

BBA.: Semester I
Ability-Enhancement Compulsory Course (AECC)-1
Environmental Science (Subject Code: BBA-111)

Unit 1 : Introduction to environmental studies

- Multidisciplinary nature of environmental studies;
- Scope and importance; Concept of sustainability and sustainable development.
- What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession. Case studies of the following ecosystems :
 - Forest ecosystem
 - Grassland ecosystem
 - Desert ecosystem
 - Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Unit 2 : Natural Resources : Renewable and Non-renewable Resources

- Land resources and land use change; Land degradation, soil erosion and desertification.
- Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.
- Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state).
- Energy resources: Renewable and non renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

Unit 3: Biodiversity and Conservation

- Levels of biological diversity : genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots
- India as a mega-biodiversity nation; Endangered and endemic species of India
- Threats to biodiversity : Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity : In-situ and Ex-situ conservation of biodiversity.
- Environmental movements : Chipko, Silent valley, Bishnois of Rajasthan.

Unit 4: Environmental Pollution

- Environmental pollution : types, causes, effects and controls; Air, water, soil and noise pollution
- Nuclear hazards and human health risks
- Solid waste management : Control measures of urban and industrial waste
- Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture.
- Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).
- Disaster management : floods, earthquake, cyclones and landslides.

Unit 5: Environmental Policies, Practices & Human Communities and the Environment

- Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD).
- Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.
- Human population growth: Impacts on environment, human health and welfare.
- Resettlement and rehabilitation of project affected persons; case studies.

Suggested Readings:

1. Choudhary & Pandey Apex Publishing House Environmental Studies

Fundamentals of Management & Organisational Behaviour

(Subject Code: BBA-112)

Course Objective: To acquaint the students with the fundamentals of managing business and to understand individual and group behavior at work place so as to improve the effectiveness of an organization. The course will use and focus on Indian experiences, approaches and cases

Course contents:

Unit I

Basic forms of Business Ownership; Special forms of ownership: Franchising, Licensing, Leasing; Choosing a form of Business ownership; Corporate Expansion: mergers and acquisitions, diversification, forward and backward integration, joint ventures, Strategic alliance. Evolution of Management Theory. Managerial functions and Roles. Insights from Indian practices and ethos.

Unit II

Overview of Planning: Types of Plans & The planning process; Decision making: Process, Types and Techniques. Control: Function, Process and types of Control; Principles of organizing: Common organisational structures; Delegation & Decentralization: Factors affecting the extent of decentralization, Process and Principles of delegation.

Unit III

Importance of organizational Behaviour. Perception and Attribution: Concept, Nature, Process, Personality: Personality: Learning: Concept and Theories of Learning, reinforcement, .. Motivation: Concepts and their application, Need, Content & Process theories, Contemporary Leadership issues: Charismatic, Transformational Leadership. Emotional Intelligence

Unit IV

Groups and Teams: Definition, Difference between Groups and teams; Stages of Group Development, Group Cohesiveness, Types of teams. Analysis of Interpersonal Relationship: Transactional Analysis, Johari Window

Unit V

Organisational Power and Politics: Nature of organisational politics. Conflict: Concept, Sources, Types, Stages of conflict, Management of conflict, Organisational Change: Concept, Resistance to change, Managing resistance to change, Implementing Change, Kurt Lewin Theory of Change. Managing Stress: Insights from Indian ethos

Readings:

1. Anil Mehta & Bhumiya Chouhan: Organisational Behaviour , Ramesh Book Depo.
2. R.L. Nolakha: Principles of Management, Ramesh Book Depo.
3. Gilbert: Principles of Management, McGraw Hill.
4. Greenberg Jerald and Baron Robert A.: Behaviour in Organisations: Understanding and Managing The Human Side of Work, Prentice Hall of India.
5. Kaul Vijay Kumar, Business Organisation & Management - Text and Cases, Pearson.
6. Kaul, Vijay Kumar, Management- Text & Cases, Vikas Publication.
7. Kavita Singh: Organisational Behaviour, Vikas Publication.

8. Koontz & Heinz Weihrich: Essential of Management, McGraw Hill.
 9. Luthans Fred: Organisational Behaviour, Tata McGraw Hill.
 10. Mc Shane L. Steven, Glinow Mary Ann Von & Sharma Radha R. - Organisational Behaviour; Tata McGraw Hill.
 11. Newstrom John W.: Organisational Behaviour, Tata McGraw Hill.
 12. Richard L. Daft: Principles of Management, Cengage Learning India.
 13. Robbins Stephen P: Organisational Behaviour, Pearson.
 14. Stephen P. Robbins & Mary Coulter: Management, Pearson.
 15. Stoner & Wankel: Management, Prentice Hall of India.
 16. Y.K. Bhushan: Fundamentals of Business Organisation & Management, Sultan Chand & Sons.
15. Navin Mathur, Management Gurus , National Publishing House, New Delhi

Statistics for Business Decisions (Subject Code: BBA-113)

Objective: To familiarize the students with various Statistical Data Analysis tools that can be used for effective decision making. Emphasis will be on the application of the concepts learnt.

Course contents:

Unit I: Measures of Central Value: Characteristics of an ideal measure; Measures of Central Tendency - mean, median, mode, harmonic mean and geometric mean. Merits, Limitations and Suitability of averages. Relationship between averages.

Unit II: Measures of Dispersion: Meaning and Significance. Absolute and Relative measures of dispersion - Range, Quartile Deviation, Mean Deviation, Standard Deviation, Coefficient of Variation.

Unit III: Correlation Analysis: Meaning and significance. Correlation and Causation, Types of correlation. Methods of studying simple correlation - Scatter diagram, Karl Pearson's coefficient of correlation, Spearman's Rank correlation coefficient.

Regression Analysis: Meaning and significance, Regression vs. Correlation. Linear Regression, Regression lines (X on Y, Y on X).

Unit IV: Analysis of Time Series: Meaning and significance. Utility, Components of time series, Models (Additive and Multiplicative), Measurement of trend: Method of least squares, Parabolic trend and logarithmic trend;

Unit V : Index Numbers: Meaning and significance, problems in construction of index numbers, methods of constructing index numbers-weighted and unweighted, Test of adequacy of index numbers, chain index numbers, base shifting, splicing and deflating index number.

Suggested Readings:

1. Mizrahi and John Sullivan. *Mathematics for Business and Social Sciences*. Wiley and Sons.
2. J. K. Sharma, *Business Statistics*, Pearson Education.
3. S.C. Gupta, *Fundamentals of Statistics*, Himalaya Publishing House.
4. S.P. Gupta and Archana Gupta, *Elementary Statistics*, Sultan Chand and Sons, New Delhi.
5. Rao, Suthar, Gupta. *Business Statistics*.
6. Ostwal, Maheshwari. *Business Statistics*.

ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

(Subject Code: BBA-114)

Objective: The objective of this paper is to make the students more clear about the importance of ethics in business and practices of good corporate governance. It also talks about the corporate social responsibility.

Course contents:

Unit I

Business Ethics: Meaning of ethics, why ethical problems occur in business. Ethical principles in business: Utilitarianism: weighing social cost and benefits, Rights and duties, Justice and fairness, ethics of care, Integrating utility, rights, justice and caring.

Unit II

An alternative to moral principles: virtue ethics, Moral issues in business: Worker's and employee's rights and responsibilities, Profit maximization vs. social responsibility.

Unit III

Corporate governance: concept, need to improve corporate governance standards, features of good governance, Role played by regulators to improve corporate governance, corporate disclosure, and insider trading.

Unit IV

Role of auditors in enhancing corporate governance, duties and responsibilities of auditors, corporate governance and internal auditors, Whistle blowing: Kinds of whistle blowing. Discrimination, affirmative action, and reverse discrimination: Equal employment opportunity, Affirmative action, Preferential hiring,

Unit V

Corporate social responsibility: Meaning, Evolution of corporate social responsibility, common indicators for measuring business social performance, reporting social responsibility measures in annual report.

Readings:

1. Manuel G Velasquez: Business ethics- concepts and cases Pearson.
2. Luthans Hodgetts and Thompson: Social issues in business, Macmillan USA
3. A.C. Fernando: Business Ethics Pearson Education.
4. A.C. Fernando: Corporate Governance Pearson Education.
5. Adrian Davies: Strategic approach to corporate governance Gower Pub Co.
6. N. Gopalswamy: Corporate governance a new paradigm A H Wheeler Publishing Co Ltd.

BBA: CBCS Scheme

BBA: Semester I Verbal Reasoning (Subject Code: BBA-115)

Unit I :

What is logical reasoning, Importance of logical reasoning, Competitive exams and role of logical reasoning questions; Blood Relations: Deciphering jumbled up descriptions, Relation Puzzle, Coded relations; Puzzle Test: Classification type questions, Seating/ placing arrangements, Comparison type questions, Sequential order of things, Selection based on given conditions, Family based puzzles, jumbled problems; Inserting the missing character; Data Sufficiency; Eligibility test; Assertion and reason;

Unit II :

Series completion: Number Series, Triangular pattern of series, Elementary ideas of progression, Alphabet series, Alpha Numeric Series, Continuous pattern series

Analogy: Completing the analogous pair, Direct/Simple analogy, choosing the analogous pair, Double analogy, Choosing a similar word, Detecting analogies, Multiple word analogy, Number analogy, Alphabet analogy;

Unit III:

Classification: Choosing the odd word, Choosing the odd pair of words, Choosing the odd numeral, Choosing the odd numeral pair/ group, choosing the odd letter group; Coding –Decoding : Letter coding, Direct Letter Coding, Number/ symbol coding, Matrix Coding, Substitution, Deciphering Message word codes, Jumbled coding ;

Unit IV :

Number, Ranking and Time Sequence Test: Number test, Ranking test, time sequence test; Mathematical Operations: Problem solving by substitution, interchange of signs and numbers, Deriving the appropriate conclusions

Logical Sequence of words; Arithmetical Reasoning : Calculation based problem, Data based questions, Problems on ages, Venn- Diagram Based questions;

Unit V :

Sequential Output Tracing; Direction Sense test; Logical Venn Diagrams;

Alphabet Test: Alphabetical order of words, Letter word problems, Rule Detection, Alphabetical Quibble, word formation by unscrambling letters, Word formation using letter of a given word; Alphanumeric Sequence Puzzle; Situation Reaction Test; Verification of Truth of the statement.

BBA III SEMESTER
BBA 301 - DIRECT TAX

Unit – I

Meaning of Income, Specific Terminology of Income Tax, Agricultural Income, Exempted Incomes. Incidence of Tax and Residential Status.

Unit – II

Income from Salaries, Income from house property.

Unit – III

Profit of Business & Profession, Capital Gains, Income from other sources. Clubbing of income.

Unit – IV

Set-off and carry forward of Losses, Deductions under section 80.

Unit – V

Computation of Total Income and Tax Liability of Individuals:

Assessment of Individual and Hindu undivided family, Assessment of firm. Tax deduction at source. Advance payment of tax.

Suggested Readings :

1. Singhania, Vinod K. : Student Guide to Income-tax, Tax Mann's.
2. Agrawal, Jain, Jain : Income Tax : Ramesh Book Depot. Jaipur.

BBA III SEMESTER
BBA 302 - MANAGEMENT ACCOUNTING

Unit – I

Introduction to Management accounting :- Origin, scope, functions and principles, Changing role of management accounting and recent developments. Management accounting and corporate governance.

Unit – II

Comparative and common size financial statements :- Analysis and Interpretation of financial statements – Nature, objectives; latest trends in presenting financial data; limitations; types and role of financial statement analysis;

Unit – III

Preparation and Calculation of Fund Flow statement analysis.

Unit – IV

Cash flow statements :- Classification of cash flows, preparation and usefulness.

Unit – V

Accounting ratios :- Classification, advantages and limitations; inter-firm comparison.

Suggested Readings:-

1. Management Accounting – Agarwal, Agarwal-Ramesh Book Depot, Jaipur
2. Advanced Accounting – R.L. Gupta , M. Radhaswamy Sultan Chand & Sons, New Delhi
3. Management Accounting – Jain, khandelwal, Parikh, Jain, Kureshi Ajmera Book Co. , Jaipur

BBA III SEMESTER
BBA 303 - COMPANY LAW AND PRACTICE

Unit – I

Meaning and Nature of Company, Classification of Companies, Formation of Company. Memorandum of Association, Articles of Association.

Unit – II

Prospectus, Membership of Company. Shares & Share Capital, Debentures, Issue of Share Certificate and Share Warrant.

Unit – III

Winding up of Companies – kinds and conduct.

Unit – IV

Appointment, Rights, Duties & Liabilities of Directors, Managing Director and Manager.

Unit – V

General procedure of Meetings, notice, agenda, chairman, quorum, motions and resolution, methods of voting, minutes. Company Meeting: Statutory, Annual General, Extra-ordinary and Board Meeting.

Suggested Readings :

1. Singh Avtar : Company Law; Eastern Book Co., Lucknow.
2. Kuchal M.C. : Modern India Company Law; Shri Mahavir Books, Noida.
3. Kapoor N.D. : Company Law –Sultan Chand & Sons, New Delhi.

BBA III SEMESTER
BBA 304 - INDIAN FINANCIAL SYSTEM

Unit – I

Financial System

Meaning, Significance and Components: Composition of Indian Financial System.

Reserve Bank of India: Organization; Management; Functions-credit creation and credit control; Monetary policy.

Unit – II

Commercial Banks:

Meaning; Functions; Management and investment policies of commercial banks; Recent trends in Indian Commercial Banks.

All India Development Banks; Concept, objectives and functions of various All India Development Banks; Operational and Promotional activities of All India Development Banks.

State Level Development Banks: Objectives, function and role of state level banks; State financial corporations; Development banks in industrial financing.

Unit – III

An overview of Financial Markets in India:

Money market: Indian Money market's composition and structure; (a) Acceptance houses, (b) Discount houses, and (c) Call money market; Recent trends in Indian money market.

Unit – IV

Capital Market :

Security Market – (a) New issue market, (b) Secondary market; Functions and role of stock exchange; Listing procedure and legal requirements; Public issue-pricing and marketing; Stock exchanges- National Stock Exchange and over the counter exchanges.

Unit – V

Financial Services :

Merchant Banking- functions and roles; SEBI guidelines; Credit rating- concept, functions and types.

Suggested Readings:

1. Indian Financial System – Theory and Practice Khan M.Y.
2. Money & Financial System – Trivedi, Dashora, Nagar
3. Economics of money – Chandler L.V. and Gold Teld S.M.

BBA III SEMESTER
BBA 305 - COMPETENCY DEVELOPMENT III

Numbers, Square roots and Cube roots, Profit and Loss, Ratio and proportion, Mixtures, Speed, Time and Distance, Boats and streams, Simple Interest, Compound Interest, Partnerships, Pipes and cisterns.

History and Geography of India- Culture and Arts, Fairs and Festivals, Important Movements, Civilizations, Infrastructure, Forts and Monuments, Map of India(Important Rivers, Mountains etc).

BBA (III SEMESTER)
BBA 306 - ENVIRONMENTAL STUDIES

UNIT 1	Global environment degradation and problems arising from exploitation of Natural Resources Global warming- Climate change and Ozone layer Depletion.
UNIT 2	Environmental Pollution, Types, Causes, Effects and Control. Environment Protection Act , 1986 Powers of the government Constitutional provisions concerning environmental protection Penalties and offences Forest conservation act, 1980 Provisions concerning Forest Conservation Penalties National forest policy 1988
UNIT 3	Air (prevention and control of pollution) Act, 1981- Provisions concerning Air Act, 1981 Powers and functions of the control boards Prevention and control of Air Pollution Penalties
UNIT 4	Solid waste management Causes, Effects and Control Measures of Urban and Industrial Wastes.
UNIT 5	Disasters and Disaster Management - Flood, Earthquake, Cyclone and Landslides Environmental Cases Bhopal Gas Tragedy Chernobyl Accident Ganga Water Pollution Hurricane Katrina Uttarakhand Disaster

Suggested Readings:-

- Shipra Bhardwaj
- B.L. Choudhary
- Jitendra Pandey
- Suresh Ameta

BBA (V SEMESTER)

Course of Study

<u>S. NO</u>	<u>SUBJECT</u>	<u>SUBJECT CODE</u>
1	Business Statistics	BBA 501
2	Strategic Management	BBA 502
3	Indian Banking System	BBA 503
4	Auditing and Assurance	BBA 504
5	Competency Development V	BBA 505

BBA – V SEMESTER
BBA 501 - BUSINESS STATISTICS

Unit – I: Introduction – Meaning and Scope :

Origin and Development of Statistics, Definition of Statistics, Limitations of Statistics, Distrust of Statistics.

Collection of Data :

Methods of Data Collection, Primary and Secondary Data, Methods of Collecting Primary Data, Drafting or Framing The Questionnaire, Sources of Secondary Data. Difference between questionnaire and schedule

Unit – II: Classification and Tabulation :

Introduction–Organisation of Data, Frequency Distribution, Basic Principles for forming a Grouped Frequency Distribution, Cumulative Frequency Distribution, Tabulation–Meaning and Importance, Parts of a Table, Requisites of a Good Table, Types of Tabulation.

Averages :

Measures of Central Tendency, Arithmetic Mean, Weighted Arithmetic Mean, Median, Partition Values, Mode, Empirical Relation between Mean (M), Median (Md) And Mode, Geometric Mean, Harmonic Mean, Relation Between Arithmetic Mean, Geometric Mean and Harmonic Mean.

Unit – III: Dispersion :

Measures of Dispersion, Range, Quartile Deviation or Semi Inter–Quartile Range, Percentile Range, Mean Deviation or Average Deviation, Standard Deviation, Standard Deviation of the Combined Series, Coefficient of Variation, Lorenz Curve.

Correlation :

Karl Pearson’s Coefficient of Correlation, Spearman’s Rank Correlation Method, Method of Concurrent Deviations.

Unit – IV: Linear Regression Analysis :

Lines of Regression, Regression Coefficients and the Correlation from two lines of Regression, Standard Error of an Estimate.

Index Numbers :

Uses of Index Numbers, Types of Index Numbers, Simple (Unweighted) Aggregate Method, Weighted Aggregate Method, Simple Average of Price Relatives, Tests of Consistency of Index Number.

Unit – V: Time Series Analysis :

Components of a Time Series, Mathematical Models for Time Series, Measurement of Trend.

Theory of Probability :

Permutation and Combination, Addition and Multiplication Theorem of Probability.

Suggested Reading :

1. Fundamentals of Statistics : S.C. Gupta
2. Business Statistics : S.P. Gupta

BBA – V SEMESTER
BBA 502 - STRATEGIC MANAGEMENT

Unit – I

Strategic Management – An Introduction, Concept, Policy & Strategy, Tactics & Strategy Levels, Process, Merits & Demerits, Mission, Objectives & Goals

Unit – II

Strategic Business Units (SBU) – Concept, Merits & Demerits, Assigning Resources to SBU

Unit – III

Strategic Analysis – Swot Analysis, Tows Matrix, Portfolio Analysis – BCG Matrix

Strategic Planning – Meaning, Stages, Alternatives

Unit – IV

Strategic Formulation & Implementation & Control – Types – Marketing, Financial, Production, Logistics, HR Strategy – A brief study

Interrelation between Formulation & Implementation of Strategy

Organisation & Strategy Implementation

Unit – V

Strategic Control – BPR (Business Process Reengineering)

Benchmarking

Total Quality Management (TQM)

Six Sigma

Suggested Readings :

1. Strategic Management – Prof. R.K. Kothari, Dr. P.C. Jain (Ramesh Book Depot, Jaipur)
2. Business Policy and Strategic Management Text and Cases – Francis Chereenilam (Himalaya Publishing House, New Delhi)

BBA – V SEMESTER
BBA 503 - INDIAN BANKING SYSTEM

Unit – I

Indian Banking system : Evolution and Development of Banks ,Structure and Organization, Classification of Banking Organization.

Commercial Banks –Structure, Functions and Development of commercial banks in India.

Unit – II

The Reserve Bank of India- Objectives and Organization, Functions and Working.

Measures of Credit Control – Qualitative and Quantitative-Bank Rate Policy, Open Market Operations, Variable Reserves Ratios, Selective Credit Control .

Unit – III

Co-operative Banks: Introduction – The structure of co-operative banks – Primary Agricultural Societies. Central Co-operative Banks, State Co-operative Banks, Urban Co-operative Banks of India.

Rural Banking – The Regional Rural Banks : Organization and Functions, Growth and Working of RRBs. The major problems faced by RRBs. Improvement in the working of RRBs

Unit – IV

Development Banks- National level development bank- IFCI, IDBI, ICICI, SIDBI, IIBI

State level Development bank- SFC, SIDC

Unit – V

Innovative trends in Indian Banking (E-banking-credit cards, ATMs, E-cheques, EFT, Demat Accounts);

State Bank of India, Objectives, Functions and Progress, Merchant Banking.

Suggested Readings :

- Trivedi, Dashora, Nagar, Ramesh Book Depot, Jaipur
- Banking Theory and Practice – Shekhar & Shekhar (Vikas Publishing House, New Delhi)

- Banking in India – Panandikar S.G. and Mithani D.M.

BBA – V SEMESTER

BBA 504 - AUDITING AND ASSURANCE

Unit – I

Auditing Concepts Nature and limitations of Auditing, Basic Principles governing an audit, Ethical principles and concept of Auditor's Independence, Relationship of auditing with other disciplines.

Unit – II

Auditing engagement Audit planning, Audit programme, Control of quality of audit, Work– Delegation and supervision of audit work.

Documentation Audit working papers, Ownership and custody of working papers.

Unit – III

Internal Control: Elements of internal control, Review and documentation, Evaluation of internal control system, Internal control check list, Tests of control, Application of concept of materiality and audit risk, Concept of internal audit.

Unit – IV

Audit Sampling: Types of sampling, Test checking, Techniques of test checks.

Unit – V

Company Audit: Qualifications and Disqualifications of Auditors, Appointment of auditors, Removal of auditors, Powers and duties of auditors, Branch audit, Joint audit.

Suggested Readings :

1. Jain, Khandelwal , Pareek – Ajmer Book Depot
2. Jain, Jain , Chaturvedi, Kaduniya – Apex Publishing House

BBA – V SEMESTER

BBA 505 - COMPETENCY DEVELOPMENT-V