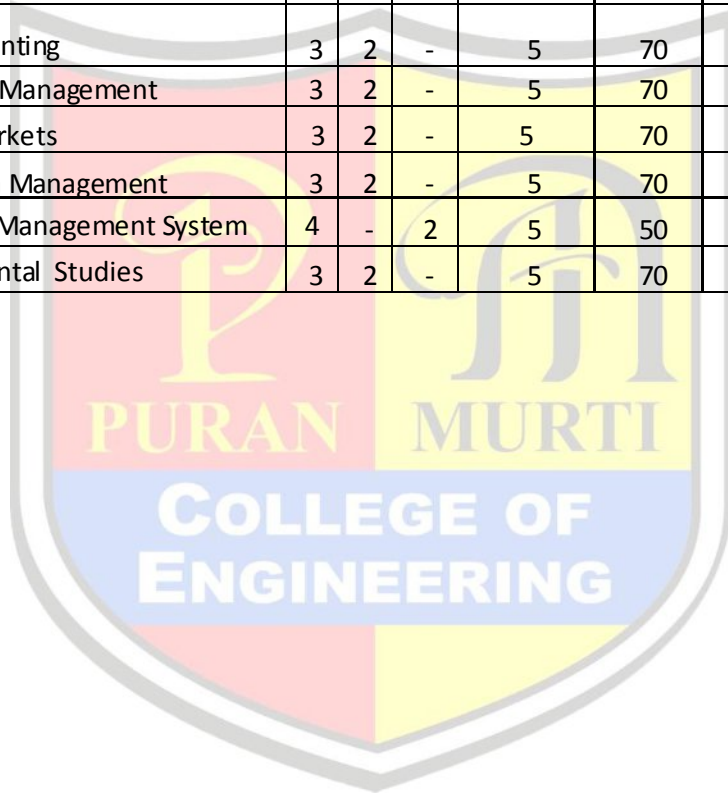




### SCHEME OF STUDIES & EXAMINATIONS

Department:–Bachelor of Business Administration 3<sup>rd</sup> Semester

Sr. No	Paper No.	Title of paper(s)	Periods			Credits	External Marks	Internal Assessment	Practical Marks	Total Marks
			L	T	P					
1	BBA 201	Cost Accounting	3	2	-	5	70	30	-	100
2	BBA 203	Marketing Management	3	2	-	5	70	30	-	100
3	BBA 205	Capital Markets	3	2	-	5	70	30	-	100
4	BBA 207	Production Management	3	2	-	5	70	30	-	100
5	BBA 209	Data base Management System	4	-	2	5	50	-	50	100
6	BBA 211	Environmental Studies	3	2	-	5	70	30	-	100





**SYLLABUS: BBA**

Department: Bachelor of Business Administration – 3<sup>rd</sup> Semester

Subject: Cost Accounting (Theory)

Subject Code: BBA 201

Detailed Content

Unit No.1 Introduction

- Topic No.1 : Objective, elements of cost
- Topic No.2 : Cost Sheet
- Topic No.3 : Importance of cost accounting
- Topic No.4 : Types of costing
- Topic No.5 : Installation of costing system
- Topic No.6 : Difference between cost accounting and financial accounting

Unit No.2 Material control and Inventory level

- Topic No.7 : Meaning and objective of material control
- Topic No.8 : Material purchase procedure
- Topic No.9 : Fixation of inventory level
- Topic No.10 : Reorder level
- Topic No.11 : EOQ
- Topic No.12 : Minimum level and Maximum level
- Topic No.13 : Danger level
- Topic No. 14 : Methods of valuing Material issues

Unit No.3 Labour cost control and wages payment system & overhead

- Topic No.15 : Importance of labor cost control
- Topic No.16 : Methods of Time keeping and Time booking
- Topic No.17 : Treatment and control of labor turnover
- Topic No.18 : Idle and overtime
- Topic No.19 : Time wage system
- Topic No.20 : Piece wage system and Balance or Dept method
- Topic No.21 : classification of overhead
- Topic No.22 : Allocation and apportionment of overhead (machine hour rate)

Unit No.4 Costing Method

- Topic No.23 : Job Method
- Topic No.24 : Batch Method
- Topic No.25 : Contract costing
- Topic No.26 : Process Costing fundamental
- Topic No.27 : Process losses & gains

S

Study Scheme				Evaluation Scheme			Total Marks
Lectures per week				Internal Assessment	External Assessment (Examination)		
L	T	P	Credits	Max. Marks	Max. Marks	Exam Duration	
3	2	-	5	30	70	3 hours	100

Suggested Book:

1. Jain & Narang Advanced Cost Accounting, Kalyani Publishers, New Delhi
2. Mittal, S.N., Cost Accounting
3. Bhar, B.K., Cost Accounting
4. Prasad, N.K., Principles and Practice Of Cost Accounting

Note: Examiner will set eight questions in all, selecting two questions from each unit. The candidates have to attempt five questions in all, selecting at-least one question from each unit.



SYLLABUS: BBA

Department: Bachelor of Business Administration – 3<sup>rd</sup> Semester

Subject: Marketing Management (Theory)

Subject Code: BBA 203

Detailed Content

Unit No.1 Marketing and selling.

- Topic No.1 : Introduction to Marketing.
- Topic No.2 : Difference between marketing and selling.
- Topic No.4 : Core concepts of marketing.
- Topic No.5 : Marketing Mix
- Topic No.6 : Marketing process.
- Topic No.7 : Marketing environment.

Unit No.2 consumer’s purchasing and marketing system

- Topic No.8 : Determinants of consumer behavior
- Topic No.9 : consumer’s purchase decision process (exclude industrial purchase decision process)
- Topic No.10 : Market segmentation
- Topic No.11 : Target marketing
- Topic No.12 : Differentiation and positioning
- Topic No.13 : Market research
- Topic No.14 : Marketing information system

Unit No.3 Product and Development.

- Topic No.15 : Product and product line decision
- Topic No.16 : Branding decision.
- Topic No.17 : Packaging and labeling decision.
- Topic No.18 : Product life cycle concept.
- Topic No.19 : New product development.
- Topic No.20 : Pricing

Unit No.4 Store and material handling

- Topic No.21 : Marketing Channels.
- Topic No.22 : Retailing.
- Topic No.23 : Wholesaling and physical distribution.
- Topic No.24 : conceptual introduction to supply chain management.
- Topic No.25 : conceptual introduction to customer relation marketing.
- Topic No.26 : Promotion mix.
- Topic No.27 : personal selling.
- Topic No.28 : Advertising.
- Topic No.29 : Sales promotion & Publicity

Study Scheme				Evaluation Scheme			Total Marks
L	T	P	Credits	Internal Assessment	External Assessment (Examination)		
3	2	-	5	Max. Marks	Max. Marks	Exam Duration	100
				30	70	3 hours	

Suggested Book:

1. Kotler , Philip, Kelvin lane keller Abraham koshy & Mithiles war jha, Marketing Management , Pearson Education , New Delhi
2. Palmer: Introduction to Marketing, Oxford University Press
3. Zikmund, William G. Marketing , Cengage Learning , New Delhi
4. Panda, Tapan k. Marketing Management , Excel Books , New Delhi

Note: Examiner will set eight questions in all, selecting two questions from each unit. The candidates have to attempt five questions in all, selecting at-least one question from each unit.



SYLLABUS: BBA

Department: Bachelor of Business Administration – 3<sup>rd</sup> Semester

Subject: Capital Market (Theory)

Subject Code: BBA 205

Detailed Content

Unit No.1 Introduction

- Topic No.1 : Meaning, nature and role of capital market
- Topic No.2 : Features of developed capital market
- Topic No.3 : Regulatory framework of capital market
- Topic No.4 : Capital market instruments and innovation in financial instruments

Unit No.2

Primary Market

- Topic No.5 : Primary capital market scenario in India
- Topic No.6 : Primary market intermediaries
- Topic No.7 : Primary Market activities
- Topic No.8 : Methods of raising resources from international market

Secondary Market

- Topic No.9 : Secondary market scenario in India
- Topic No.10 : Reforms in secondary market
- Topic No.11 : Organization & management
- Topic No.12 : Trading and settlement
- Topic No.13 : Listing of securities
- Topic No.14 : Stock market index
- Topic No.15 : Step taken by SEBI to increase liquidity in stock market

Unit No.3

Depository system

- Topic No.16 : Meaning, Need and Benefits of depository system
- Topic No.17 : Difference between demat and physical share
- Topic No.18 : Depository process
- Topic No.19 : Functioning of NSDL and SHCIL

Debt Market

- Topic No.20 : Importance of debt market in capital market
- Topic No.21 : Participant in debt market
- Topic No.22 : Instrument in debt market
- Topic No.23 : Segments of debt market

Unit No.4 Development Bank and Financial Institution

- Topic No.24 : FICCI
- Topic No.25 : IDBI
- Topic No.26 : IIBI
- Topic No.27 : SIDBI
- Topic No.28 : IDFC
- Topic No.29 : EXIM Bank
- Topic No.30 : NABARD and ICICI
- Topic No.31 : Meaning and benefits of mutual fund
- Topic No.32 : Types of mutual fund
- Topic No.33 : SEBI guidelines relating to mutual fund



# PM

## COLLEGE OF ENGINEERING

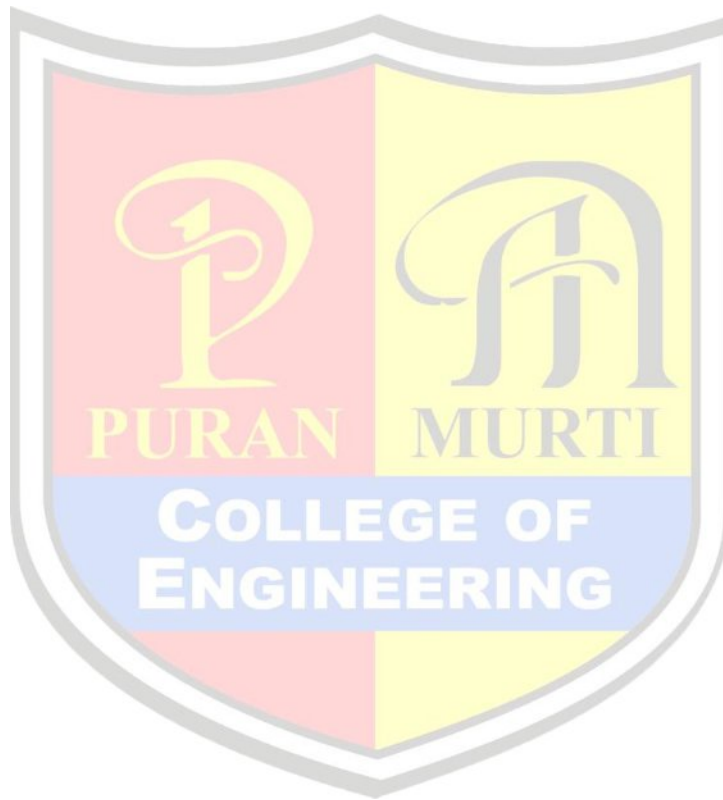
A Unit of Puran Murti Educational Society  
Approved by AICTE, Ministry of HRD, Govt. of India,  
Affiliated to Deenbandhu Chhotu Ram University of Science & Technology

Study Scheme				Evaluation Scheme			Total Marks
Lectures per week				Internal Assessment	External Assessment (Examination)		
L	T	P	Credits	Max. Marks	Max. Marks	Exam Duration	
3	2	-	5	30	70	3 hours	

### Suggested Book:

1. Pathak , Bharti V , The Indian Financial System , Pearson Education
2. Khan, M. Y. Indian Financial System, Pearson Education
3. Bhole, L.M., Financial Institution And Markets Tata McGraw Hills

Note: Examiner will set eight questions in all, selecting two questions from each unit. The candidates have to attempt five questions in all, selecting at-least one question from each unit.







## SYLLABUS: BBA

Department: Bachelor of Business Administration – 3<sup>rd</sup> Semester

Subject: Production Management(Theory)

SSubject Code: BBA 207

### Detailed Content

Unit No.1 Production management

Topic No.1 : Introduction

Topic No.2 : Evaluation

Topic No.3 : Major long term and short term decision

Topic No.4 : Objectives, Importance and activities

Topic No.5 : Difference between product and services

Unit No.2 Production System and Plant layout

Topic No.6 : Meaning and types of Production system

Topic No.7 : Production to order & Production to stock

Topic No.8 : Factor affecting the plant location & evaluating different location

Topic No.9 : Plant Layout:

- Meaning
- Objectives
- Characteristics &types

Topic No.10 : Plant layout and Material handling

Unit No.3 Production planning and control & Work study

Topic No.11 : Production planning and control

- Meaning
- Objectives
- Advantages and elements
- PPC and production system
- Sequencing and assignment problems

Topic No.12 : Work study

- Meaning
- Objectives
- Perquisites and procedure
- Procedure and tools of methods study

Topic No.13 : Procedure and techniques of work measurement

Unit No.4 Inventory control and Quality control

Topic No.14 : Inventory control

- Objectives
- Advantages and techniques

Topic No.15 : Quality control

- Meaning and importance
- Inspection

Topic No.16 : Quality control chart for variable and attributes and acceptance sampling

Topic No.17 : Maintenance

- Importance and types

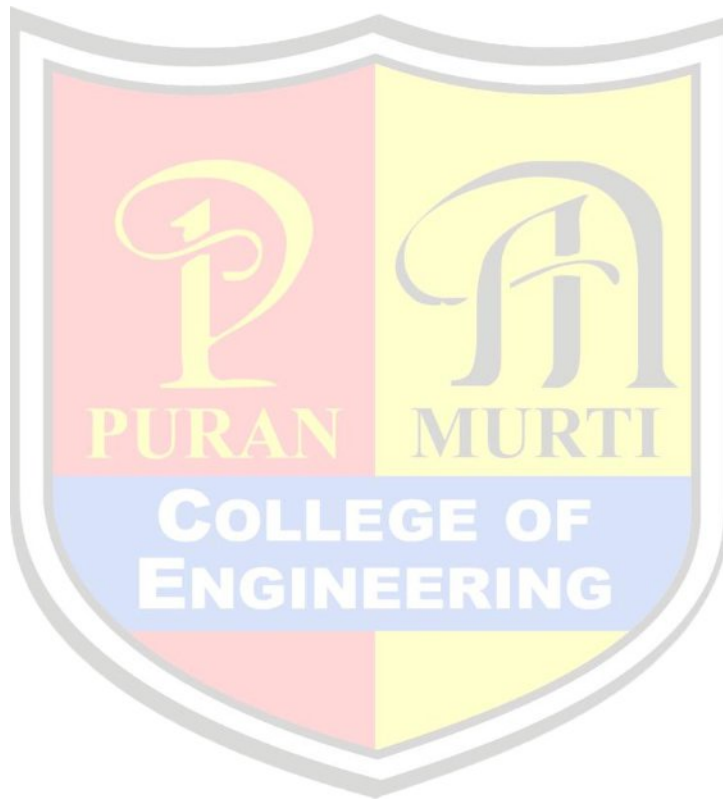


Study Scheme				Evaluation Scheme			Total Marks
Lectures per week				Internal Assessment	External Assessment (Examination)		
L	T	P	Credits	Max. Marks	Max. Marks	Exam Duration	
3	2	-	5	30	70	3 hours	

Suggested Book:

1. Bedi: Production and Operation Management , Oxford University Press

Note: Examiner will set eight questions in all, selecting two questions from each unit. The candidates have to attempt five questions in all, selecting at-least one question from each unit.





**SYLLABUS: BBA**

Department: Bachelor of Business Administration – 3<sup>rd</sup> Semester

Subject: Database Management System (Theory)

Subject Code: BBA 209

**Detailed Content**

Unit No.1 Introduction to DBMS

- Topic No.1 : Data versus information
- Topic No.2 : Record, file and data dictionary
- Topic No.3 : Data administrator
- Topic No.4 : Functions and responsibilities
- Topic No.5 : File –oriented system verses database system

Unit No.2 Database system architecture

- Topic No.6 : Introduction
- Topic No.7 : Schemas
- Topic No.8 : Sub schemas and instances
- Topic No.9 : Database architecture
- Topic No.10 : Data independence
- Topic No.11 : Mapping
- Topic No.12 : Introduction to data model
- Topic No.13 : Types of database system

Unit No.3 Database security

- Topic No.14 : Threats and security issues
- Topic No.15 : Firewalls and database recovery
- Topic No.16 : techniques of database security
- Topic No.17 : Distributed database

Unit No.4 Database warehousing and data mining

- Topic No.18 : Emerging database technologies
- Topic No.19 : Internet
- Topic No.20 : Database digital libraries
- Topic No.21 : Multimedia data base
- Topic No.22 : Mobile database
- Topic No. 23 : Spatial data base

Study Scheme				Evaluation Scheme			Total Marks
Lectures per week				Internal Assessment	External Assessment (Examination)		
L	T	P	Credits	Max. Marks	Max. Marks	Exam Duration	
4	-	2	5	50	50	3 hours	100

Suggested Book:

1. Nava the , Database system concept 3<sup>rd</sup> , McGraw Hills
2. Date, C.J., An Introduction to Database System 7ed , Addison Wesley
3. Singh.C.S., Database System , New Publication , New Delhi

Note: Examiner will set eight questions in all, selecting two questions from each unit. The candidates have to attempt five questions in all, selecting at-least one question from each unit.





## SYLLABUS: BBA

Department: Bachelor of Business Administration – 3<sup>rd</sup> Semester

Subject: Environmental Studies (Theory)

Subject Code: BBA 211

### Detailed Content

#### UNIT-1

Topic No.1: THE MULTIDISCIPLINARY NATURE OF ENVIRONMENTAL STUDIES

- Definition, scope and importance of environment.
- Need for public awareness

Topic No.2:- Natural Resources

- Renewable and non renewable resources, Forest resources
- Water resources and Mineral resources
- Food resources and Energy resources
- Land resources and Role of and individual in conversation of natural resources
- Equitable use of resources for sustainable life style

#### Unit No. II

Topic NO. 3:- ECOSYSTEM

- Concept, structure and function of an eco system
- Food chains and Food web
- Energy flow in the ecosystem
- Biogeochemical cycles
- Ecological succession
- Ecological pyramids and ideal ecosystem
- Forest ecosystem
- Desert, Aquatic and tundra ecosystem

Topic No.4:- ENVIRONMENTAL POLLUTION

- Air pollution and Water pollution
- Soil and Marine Pollution
- Noise pollution and thermal pollution
- Nuclear hazard and solid waste management
- Role of an individual in prevention of pollution and case study of pollution

#### Unit -III

Topic No.5:- SOCIAL ISSUES AND THE ENVIRONMENT

- From unsustainable to sustainable development
- Urban problem related to energy
- Water conservation and management
- Resettlement and Rehabilitation of people
- Environment ethic and climate change
- Wasteland reclamation

#### Unit -IV

Topic No.6:- ENVIRONMENT ACT

- Environment protection Act
- Issues involved in enforcement and environmental Legislation
- Water Act
- Wildlife Protection Act
- Forest Conservation Act

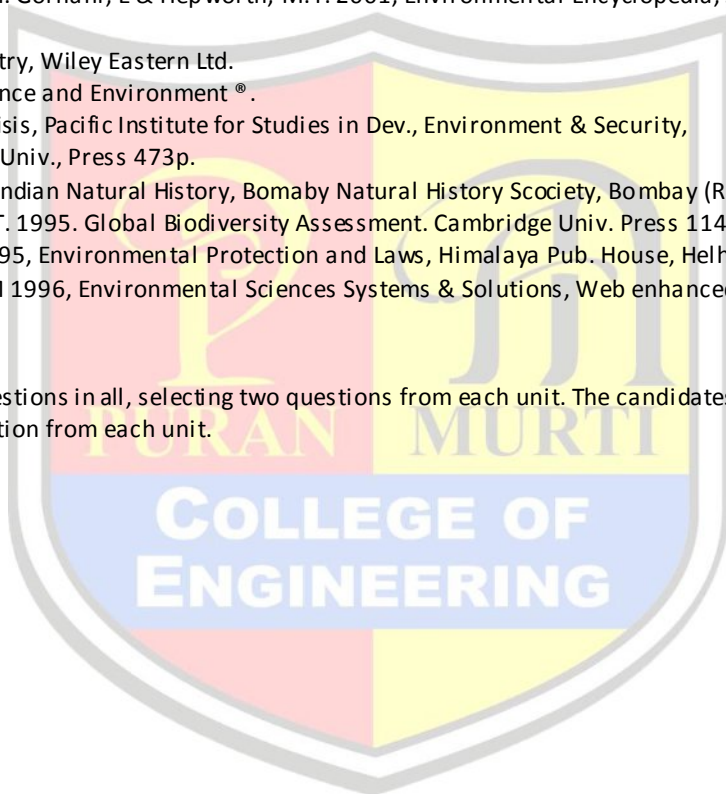


Study Scheme				Evaluation Scheme			Total Marks
Lectures per week				Internal Assessment	External Assessment (Examination)		
L	T	P	Credits	Max. Marks	Max. Marks	Exam Duration	
3	2		5	30	70	3 hours	

### Suggested Book:

1. Agarwal, K.C. 2001, Environmental Biology, Nidi Pub. Ltd. Bikaner.
2. Bharucha, Franch, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad – 380013, India .
3. Brunner R.C. 1989, Hazardous Waste Incineration, Mc. Graw Hill Inc. 480p.
4. Clark R.S., Marine Pollution, Slanderson Press Oxford (TB).
5. Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, Environmental Encyclopedia, Jaico Pub. House, Mumbai. 1195p.
6. De A.K., Environmental Chemistry, Wiley Eastern Ltd.
7. Down to Earth, Centre for Science and Environment ® .
8. Gleick, H.P., 1993. Water in Crisis, Pacific Institute for Studies in Dev., Environment & Security, Stockholm Env. Institute, Oxford Univ., Press 473p.
9. Hawkins R.E. Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay (R).
10. Heywood, V.H. & Watson, R.T. 1995. Global Biodiversity Assessment. Cambridge Univ. Press 1140p.
11. Jadhav, H & Bhosale, V.M. 1995, Environmental Protection and Laws, Himalaya Pub. House, Helhi 284p.
12. Mckinney, M.L. & Schoch, RM 1996, Environmental Sciences Systems & Solutions, Web enhanced Edition.

Note: Examiner will set eight questions in all, selecting two questions from each unit. The candidates have to attempt five questions in all, selecting at-least one question from each unit.





SYLLABUS: BBA

Department: Bachelor of Business Administration – 3<sup>rd</sup> semester

Subject: Database Management LAB

Subject Code: BBA-209

Detailed Content

List of Programs:

1. How to use Data definition, Table creation and constraints.
2. Insert, select command update and delete command.
3. To study basic SQL.
4. Create a blank access database and save under a name.
5. Create 2 table in design view, where you can add fields, define how each field appears.
6. Create 3 forms based on data-
  - To entry of data
  - To enables entry of information on data
  - To enables entry of performance
7. Create query to extract years of data.
8. How to make secure the database.

Study Scheme				Evaluation Scheme			Total Marks
Lectures per week				Internal Assessment	External Assessment (Examination)		
L	T	P	Credits	Max. Marks	Max. Marks	Exam Duration	
		2		-	50	3 hours	50