination and internal assessment in the ratio of 3:1 (i.e. out of 100, 75 will from the end semester and 25 from the continuous internal assessment). For other courses, the marks allotted will be as per university guidelines. Continuous Internal Assessment will include a mix of tests, assignments, minor projects, case studies, field visits, etc.

PROGRAMME OUTCOMES

The undergraduate programme in Management aims to:

1. Acquire adequate knowledge through principles, theory and models of business management, Accounting, Marketing, Finance, Operations and Human Resource.
2. Demonstrate proficiency for Business Communication for effective and professional business management.
3. Impart employability skills through appropriate exposure and usage in management.
4. Develop entrepreneurial skills to become an entrepreneur.
5. Build perspective about global environment including cultural, social and sustainability issues.
6. Understand importance of ethics in business decision-making and inculcate the spirit of social responsibility.
7. Comprehend the applicability of management principles in the situations pertaining to global business world.
8. Apply various concepts, theories and models in the functional areas of business like Marketing, HR and Finance in the Organizations.
9. Demonstrate analytical and problem-solving skills through core elective area of specialization in Finance, Human Recourse, and Marketing to solve various business issues.

STRUCTURE OF THE SYLLABUS

1st SEMESTER

COURSE CODE	COURSE TITLE	CREDIT			TOTAL CONTACT HOURS
		THEORY	PRACTICAL	TOTAL	
BBA-100 MAJOR	Essentials of Management	4	-	4	60
BBA-100 MINOR	Essentials of Management	4	-	4	60
MDC 110...119	Multi-Disciplinary Course	3	-	3	45
AEC - 120...129	Ability Enhancement Course	3	-	3	45
VAC-140	Value Added Course			3	45
SEC 130...139	Skill Enhancement Course				
	TOTAL CREDITS			20	

2nd SEMESTER

COURSE CODE	COURSE TITLE	CREDIT			TOTAL CONTACT HOURS
		THEORY	PRACTICAL	TOTAL	
BBA-150 MAJOR	Organizational Behaviour	4	-	4	60
BBA-150 MINOR	Organizational Behaviour	4	-	4	60
MDC 160...169	Multi-Disciplinary Course			3	
AEC - 170...179	Ability Enhancement Course			3	
VAC-190...199	Value Added Course				
SEC 180...189	Skill Enhancement Course			3	
	TOTAL CREDITS			20	

3rd SEMESTER

COURSE CODE	COURSE TITLE	CREDIT			TOTAL CONTACT HOURS
		THEORY	PRACTICAL	TOTAL	
BBA -200	Business Environment	4	-	4	60
BBA – 201	Accounting for managers	4	-	4	60
MDC - 210/ 211/212/..../219	Any of the available courses as notified by the University from time to time	3	-	3	45
AEC - 220/221/..../229	Any of the available courses as notified by the University from time to time	2	-	2	30
SEC - 230/231/232..../239	As approved by the Academic Council			3	45-90
VTC - 240/..../249	As approved by the Academic Council	1	3	4	105
				20	

4th SEMESTER

COURSE CODE	COURSE TITLE	CREDIT			TOTAL CONTACT HOURS
		THEORY	PRACTICAL	TOTAL	
BBA -250 Major	Financial Management	4	-	4	60
BBA - 251 Major	Human Resource Management	4	-	4	60
BBA - 252 Major	Marketing Management	4	-	4	60
BBA - 253 Major	Managerial Economics	4	-	4	60
VTC - 260/261/....269	Vocational Education and Training Course (Minor Course) Other Courses, if any, as approved by Academic Council	1	3	4	105
		17	3	20	345

5th SEMESTER

COURSE CODE	COURSE TITLE	CREDIT			TOTAL CONTACT HOURS
		THEORY	PRACTICAL	TOTAL	
BBA -300	Production and operations Management (Major)	4	-	4	60
BBA - 301	Quantitative Analysis (Major)	4	-	4	60
BBA - 302	Strategic Management (Major)	4	-	4	60
BBA - 302	Strategic Management(Minor)	4	-	4	60
BBA - 303	Internship/Apprenticeship/ Community engagement and service/ field-based learning or minor project	-	4	4	120
		16	4	20	360

6th SEMESTER

COURSE CODE	COURSE TITLE	CREDIT			TOTAL CONTACT HOURS
		THEORY	PRACTICAL	TOTAL	
BBA - 350	Entrepreneurial Development(Major)	4	-	4	60
BBA - 351	Business Laws(Major)	4	-	4	60
BBA - 352	E-Commerce(Major)	4	-	4	60
BBA - 353	Business ethics and sustainability	4	-	4	60
VTC - 360/..../369	Vocational Education and Training Course (Minor Course) Other 9 Courses, if any, as approved by Academic Council	1	3	4	105
	TOTAL CREDITS	17	3	20	345

OTHER COURSES

SEMESTER I

SL NO	CODE	NAME OF THE COURSE (MDC) SEM I
1	MDC 110	COMMERCIAL ARITHMETIC & ELEMENTARY STATISTICS
2	MDC 111	CULTURE AND SOCIETY
3	MDC 112	FUNDAMENTALS OF COMPUTER SYSTEMS
4	MDC 113	FUNDAMENTALS OF EARTH SYSTEM SCIENCE
5	MDC 114	FUNDAMENTALS OF LIFELONG LEARNING
6	MDC 115	INTRODUCTORY LIFE SCIENCES
7	MDC 116	INTRODUCTION TO NATIONAL CADET CORPS
8	MDC 117	INTRODUCTION TO PSYCHOLOGY
9	MDC 118	MATHEMATICS IN DAILY LIFE
10	MDC 119	PHILOSOPHY OF CULTURE

SL NO	CODE	NAME OF THE COURSE (AEC) SEM I
1	AEC 120	ALTERNATIVE ENGLISH
2	AEC 121	MIL-I:ASOMIYA SAHITYAR ITIHAS
3	AEC 122	MIL-I:BANGLA BHASHA-BIGYAN
4	AEC 123	MIL-I: GARO
5	AEC 124	MIL-I: KALITERESHOR KHASI BAD KAKYLLA-KTIEN
6	AEC 125	MIL-I:MIZO LANGUAGE AND TRADITIONAL CULTURE
7	AEC 126	MIL-I:NEPALI
8	AEC 127	MIL-I:हिंदी भाषाका लागि वाक्पत्र अनुयोग

SL NO	CODE	NAME OF THE COURSE (SEC) SEM I
5	SEC 130	CYBER SECURITY
2	SEC 131	MOTIVATION
1	SEC 132	PERSONALITY DEVELOPMENT
4	SEC 133	PUBLIC SPEAKING
3	SEC 134	TEAM BUILDING

SL NO	CODE	NAME OF THE COURSE (VAC) SEM I
1	VAC 140	ENVIRONMENT STUDIES

OTHER COURSES

SEMESTER-II

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NO	CODE	NAME OF THE COURSE (MDC) SEM II
1	MDC 160	DISASTER MANAGEMENT
2	MDC 161	ENTREPRENEURSHIP
3	MDC 162	ENVIRONMENTAL ETHICS
4	MDC 163	FUNDAMENTALS OF STATISTICS
5	MDC 164	HEALTH & HYGIENE, ENVIRONMENTAL EDUCATION AND DISASTER MANAGEMENT
6	MDC 165	INTRODUCTION TO EDUCATIONAL PSYCHOLOGY
7	MDC 166	INTRODUCTION TO THEATRE AND PERFORMANCE
8	MDC 167	PHYSICAL EDUCATION AND SPORTS SCIENCE
9	MDC 168	PHYSICAL GEOLOGY & GEODYNAMICS
10	MDC 169	UNDERSTANDING HUMAN RIGHTS

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NO	CODE	NAME OF THE COURSE (AEC) SEM II
1	AEC 170	COMMUNICATIVE ENGLISH
2	AEC 171	MIL-II: ASOMIYA JOGAJOG
3	AEC 172	MIL-II: BANGLA BHASHARBYABOHARIKPRAYOG
4	AEC 173	MIL-II: COMMUNICATIVE GARO
5	AEC 174	MIL-II: COMMUNICATIVE LANGUAGE
6	AEC 175	MIL-II: KAKRENKATHOH KHASI
7	AEC 176	MIL-II: NEPALI
8	AEC 177	MIL-II: ि ह ीभाषाकातकनीकीअनु योग

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NO	CODE	NAME OF THE COURSE (SEC) SEM II
1	SEC 180	COMMUNICATION SKILLS
2	SEC 181	CONFIDENCE BUILDING
3	SEC 182	E- COMMERCE
4	SEC 183	PYTHON PROGRAMMING

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NO	CODE	NAME OF THE COURSE (VAC) SEM II
2	VAC 190	HEALTH AND WELLNESS
1	VAC 191	LIFE SKILLS EDUCATION
3	VAC 192	UNDERSTANDING INDIA

FIRST SEMESTER
Course Code: BBA 100
Course Title: ESSENTIALS OF MANAGEMENT
Total Contact Hours 60/ Total credit 4/Total Marks 100

Course Objectives:

This course will provide a broad overview of the principles of Management. The goals of this paper are to understand the various content areas of managerial functions, to help incorporate oral competencies through presentations and intra-class discussion/debate, and to strengthen written competencies by offering feedback and revision opportunities on written assignments. While understanding important for a class of this nature, the improvement of oral and written competencies can be employed in a variety of arenas. Time management represents a secondary objective.

Case method is to be introduced. However, detailed techniques or their applications are not to be emphasized.

Learning outcomes: On completion of the course, the student will

1. Gain a general understanding of the framework of management
2. Understanding the key functions in management as applied in practice
3. Understand how leadership and motivation theories work out in the organisation
4. Understand the importance of organisational culture for organisational effectiveness

Unit I:

Introduction: Definition, The nature of management, Organization and the Need for Management. Different Theories of management – (1) Scientific Management Theory- F. W. Taylor, Henry L. Gantt, Frank and Lillian Gilbreth, (2) Classical Organization Theory- Henri Fayol, Max Weber, (3) Behavioural Theory -Abraham Maslow and Douglas McGregor, (4) Management Science School– Operations Research, (5) Contingency Theory (6) Systems Approach. Different Levels of Management and its functions. Different Managerial roles. Planning: Meaning and Nature of Planning, Goals and Plans. Classification of Plans – On the basis of Levels, Use, Time Horizon. Steps in the planning process.

Unit II

Management By Objectives (MBO), The process of MBO, Strengths and Weaknesses of MBO; Decision making, The Nature and Pervasiveness of Managerial Decision Making, Different types of Decisions: Programmed and Non-Programmed Decisions, Rational Decision Making: The importance and limitations of rational decision making, Bounded Rationality.

Organizing: Definition, Structure of an Organization, Different types of Organization Structures, Formal and Informal organizations, Span of management, factors determining an effective span, Wide Span and Tall Span, Matrix and Project Structure, Boundary-less Organization, Learning Organization, Strategic Business Units, Line and Staff concepts, Delegation And Authority, and Centralization and Decentralization.

Unit III

Leading and Directing: Leadership: Definition, Introduction to the Theories of Leadership- Trait, Behavioural and Contingency theory – Fred Fiedler’s Model of Leadership.

Trust as a Foundation of Leadership.

Motivation: Definition, Theories of Motivation – Maslow’s, Herzberg Theory of Motivation.

Staffing: Meaning and Nature of Staffing, Process of Staffing, Brief Introduction to Recruitment, Selection, Training, Performance Appraisal, Orientation and Placement.

Unit IV

Controlling: Definition and Nature of Control. The basic Control Process, Different Types of Control – Feed forward, Concurrent and Feedback Control, Cybernetic and Non-cybernetic control, Control as a feedback system, real-time information and control, Effective control system.

Organization Culture: How employees learn culture, How Culture affects managers, Managing Workforce Diversity and Creating an Inclusive Workplace Culture.

Suggested Readings:

1. **Stoner James A F, Freeman R E, Gilbert D R (Jr)**, Management - PHI latest edition
2. **Robbins S P, Coulter M** Management –, PHI latest edition
3. **Koontz H, Weinrich H**, Essentials of management –Tata McGraw Hill Education Pvt Ltd., New Delhi
4. **Gupta Meenakshi**, Principles of management, PHI, latest ed.
5. **Robbins S, Coulter M, De Cenzo D**, Fundamentals of Management: Essential Concepts and Applications, PHI Latest edition
6. **Drucker P F**, The practice of management, Harper Business, latest edition

SECOND SEMESTER
Course Code: BBA 150
Course Title: ORGANISATIONAL BEHAVIOR
Total Contact Hours 60/ Total credit 4/Total Marks 100

Course objectives:

This course is an introduction to the basic concepts in organizational behaviour. It focuses on OB at three levels: individual, interpersonal, and collective. It will start at the individual level, then turn to the interpersonal level, and finally move to the collective level. The course may use lectures, exercises, cases, individual and team assignments, and class discussion.

Learning Outcomes: On completion of the course, the student will:

1. Understand the conceptual framework of the discipline of OB and its practical applications in the organizational set up.
2. Understand the role of individual, groups and structure in achieving organizational goals effectively and efficiently.
3. Learn various theories and models that contribute to the overall understanding of the discipline.
4. Accept and embrace the idea of diversity when working in the organisation

Unit I

Contributing disciplines to the OB field, challenges and opportunities for OB, developing an OB model.

The individual: Foundations of individual behaviour: ability, biographical characteristics and learning. Attitudes and job satisfaction

Personality and values – personality determinants, personality traits, measuring personality, major personality attributes influencing OB – importance of values, types of values, values across cultures. Perception and individual decision making – factors influencing perception, attribution theory, shortcuts used in judging others, link between perception and individual decision making, bounded rationality, common biases and errors, individual differences.

Unit II

Motivation theories – Maslow's theory, Herzberg, McGregor, ERG; contemporary theories – McClelland theory, Cognitive Evaluation theory, Equity theory of motivation, goal setting theory.

Emotions and moods

Group Dynamics and Teams: Understanding group dynamics, types of groups, stages in group development, group properties – roles, size, cohesiveness, norms, status; group decision making – strengths and weaknesses, techniques, groupthink, symptoms of groupthink, managing groupthink, groupshift.

Unit III:

Leadership: Theories - trait, behavioural, contingency; charismatic, transactional vs. transformational; Trust in Leadership.

Power and politics: Contrasting leadership and power; power in groups; power tactics; politics-power in action.

Communication – process, functions, barriers and issues in communication

Unit IV:

Conflict and negotiation: Definition of conflict; the conflict process; creating functional conflicts; bargaining strategies; role of personality traits on negotiation; third party negotiations.

Work stress and its management – understanding stress and its consequence, potential sources of stress, individual differences, consequences of stress, managing stress

Suggested Readings

1. **Robbins Stephen P, Judge T A**, Organisational Behaviour –, PHI,
2. **Luthans F** Organisational Behaviour – McGraw Hill,
3. **Newstrom J W**, Organisational Behaviour : Human Behaviour at work –McGraw Hill,
4. **Mullins L**, Organisational Behaviour in the workplace –Pearson,
5. **Gilmer**, *Industrial Psychology*, McGraw Hill.
6. **Ghiselle and Brown**, *Personnel and Industrial Psychology*, McGraw Hill.
7. **Keith Davis**, *Human Relations at Work*, Tata McGraw Hill.

THIRD SEMESTER
Course Code: BBA 200
Course Title: BUSINESS ENVIRONMENT
Total Contact Hours 60/ Total credit 4/Total Marks 100

Course Objective:

To familiarize students with the presence and impact of the Business environmental factors on businesses, along with the role played by various Government measures, policies and institutions, in creating the environment that we see presently.

Learning Outcomes: On completion of the course, the student will:

1. Understand the various components of business environment, and delve into how businesses can analyse them.
2. Understand the role of individual, groups and structure in achieving organizational goals effectively and efficiently.
3. Understand the roles and functions of various institutions that make up the financial system of the country.
4. Understand the importance of foreign trade and the various international institutions associated with it.

Unit I:

Business Environment- Meaning, significance, Components of business environment: internal and external environment-micro (customers, suppliers, market intermediaries, competitors, public); macro - (socio-cultural, economic, legal, demographic, political), Technological environment, Environmental scanning - SWOC, PESTLE and Porter's 5 Forces Model;
Overview of economic planning in India; Five-year plans-objectives and achievements; NITI Aayog; Overview of the Vision documents

Unit II:

Industrial Policy - Overview and Role, New Industrial policy of India
Foreign Trade Policy in India, Balance of Payment- broad concept
North East Industrial Development Scheme 2017
Micro, Small & Medium Enterprises in India - Features, Growth and Problems
Indian Financial System - Structure and characteristics
Reserve Bank of India – functions and roles, monetary policy of RBI, techniques of monetary control – bank rate, cash reserve ratio, statutory liquidity ratio and open market operations.

Unit III:

Commercial banks: functions, roles and structure of commercial banks in India.
Cooperative banks: features, type, structure and growth of cooperative banks.
Development banks: role of development banks in economic growth.
Money Market: Structure, Instruments of money market – call money market in India, commercial bills market (bill of exchange, trade bills, commercial bills, bill rediscounting), treasury bills market (features, types, limitations), commercial paper markets, Certificate of Deposit market (features, certificate of Deposit in India); Mutual funds - objectives, functions.

Unit IV:

Capital Market: Structure, Instruments of capital market- equity/ordinary shares, preference shares, debentures or bonds.
Overview of International business environment, trends and problems

World Trade Organisation, World Bank, International Monetary Fund, Asian Development Bank – Objectives, functions and role in global trade

Suggested Readings

1. Ashwathapa, K, Essentials of Business Environment, Himalaya Publishing House
2. Shaikh Saleem, Business Environment, Pearson Education.
3. Cherunilam, Francis, International Economics, Tata McGraw Hill.
4. Khan, M. Y, Indian Financial System, Tata McGraw Hill.
5. Bhole L.M and Mahakud, Jitendra, Financial Institutions and Markets : Structure ,Growth and Innovations, Tata McGraw Hill.
6. Pathak, Bharati V, Indian Financial System, Pearson Education.

THIRD SEMESTER
Course Code: BBA 201
Course Title: ACCOUNTING FOR MANAGERS
Total Contact Hours 60/ Total credit 4/Total Marks 100

Course Objectives:

1. The objective of this subject is to give understanding of the basic accounting principles and techniques of preparing the Accounts for users of accounting information,
2. To familiarize the students with the basic cost concepts, control of various cost and methods of costing.

Learning Outcomes: On completion of the course, the student will:

1. Acquaint with practical knowledge through the relevant numerical problems.
2. Understand the importance of accounting and application in Business operations.
3. Understand the Application of Cost and Management Accounting in Organisations Decision making.
4. Understand product cost and why they are computed in different ways for different purpose.

Unit I:

Meaning and Importance of Accounting in Business Organization, Basic concepts and terms used in accounting, Accounting Information, Accounting Concepts and Conventions, Accounting Equation, Journal, Ledger, Trial Balance, Cash Book.

Financial Statements: Meaning, Importance and Objectives; Preparation of Final Accounts of Sole proprietary firm, Introduction to partnership, appropriation of the profit, admission and retirement of partner.

Unit II:

Company Accounts: Introduction, Accounting for shares– issue of shares and debentures, forfeiture and re-issue of shares.

Accounts of non-trading concerns – Preparation of Income and Expenditure account (from Receipts and Payment account) and Balance Sheet.

Unit III:

Cost Accounting: Basic Concepts, Objectives, Importance and Advantages; Cost Centre, Cost Unit, Elements of Cost, Classification and Analysis of Costs, Preparation of Cost Sheet.

Unit IV:

Short Term Business Decision Techniques – Marginal Costing: Meaning, Principles, Advantages and Limitations, Contribution, P/V Ratio, Break-Even Point (BEP), Cost Volume Profit (CVP) Analysis, Short Term Business Decisions–Product Mix Decisions, Make or Buy (Outsourcing) Decisions, Accept or Reject Special Order Decisions, Shutting Down Decisions.

Budgetary Control: Meaning of Budget and Budgeting, Importance, Advantages and Disadvantages, Cash Budget and Flexible Budget.

Suggested Readings

1. C. Mohan Juneja, R. C. Chawla & K. K. Saksena, Double Entry Book-Keeping, Kalyani Publishers
2. S. P. Jain and K. L. Narang, Cost Accounting, Principles and Practice, Kalyani Publishers
3. M. Hanif, A. Mukherjee, Accountancy – Tata McGraw Hill
4. Khan and Jain, Management Accounting, Tata McGraw Hill
5. S. N. Maheshwari, Accounting for Management, S. Chand & Sons
6. M. Arora, Cost and Management Accounting, S. Chand & Sons
7. Srikant M. Datar and Madhav V. Rajan, Horngren's Cost Accounting, A Managerial Emphasis, Pearson

FOURTH SEMESTER
Course Code: BBA 250
Course Title: FINANCIAL MANAGEMENT
Total Contact Hours 60/ Total credit 4/Total Marks 100

Course Objective:

The courses focus attention on formulating financial decisions in business enterprises with the object of developing in the student a skill for carrying out the functions of planning, raising, investing and controlling financial resources through lectures and case analysis.

Learning Outcomes: On completion of the course, the student will:

1. Understand the basic concept and importance of financial management. The student will further understand the time value of money and risk and how these two impact financial decisions.
2. Understand the concept and process of capital budgeting, as well as use appropriate techniques to assess and select projects.
3. Understand the concept of cost of capital and its implications for firm value as well.
4. Understand the importance and application of capital structure theories and dividend policies, as well as their implications for firm value and cost of capital.

Unit I:

Financial Management- Nature and scope, Functions; Profit vs Wealth Maximization

Time Value of money - Future value of a single cash flow, future value of an annuity, present value of a single cash flow, present value of an annuity.

Risk and return concepts - risk in a portfolio context, relationship between risk and return, portfolio theory, Capital Asset Pricing Model, Arbitrage Pricing Theory.

Unit II:

Capital Budgeting process - appraisal criteria: non discounted and discounted cash flow - payback period, average rate of return, net present value, benefit-cost ratio, internal rate of return; Selection of appropriate criteria; Capital budgeting under capital rationing and other constraints.

Cost of Capital: basic concepts, rationale and assumptions; cost of debt capital, cost of preference capital, cost of equity capital, cost of external equity and retained earnings, determination of proportions; Weighted Average Cost of Capital (WACC) and Weighted Marginal Cost of Capital (WMCC).

Unit III:

Leverage: Concepts of Operating, Financial and Combined Leverage.

Capital Structure: Theory of capital structure - assumption and definitions, net income approach, net operating income approach, traditional approach, M&M approach, taxation and capital structure.

Factors influencing capital structure, EBIT - EPS analysis.

Dividend policy: Traditional position, Walter Model, Gordon Model, Dividend policy, forms of dividend and stability in dividends.

Unit IV:

Working Capital Management: Concept, Types and Significance of Working capital - factors influencing working capital requirements - operating cycle analysis and Estimation of net working capital requirement.

Cash Management: Objectives - Cash management models – Baumol model and Miller and Orr.

Receivables Management - Credit policy variables, credit evaluation, credit granting decision, control of receivables.

At least 70 percent of the total marks will comprise of questions that are problem-based.

Suggested Readings

1. Prasanna Chandra, Financial Management - Theory and Practice, Tata McGraw Hill, New Delhi.
2. I M Pandey, Financial Management, Vikas Publishing House Pvt Ltd
3. James Van-Horne., Financial Management and Policy, Prentice-Hall India
4. Ravi M. Kishore, Financial Management, Taxmann Publications Pvt. Ltd., New Delhi
5. M Y Khan and P K Jain, Financial Management-Text and Problems, Tata McGraw Hill, New Delhi.
6. Ravi Srivastava and Anil Misra, Financial Management, Oxford Higher Education, New Delhi.
7. Bhabatosh Banerjee, Fundamentals of Financial Management, Prentice Hall India, New Delhi.

FOURTH SEMESTER
Course Code: BBA 251
Course Title: HUMAN RESOURCE MANAGEMENT
Total Contact Hours 60/ Total credit 4/Total Marks 100

Course objective:

The course facilitates an insight into the effective management of employees that will guide the budding managers through the principles and practices of HRM and the core models of best practices.

Learning Outcomes: On completion of the course, the student will:

1. Be able to classify the concepts and techniques applicable to the human resource functions in an organization.
2. Analyse the complexities involved in acquiring qualitative workforce into the organization.
3. Recognize the development of Human resources.
4. Analyse the contemporary challenges and apply the techniques of HRM in managing personnel in organizations.

Unit I:

HRM: Meaning, Definition, Need, importance and Objectives and limitations; Functions of HRM- Managerial and Operational Functions, Evolution of HRM, Role of HR managers, HRM Vs HRD, HR policies and strategies.

Human Resource Planning- Meaning, Process and types. Job Analysis: Definition, Process of Job Analysis, Products of Job Analysis: Job Description and Job specification- Definition and components.

Unit II:

Recruitment- Meaning, Sources of recruitment- Internal and External sources. Selection- Selection process, Types of interviews- According to structure, purpose, content and way of administering, Types of Tests-Intelligence, aptitude, personality and interest test; Limitations of interview. Placement and Induction- Meaning, concepts and principles.

Training and development- Concept and Importance of training, Training Methods-On the job and off the job training, training process and its evaluation. Executive Development- Process and techniques.

Unit III:

Career planning and development, job rotation, Job enlargement and job enrichment. Transfer- Meaning and Types of transfer and Promotion-meaning and bases for promotion.

Performance Appraisal- Objectives, Performance appraisal system- process, methods and their Merits and demerits, Rating errors.

Unit IV:

Job evaluation- concepts, objectives, methods. Wage and Salary Administration- Principles and Objectives, factors influencing wages and salary administration, Methods of wage payments and Incentive Plans, Fringe benefits.

Recent Trends and Challenges in HRM: ethics and workplace diversity, employee health and safety, employee welfare, employee empowerment, Outsourcing; retrenchment and retirement, downsizing and right sizing, lay off, HR audit, HR Information System (HRIS), Grievance handling and redressal-

process and methods, expanding to global markets, Growing relevance of HR in the age of globalization, HR Analytics.

Suggested Readings

1. Sachi K Gupta and Rosy Joshi, Human Resource Management, Kalyani Publishers.
2. P Subba Rao, Essentials of Human Resource Management and Industrial Relations, Himalaya
3. Durai, Praveen, Human Resource Management, Pearson Education.
4. Aswathappa K, Human Resource Management, Tata McGraw Hill Publishing.
5. Mamoria and Gankar, A Textbook of Human Resource Management, Himalaya Publisher.
6. Pattanayak, Human Resource Management, PHI.
7. Flippo, Edwin B, Personnel Management, McGraw Hill Tokyo.
8. Dessler, Gary, Human Resource Management, PHI.
9. Mathis & Jackson, Human Resource Management, Cengage Learning.
10. Snell & Bohlander, Human Resource Management, Cengage Learning.
11. Mendell Hall, Oddou & Stahl (editors), Reading and Cases in International Human Resource Management, Routledge.
12. Kandula, Human Resource Management, PHI New Delhi.
13. Monappa, Arun, Managing Human Resource, Macmillan, India.
14. Venkataratnam, Personnel Management and Human Resource, Tata McGraw Hill.

FOURTH SEMESTER
Course Code: BBA 252
Course Title: MARKETING MANAGEMENT
Total Contact Hours 60/ Total credit 4/Total Marks 100

Course Objective: To acquaint the students with the Fundamental concepts of marketing in the modern marketing practices and develop an insight on the marketing implications that enable students evolve, explore, develop and implement marketing plans.

Learning Outcomes: On completion of the course, the student will be able to:

1. Identify the factors influencing consumer behavior and purchase decision.
2. Analyze the facets of Product and Price in marketing.
3. Discover the modalities of Promotion & sales distribution.
4. Categorize how the markets, consumers behave under circumstances and how the cultural, social, personal and psychological factors influence their behavior.

Unit I:

Marketing – definition and concepts, objectives, functions; Marketing process; Goods-services continuum; product, market; customer satisfaction; loyalty; customer delight

Approaches to marketing- production, product, selling, marketing, societal-relationship; concept of marketing myopia; selling vs. marketing; Holistic marketing orientation & customer value.

Marketing Environment: Analyzing needs and trends Macro Environment- political, economic, socio-cultural and technical environment- PEST analysis, concept of market potential & market share.

Unit II:

Market segmentation: definition, needs & benefits, bases for segmentation for consumer goods, industrial goods & services, effective segmentation criteria; definition of Target Marketing, evaluating market segments, target market strategies- undifferentiated, differentiated, and concentrated; Market positioning.

Consumer Behaviour: concept, characteristics of consumer and organizational markets, 5 step Buyers' decision process.

Unit III:

Product: classification of products, product-mix decision, product line, product life cycle & marketing strategies at different levels of PLC, New product development process, brand management, significance of packaging as a marketing tool, labeling.

Price: pricing objectives, price determination, factors influencing pricing policy, general pricing methods, price adaptation strategies.

Elements of the Promotion-mix, communication process, integrated marketing communication, steps in developing effective communication, sales promotion campaign.

Unit IV:

Channels of distribution: definition, functions, channel design decision, channel management decision, types of marketing channels (HMS, VMS and MMS), channel conflicts – types, causes and management of channel conflicts

Preparation of a marketing plan, Definition and scope of marketing research, marketing research process, Competitive strategies for market leaders, challengers, followers and market nichers, Marketing analytics.

Suggested Readings

1. Marketing Management, Philip Kotler, Kevin Lane Keller, Pearson
2. Marketing Management, Rajan Saxena, TMGH
3. Marketing, Lamb Hair Sharma, Mc Daniel, Cengage Learning
4. Marketing Management, S.K. Sarangi Asian Books Pvt Ltd, New Delhi.
5. Principles of Marketing, Philip Kotler, Gary Armstrong, Prafulla Agnihotri, Ehasan Haque, Pearson
6. Marketing Management- Text and Cases, Tapan K Panda, Excel Books
7. Marketing Management, Ramaswamy & Namakumari, Macmillan.

FOURTH SEMESTER
Course Code: BBA 253
Course Title: MANAGERIAL ECONOMICS
Total Contact Hours 60/ Total credit 4/Total Marks 100

Course Objective: The objectives of this paper are to introduce the student to the principles of economics theory. This course will illustrate how economic concepts and principles can be applied to analyse real life situations which will help them in the decision-making process.

Learning Outcomes: On completion of the course, the students will be able to:

1. Understand nature, scope, importance of managerial economics – objectives of business firms
2. Understand concept of demand – understand elasticity of price, income, techniques of demand forecasting.
3. Understand the production functions and the cost and revenue concepts.
4. Understand firm equilibrium, price and output determination, oligopoly.

Unit I:

Managerial economics: Definition, nature, scope, significance, Implications of managerial economics to managers. Basic economic concepts – goods, utility, value, price, wealth, equilibrium, income.

Firm and industry, fundamental problems of an economy – what to produce, how to produce, for whom to produce; Law of Diminishing Marginal Utility.

Alternative objectives of business firms – Baumol's sales revenue maximization, Marris's Hypothesis of Maximization of Firm's growth rate, Williamson's Managerial Utility function

Importance of Profit-making objective.

Unit II:

Demand concept, demand schedules and demand curves

Price elasticity, concept and measurement of price elasticity, Income elasticity and cross elasticity.

Consumer equilibrium under Indifference Curve Analysis and Revealed Preference Theory

Demand forecasting – meaning, need, prerequisites of a good forecast, types of demand forecasting, techniques of demand forecasting – consumer survey method and trend projection

Supply concept, supply schedules and supply curves.

Unit III:

Production function – short run production function – Law of variable proportion, long run production function – Law of Returns to Scale, productivity.

Basic Cost concepts, short run and long run cost concepts, reasons for U-shaped short run and long run average cost curves, relationship between Average Cost and Marginal Cost curve.

Firm equilibrium, general conditions for a firm's equilibrium

Price and output determination in the short run and long run under perfect competition

Revenue concepts, relationship between Average Revenue and Marginal Revenue under perfect and imperfect competition.

Price and output determination under monopoly

Price and output determination under monopolistic competition for individual firm and group of firms

Unit IV:

Oligopoly – interdependence of firms, indeterminateness of the demand curve, collusive oligopoly – cartels and price leadership: brief concepts only

Distinction between personal distribution and functional distribution, distinction between micro and macro view of distribution, Marginal Productivity theory of distribution

Meaning of rent, distinction between contractual and economic rent, distinction between differential rent and scarcity rent [theories of rent are excluded]

Distinction between gross interest and net interest, liquidity preference theory of interest

Wages, distinction between money wage and real wage, wage determination in imperfect competition

Profit – distinction between gross profit and net profit, risk and uncertainty bearing theory of profit.

Suggested Readings

1. Managerial Economics, D N Dwivedi, Vikas Publishing, New Delhi.
2. Managerial Economics, Paul Keat & Philip Young, Pearson.
3. Managerial Economics, Y Maheshwari, Prentice Hall India.
4. Business Economics, Chopra, P.N., Kalyani Publishers.
5. Business Economics, Adhikary, M., Excel Books.
6. Business Economics, H.L. Ahuja, S. Chand & Company Ltd, New Delhi.

FIFTH SEMESTER
Course Code: BBA 300
Course Title: PRODUCTION AND OPERATIONS MANAGEMENT
Total Contact Hours 60/ Total credit 4/Total Marks 100

Course Objective:

This paper has been designed to achieve the following objectives:

- a) To acquaint students with Production and operations terminology and concepts.
- b) To teach students how to analyse and understand situations from an operations perspective.
- c) To familiarize students with different tools and techniques available to managers for directing the day-to-day operations of a business firm.
- d) To assist students in understanding how the different functional areas interact and how that interaction ultimately affects the performance of the business.

Learning Outcomes: On completion of the course, the students will be able to:

1. Understand the core features of the operations and production management functions at the operational and strategic levels.
2. Comprehend the various aspects of the production planning and controlling process and their interaction with daily business and production functions.
3. Understand various aspects of materials management, such as inventory control, to develop an integrated framework to strategically cut costs and improve margins.
4. Understand the concept of supply chain management and analysing various optimisation techniques to assess and improve an organisation's performance.

Unit I:

Production and Operations function and its relations to other management functions of an organization.
Types of Production system: Flow shop, Job shop, Batch manufacturing, Project.

Plant Layout: Basic principles, Classification of Layouts, Merits and Demerits

Location of Facility: Concepts and Factors influencing Location decision.

Production planning and control: Types of decisions- Strategic, tactical and Operational.

Aggregate planning: Nature; Strategies; Assembly Line Balancing; Line of Balance (LOB); Application areas of LOB, Steps of LOB.

Scheduling: Flow Shop and Job Shop Scheduling; Shop loading methods; Johnson's rule, Extension of Johnson's rule to 3 machines with n number of jobs.

Unit II:

Purchasing Management: Aspects of purchasing management; Functions; Objectives; Value Analysis and Engineering (Steps); Development of Vendors.

Inventory Management: Functions of inventory; Relevant costs; Costs trade-off; Economic Order Quantity (EOQ); Inventory model with purchase discounts; Q system; P system.

Materials Requirement Planning (MRP): MRP concepts; MRP calculations

Selective management Control: ABC and VED classification of materials

Spare Parts Management: Characteristics of spares; classification of spares Codification, basis for codification, characteristics of a good coding system, standardization and its advantages.

Unit III:

Linear Programming (LP): Formulation of an LP problem; Solution to an LP problem using graphical method (with 2 decision variables subject to 2 constraints)

Logistics Management: Major Job decisions, Transportation Problem; North West Corner Rule; Matrix Minima Method; Vogel's Approximation method

Supply Chain Management: Introduction, Principles of Supply Chain Management.

Unit IV:

Quality Management: Concepts, quality perspectives, Quality Control tools and techniques; Total Quality Management (TQM), Scope of TQM, Benefits of TQM; Six Sigma- Salient features and Benefits of Six Sigma, Kaizen, Quality circles, Just-In-Time (JIT) manufacturing: Introduction, Overview of JIT, basic principles, Kanban Production information system.

Work study: Method Study, Ergonomics; Time study

Suggested Readings

1. S N Chary, Production and Operations Management, Tata McGraw Hill
2. R. Panneerselvam, Production and Operations Management, Prentice-Hall India
3. Anil Kumar and N.Suresh, Production and Operations Management, New Age International Publishers.
4. Everette E Adam, Jr. & Ronald J Ebert, Production and Operations Management, Prentice-Hall India
5. Elwood S Buffa, Modern Production/Operations Management, Wiley Eastern Limited
6. Kanishka Bedi, Production and Operations Management, Oxford Higher Education, New Delhi.

FIFTH SEMESTER
Course Code: BBA-301
Course Title: QUANTITATIVE ANALYSIS
Total Contact Hours 60/ Total credit 4/ Total Marks 100

Course Objective: The objective of this paper is to introduce students to the basic and intermediate concepts of statistics and mathematics which will aid them in solving problems in the process of business decision making.

Learning Outcomes: On completion of the course, a student will be able to:

1. Identify the nature and scope of statistics and articulate its relevance to business and industrial activities. They will also be able to create and interpret graphical representations for decision making purpose.
2. Proficient in utilizing advanced statistical techniques for analyzing relationships, forecasting trends, and interpreting business data and also Explain the concept and significance of the different types of Statistical representations and apply it to the business context.
3. Develop an understanding of fundamental concepts in set theory, permutations, combinations, and probability theory, enabling them to analyze and solve problems involving uncertainty and make sound decisions based on probabilistic reasoning.
4. Demonstrate proficiency in the concepts and operations involving matrices and determinants, enabling them to apply these mathematical tools to solve problems in various disciplines.

Unit I:

Nature and scope of statistics – uses of statistics to business and industrial activities

Statistical Data – primary and secondary data. Different methods of sampling, viz. random, stratified and purposive (applications are not to be included). Graphical representation of data – bar charts, pie diagram, line graphs. Tabulation of data – frequency distribution table. Graphical representation of frequency distribution – the histogram, frequency polygon. Cumulative frequency distribution and the Ogive. Measures of Central Tendency – mean, median, mode and their applications in business.

Dispersion – purpose of measuring dispersion, measures of dispersion – range, quartile deviation, mean deviation, standard deviation, coefficient of variation, uses of dispersion.

Unit II:

Correlation – Scatter Diagram, Types of Correlation, Karl Pearson's coefficient of correlation.

Regression – Linear regression, Regression equation, Regression co-efficient

Index Numbers – meaning and uses of index numbers in business. (The different types of index numbers and their methods of construction are not to be included)

Time Series – Definition of a time series, the four components of a time series, estimation of the trend by the method of moving averages (estimation of seasonal variation and other components are not to be included)

Unit III:

Set theory; Permutations and Combinations.

Probability – Classical Definition of Probability, Theorem of Total Probability, Addition Theorem of Probability, Multiplication Theorem of Probability, Conditional Probability, Independent Events.

Unit IV:

Matrices and determinants: Definition and Notation, (Row, column, square, null, unit matrices), Addition of matrices, Multiplication of matrices, (Upper Triangular, Lower Triangular, Diagonal and Scalar matrices), Transpose of a matrix, Symmetric and Skew symmetric matrices, Determinant of a square matrix, Solution of a system of non-homogeneous linear equations by Cramer's Rule, Adjoint of a square matrix, Invertible matrices, Existence of the inverse of a square matrix, singular and non-singular matrices, inverse of non-singular matrices, Use of the inverse of a matrix to find the solution of a system of linear equations.

Idea of functions and their limits, Fundamental limit theorems, the derivative of a function, Fundamental Theorems on differentiation (sum rule, product rule, quotient rule), Derivative of a function of a function; Logarithmic differentiation; Differentiation of parametric functions and implicit functions (Trigonometrical functions are excluded); Second order differentiation; Extreme values of a function;

Suggested Readings

1. SC Gupta & VK Kapoor, *Fundamentals of Mathematical Statistics* (S. Chand & Sons, New Delhi)
2. SC Gupta & VK Kapoor, *Fundamentals of Applied Statistics* (S Chand & Sons, New Delhi)
3. Padmalochan Hazarika, *Business Mathematics* (S Chand & Company Ltd, New Delhi)
4. Zamooruddin, Khanna, Dhambri, *Business Mathematics* (Vikas Publishing House, New Delhi)
5. Srivastava P, Shenoy R, Sharma K, *Quantitative Technique* (Wiley Eastern Ltd, New Delhi)
6. Mehta BC and Madnani GMK, *Mathematics for Economists* (S Chand and Sons, New Delhi)

FIFTH SEMESTER
Course Code: BBA-302
Course Title: STRATEGIC MANAGEMENT
Total Contact Hours 60/ Total credit 4/ Total Marks 100

Course Objective:

To introduce students to the fundamentals of strategic management and its significance for Micro Small Medium Enterprises. Students will be able to conduct internal and external analysis to identify opportunities and threats for such enterprises. It will equip students with the knowledge and skills to develop appropriate strategies, its implementation and enable them to evaluate the effectiveness of strategies implemented in these enterprises.

Learning Outcomes: On completion of the course, a student will be able to:

1. Understand strategic management and its characteristics.
2. Perform SWOT analysis and environmental scanning for Micro Small Medium Enterprises.
3. Design organizational structures conducive to strategy implementation in Micro Small Medium Enterprises.
4. Develop a strategy evaluation framework for Micro Small Medium Enterprises. Identify Key Performance Indicators (KPIs) for strategy evaluation, balance score card.

Unit I:

Strategic management - Meaning and nature, characteristics, Importance and role in changing business environment, process of strategic management; Organizational goal and strategy, relationship between a business model and Strategy; Key terms in Strategic Management – Core competence, Competitive Advantage, Vision and Mission Statements, Policies, Internal Strengths & Weaknesses, External Opportunities & Threats, Strategic Planning. Analysis of Strengths, Weaknesses, Opportunities and Challenges; Social, Cultural, Demographic, Political, Economic and Legal environment analysis;

Unit II:

Porter's five force model, Value Chain Analysis, BCG matrix; GE Matrix. Competitive Nature of Strategy; Business Level Strategies – Competitive and Co-operative strategies. Corporate level strategy – Growth/Expansion, Stability, Retrenchment and Combination strategies, Diversification and Differentiation. Functional Strategies – Operational, Marketing and financial strategies. Merger and Acquisition, joint ventures. (Concept, types, advantages and disadvantages)

Unit III:

Designing Organizational Structures for Strategy Implementation; Types of Organizational Structures; Organizational Culture and its Impact on Strategy Implementation; Organizational Change and Adaptation. Leadership Styles and their Applicability in Strategy Implementation; Building a Culture of Change and Innovation; Change Management.

Unit IV:

Nature of Strategy Evaluation; Strategy Evaluation framework; Characteristics of an effective evaluation system; Key Performance Indicators (KPIs) for Strategy Evaluation; Balanced Scorecard Approach to Performance Measurement; Strategic Risk Management and Mitigation. Ethics and social responsibility. Corporate Governance and Strategic Framework; Strategic control- process and types.

Suggested Readings

1. Fred David, Strategic Management, PHI, New Delhi.
2. Thompson, Strickland, Gamble & Jain, Crafting & Executing Strategy, Tata McGraw Hill, New Delhi
3. Hitt, Hoskinson, Ireland, Management of Strategy – Concepts and Cases, Cengage, New Delhi.
4. Wheelen & David Hunger: Strategic Management & Business Policy, PHI, New Delhi,
5. Gupta, Golakota & Srinivasan, Business Policy and strategic management, PHI, New Delhi.
6. Ghemawat, Pankaj, Strategy & the business landscape, Pearson, New Delhi.
7. Ansoff, H. Igor, Implanting Strategic Management, Prentice Hall, New Jersey.
8. Porter, Michael E, Competitive Advantage of Nations, The Free Press

SIXTH SEMESTER
Course Code: BBA-350
Course Title: ENTREPRENEURIAL DEVELOPMENT
Total Contact Hours 60/ Total credit 4/ Total Marks 100

Course Objective:

Students will be able to understand the evolution of the concept of entrepreneurship as well as the skills required of a successful entrepreneur. They should be able to describe the evolving role of the entrepreneur in light of new business opportunities and start-up guidelines. Students will be able to plan out the steps involved in the entrepreneurial process, from identifying opportunities to developing a new venture. Evaluate and defend the applicability and implications of each ownership structure, as well as the legal issues that arise. Students can create a viable business plan that covers finance, marketing, human resources, legal, social, and technical aspects of a new venture. They will also be able to evaluate the financial and non-financial assistance offered by government and non-governmental organisations to entrepreneurs, as well as global business opportunities.

Learning Outcomes: On completion of the course, a student will be able to:

1. Evaluate the Changing Role of the Entrepreneur in the context of New Business Opportunities and guidelines of start-up in an emerging economy like India.
2. Plan for the procedure involved in entrepreneurial process right from identification of opportunities to development of new business idea.
3. Compare and contrast the applicability and implications on each type of ownership structure and business models along with corresponding legal issues.
4. Develop a viable Business Plan incorporating Finance, Marketing, HR, Legal, Social and Technical Aspects of new business venture.

Unit I:

Entrepreneurship – evolution of the concept, Role of entrepreneurship in economic development, Stages in entrepreneurial process, Women entrepreneurship and economic development; Types of entrepreneurs.

Entrepreneurial and Start-up Environment - Global and Indian perspectives; Environmental Factors Affecting Entrepreneurial Growth; Creating a Favourable Environment for Entrepreneurship; Role and Importance of Micro, Small, and Medium Enterprises (MSME); The MSME Act (with amendments); Government Policy Initiatives; Current Schemes for MSME; Problem Faced by MSME Sector.

Unit II:

Recognizing and identifying Opportunities – Observing Trends, solving problems, finding gaps in the marketplace; Sources of new ideas; Techniques for generating business ideas- Focus groups, Brainstorming, Brainwriting; Protecting the idea and other legal issues for the entrepreneur- the concept of Intellectual property, Patents, Trademark.

Unit III:

Feasibility analysis- Product/Service Feasibility, Industry/Target market feasibility, Organizational feasibility, financial feasibility.

Preparing the Business Plan- Concept and importance of a Business Plan; Outline and aspects the Business Plan- Financial aspects, marketing aspects, technical aspects, social aspects.

Unit IV:

The concept of Business Model; The importance and diversity of Business Models; How Business Models emerge; components of an effective business model.

Funding the Business idea; Sources of Capital- Personal fund, Debt v/s Equity, Venture capital, Angel investing, Commercial banks, Government Grants and Schemes.

Suggested Readings

1. Bruce R. Barringer and R Duane Ireland, Entrepreneurship: Successfully Launching New Ventures, Pearson Education Inc., Noida.
2. Robert D. Hisrich, Mathew J. Manimala, Michael P. Peters and Dean A Shepherd, Entrepreneurship, Tata McGraw-Hill Education Pvt. Ltd., New Delhi
3. Poornima M. Charantimath, Entrepreneurship Development and Small Business Enterprises, Pearson Education Inc., Noida.
4. Bessant, J., and Tidd, J., Innovation and Entrepreneurship, John Wiley & Sons.
5. V. Desai, Small Scale Industries and Entrepreneurship, Himalaya Publishing House.
6. F. K Donald, Entrepreneurship: Theory, Process and Practice, Cengage Learning.
7. Mathew J Manimala, Entrepreneurship Theory at Cross Roads: Paradigms and Praxis, Biztantra, New Delhi.
8. Rajeev Roy, Entrepreneurship, Oxford Higher Education, New Delhi.
9. D. Stokes and N. Wilson, Small Business Management and entrepreneurship, Cengage Learning.

SIXTH SEMESTER
Course Code: BBA-351
Course Title: BUSINESS LAWS
Total Contact Hours 60/ Total credit 4/ Total Marks 100

Course Objective:

To familiarize the student with different laws which govern the businesses in the country and to help them appreciate the relevance of business law to individuals and businesses.

Learning Outcomes: On completion of the course, a student will be able to:

1. Identify the fundamental legal principles behind contractual agreements.
2. Understand IPR and its role in the protection of ideas.
3. Understand the measures for protection and preservation of the environment, and identify the legally allowed transactions for foreign exchange.
4. Know the rights of consumers, and how these rights are safeguarded.
5. Understand basic features of a Company, and the role played by various stakeholders within any Company. Students will also understand the importance of competition, and how legislation ensures that competition thrives in the market

Unit I:

Introduction: Meaning and Scope of business laws, Sources of Indian business law.

Indian Contract Act of 1872: Definition – types of contracts; essentials - offer, acceptance, consideration; capacity of parties; free consent; legality of object and consideration; various modes of discharge of a contract – remedies for breach of contract.

Unit II:

Intellectual Property Legislations: Meaning and scope of intellectual properties; Patent Act of 1970 and amendments as per World Trade Organisation (WTO) agreements; Background – objects – definition – inventions – patentee – true and first inventor – copyright – trademark – geographical indicators - procedure for grant of process and product patents, WTO rules as to patents; rights to patentee – infringement – remedies.

The Environment Protection Act, 1986: Background, definition, Environment; Environmental pollutant; Environment pollution; Hazardous substances; and Occupier; Power of Central Government in relation to protection of environment and prevention of environment pollution.

Unit III:

Foreign Exchange Management Act 1999: Objectives, Scope and salient features; offences under the Act.

Consumer Protection Act, 1986: Background; definitions of a Consumer; Consumer Dispute; Complaint; Deficiency; Service; Consumer Protection Council; Consumer Redressal Agencies – District Forum, State Commission and National Commission.

Unit IV:

The Companies Act 2013 - Introduction to the definition of company; the salient features, Memorandum of Association, Articles of Association, Prospectus; Company meetings. Brief Introduction to the role played by Directors, Auditors and Company Secretary.

Competition Act, 2002: Meaning and scope, salient features, offences and penalties under the Act.

Suggested Readings

1. Sulphery and Basheer, Laws for Business, PHI Learning Private Ltd.
2. Tulsian, Business Law, Tata McGraw Hill.
3. Kuchhal, M.C, and Kuchhall Vivek, Vikas Publishing House
4. Kapoor, N. D, Business Laws, Sultan Chand and Sons
5. Sheth, Tejpal, Business Law, Pearson Education
6. Das, Sujit K, & Roy, Pankaj K, Business Law, Oxford University Press

SIXTH SEMESTER
Course Code: BBA-352
Course Title: E - COMMERCE
Total Contact Hours 60/ Total credit 4/ Total Marks 100

Course objectives:

This course provides a framework for understanding electronic commerce, including possible marketing opportunities, as well as implementation and organization issues involved in capitalizing on electronic commerce

Learning Outcomes: On completion of the course, a student will be able to:

1. Understand the basics of commerce, e-commerce, business models
2. Understand how successful web presences are created.
3. Able to compare and contrast the advantages and disadvantages of common electronic payment systems.
4. Understand the impact of uncontrollable environmental factors on ecommerce and ethical, social and political issues in e-commerce,

Unit I

Introduction to e-commerce, brief history, technological building blocks underlying e-commerce, major trends in e-commerce; unique features of e-commerce technology; types of e-commerce (B2C, B2B, C2C, M-commerce); e-commerce business models – key elements of a business model; key technology concepts – packet switching, TCP/IP, IP addresses, domain names, DNS and URLs, mobile platform, internet backbone, internet of things

Systematic approach to building an e-commerce presence- systems development life cycle, planning and building mobile presence, design considerations; general guidelines to attracting customers to the site, tracking customers.

Unit II

e-commerce security environment – scope of the problem, dimensions of e-commerce security; security threats in e-commerce environment – malicious code, phishing, data breaches, credit card fraud, identity fraud, spoofing, pharming and spam websites, sniffing, insider attacks;

Technology solutions – encryption, securing channels of communication, protecting networks, protecting servers and clients.

Requirements for internet-based payments – payment systems models, types of electronic payment, general guide to e-payment-issues and implications.

Unit III

Online consumer profile, consumer behavior models, online purchasing decisions, social marketing process, mobile marketing, basic mobile marketing features, growth of local mobile marketing, pros and cons of online shopping.

Overview of B2B e-commerce – basic definition, evolution, growth, benefits and challenges, steps in the procurement process, types of procurement, multi-tier supply chains; trends in supply chain management – Just in time and lean production, adaptive supply chains, value chain in e-commerce, mobile B2B.

Unit IV

Online retail sector, analyzing the viability of online firms, e-tailing business models, virtual merchants, catalog merchants, manufacturer direct, online travel services.

Understanding ethical, social and political issues in e-commerce, privacy and information rights, key issues in online privacy of consumers, mobile device privacy issues; intellectual property rights – types of intellectual protection, copyright, patents, e-commerce patents, trademarks –online infringement and dilution.

Social networks and online communities – growth, types of social networks, using social networks for business, social network technologies and features;

Suggested Readings

1. Laudon Kenneth C, Traver C G, e-commerce – business, technology and society, Pearson.
2. Awad Elias M, electronic commerce – from vision to fulfilment.
3. Mishra Jibitesh, e commerce, Macmillan.
4. Henry Chan, Raymond Lee, Tharam Dillon, Elizabeth Chang, “E-commerce Fundamentals and Applications, Wiley Publications.
5. Dave Chaffey, “E-Business and E-Commerce Management- Strategy, Implementation and Practice.
6. Ravi Kalakota, Andrew Winston ,”Frontiers of Electronic Commerce”, Pearson Education Asia.

SIXTH SEMESTER
Course Code: BBA-353
Course Title: BUSINESS ETHICS AND SUSTAINABILITY
Total Contact Hours 60/ Total credit 4/ Total Marks 100

Course Objective:

Students will be made aware of the significance of ethics and the function of CSR in business in order to promote moral conduct and an awareness of the ethical implications of managerial issues. In addition, the concept of business sustainability and the significance of integrating ethics, CSR, and sustainability into business practices will be introduced to the students.

Learning Outcomes: On completion of the course, a student will be able to:

1. Understand, describe, explain, and critically discuss the concept of business ethics, its basic assumptions, and its consequences for the success of organisations.
2. Investigate and explain the various ethical sources and factors that influence business ethics.
3. Understand the importance, need, and challenges of CSR and the need to integrate CSR into daily business practices.
4. Interpret the concept of CSR and regulations in India and abroad.

Unit I:

Meaning of ethics, business ethics, relationship between ethics and business ethics.

Evolution of business ethics, purpose, need and importance; approaches to business ethics; ethical decision making, ethical dilemma in business; Benefits from managing ethics at workplace; characteristics of ethical organizations.

Nature of business ethics and values, Sources of ethical and philosophical systems, Sources of unethical behaviour; cultural experience and legal system; Factors influencing business ethics – leadership strategy and performance, environment corporate culture, individual characteristics.

Unit II:

Corporate Social Responsibility (CSR)- Concept, Scope & Relevance; CSR in Contemporary Society; Corporate philanthropy; Models for Implementation of CSR, Drivers of CSR.

CSR and Indian Corporations- Legal Provisions and Specification on CSR; Future of CSR in India; Role of various institutions in CSR, Integrating CSR into Business.

Unit III:

CSR and Stakeholders relationship - Shareholders, Creditors and Financial Institutions, Government, Consumers, Employees and Workers, Local Community and Society; CSR and environmental concerns; Designing CSR Policy- Factors influencing CSR Policy, Role of HR Professionals in CSR; Various Global Recognitions of CSR; Codes formulated by UN Global Compact – UNDP, Global Reporting Initiative; major codes on CSR; CSR and Sustainable Development

Unit IV:

Sustainable Development, Significance and challenges of sustainable development; Role of Business in Sustainable Development, Sustainability Terminologies, Corporate Sustainability, Corporate Sustainability and Corporate Social Responsibility, Sustainability Reporting, Benefits of Sustainability

Reporting, Triple Bottom Line (TBL), Global Reporting Initiative (GRI), Framework for GRI - Sustainability Reporting Guidelines; UN Sustainable Development Goals (SDGs); Integrated Reporting by Listed Entities in India, Relationship between Integrated Reporting and Sustainability Reporting; Various Strategies for Sustainable Development - Community Knowledge, Innovative Practices, Co-operation and Partnership.

Suggested Readings

1. A. C. Fernando, *Business Ethics: An Indian Perspective*, Pearson.
2. Andrew Crane, Dirk Matten, Sarah Glozer & Laura Spence, *Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization*, Oxford Higher Education.
3. Shailendra Kumar and Alok Kumar Rai, *Business Ethics*, Cengage.
4. Madhumita Chatterji, *Corporate Social Responsibility*, Oxford Higher Education.
5. A. Sanjeev, *Corporate Governance: Concept and Dimensions*, Snow White Publications Pvt Ltd
6. V Balachandran & V Chandrashekharan, *Corporate Governance, Ethics and social responsibility*, Prentice-Hall India.
7. C. V Baxi & Rupamanjari Sinha Ray, *Corporate Social Responsibility: A Study of CSR Practices in Indian Industry*, Vikas Publishing House.
8. B. N Ghosh, *Business Ethics and Corporate Governance*, Tata McGraw-Hill.
9. Lawrence & Weber, *Business and Society*, Tata McGraw-Hill.