



SCHEME OF STUDIES & EXAMINATIONS

Department:-Bachelor of Business Administration 4th Semester

Sr. No	Paper No.	Title of paper(s)	Periods			Credits	External Marks	Internal Assessment	Practical Marks	Total Marks
			L	T	P					
1	BBA 202	Financial Management	3	2	-	5	70	30	-	100
2	BBA 204	Human Resource Management	3	2	-	5	70	30	-	100
3	BBA 206	Business Research Methods	3	2	-	5	70	30	-	100
4	BBA 208	Business Laws	3	2	-	5	70	30	-	100
5	BBA 210	Introduction to Information Technology	4	-	2	5	50	-	50	100
6	BBA 212	Presentation Skills*	4	-	2	5	50	-	50	100

Note:

1. The duration of the end term examination shall be 3 hours.
2. Immediately after the completion of IV semester examination, the student shall proceed for their Summer Training of 4 Week duration. The Summer Training Report prepared after the completion of shall of shall be assessed in the v semester as a compulsory paper.

*Presentation Skills and presentation and viva-voce will be conducted by an external examiner appointed by Vice- Chancellor on the recommendation of Chairman.



SYLLABUS: BBA

Department: Bachelor of Business Administration – 4th Semester

Subject: Financial Management (Theory)

Subject Code: BBA 202

Detailed Content

Unit No.1 INTRODUCTION

Topic No.1 : Evolution, scope and function of finance manager

Topic No.2 : Objective of financial management

Topic No.3 : Profit vs. wealth maximization

Unit No.2 Investment Decision

Topic No.4 : Brief introduction of cost of capital

Topic No.5 : Method of capital budgeting

Topic No.6 : ARR, PBP, NPV and IRR

Topic No.7 : Capital rationing (simple problem on capital budgeting method)

Unit No.3 Financial Decision

Topic No.8 : operational and financial leverage

Topic No.9 : Capital structure theories

- NI
- NOI and traditional approach

Topic No.10 : EPS-EBIT analysis

Unit No.4 Dividend Decision and management Working capital

Topic No.11 : Determinants of dividend policy

Topic No.13 : Walter's dividend model

Topic No.14 : operating cycle

Topic No.15 : Brief discussion on management of cash

Topic No.16 : Receivable and inventory (simple problem on operating cycle and inventory management)

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. Srivastava:Financial Management , Oxford University Press
2. Pandey , I.M., Financial Management , Vikas Publishing House , New Delhi
3. Khan and Jain , Financial Management , Tata McGraw Hill New Delhi
4. Kishore , R ., Financial Management Tata McGraw Hills, 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 – 4th Semester

Subject: Human Resource Management (Theory)

Subject Code: BBA 204

Detailed Content

Unit No.1 INTRODUCTION

- Topic No.1 : Nature and scope of human resource management
- Topic No.2 : HRM objective and function
- Topic No.3 : HRM policies
- Topic No.4 : HRM in globally competitive environment
- Topic No.5 : Strategic human resource management

Unit No.2 Acquiring Human Resource

- Topic No.6 : Human resource planning
- Topic No.7 : Job analysis and job design
- Topic No.8 : Employee involvement
- Topic No.9 : Flexible work schedule
- Topic No.10 : Recruitment
- Topic No.11 : Selecting human resource
- Topic No.12 : Placement and Induction
- Topic No.13 : Right sizing

Unit No.3 Developing Human Resources

- Topic No.14 : Employee Training
- Topic No.15 : Training needs assessment
- Topic No.16 : Training methods and evaluation
- Topic No.17 : Cross cultural training
- Topic No.18 : Designing executive development Programme
- Topic No.19 : Techniques of executive development
- Topic No.20 : Career planning and development

Unit No.4 Enhancing and rewarding performance

- Topic No.21 : Establish the performance management system
- Topic No.22 : Establish the rewards and pay plans
- Topic No.23 : Employee benefits
- Topic No.24 : Ensuring a safe and healthy work environment

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. Jyothi: Human Resource Management , Oxford University
2. Bohlander George and scott snell , Management Human Resources , Thomson Delhi
3. Cascio, Wayne F., Managing Human Resources Tata McGraw HILL, 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 – 4th Semester

Subject: Business Research Method (Theory)

Subject Code: BBA 206

Detailed Content

Unit No.1 INTRODUCTION

Topic No.1 : Meaning and Types of Business research

Topic No.2 : Managerial value of business research

Topic No.3 : Theory and Research

- Component
- Concept
- Constructs
- Definition variable
- Proportion and hypothesis
- Deductive and inductive theory

Topic No.4 : Nature and process and importance of problem definition

Topic No.5 : Ingredients of research proposal

Unit No.2 Research Design

Topic No.6 : Meaning

Topic No.7 : Classification and elements of research design

Topic No.8 : Method and categories of exploratory research

Topic No.9 : Basic issues in experimental design

Topic No.10 : Classification of experimental design

Topic No.11 : Concept and their measurement

Topic No.12 : Measurement scale

Unit No.3 Sampling

Topic No.13 : Sample design and sampling procedure

Topic No.14 : Determination of sample size

Topic No.15 : Research method of collecting primary data

Topic No.16 : Issues in constructions of questionnaire

Unit No.4 Analysis and Research Report

Topic No.17 : Stages of data analysis

Topic No.18 : Nature and types of descriptive analysis

Topic No.19 : Univariate and Divariate test of statistical significance

Topic No.20 : Meaning and types of research report

Topic No.21 : Ingredients of research report

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

Suggested Book:

1. Shekharan Uma, Business Research Method , John Wiley Publications
2. Copper, Business research Methods , Tata Mc Graw 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 – 4th Semester

Subject: Business Law (Theory)

Subject Code: BBA 208

Detailed Content

Unit No.1 Introduction

Topic No.1 : Law of contract

- Meaning
- Essential of a valid contract

Topic No.2 : Offer and acceptance

Topic No.3 : Capacity to contract

Topic No.4 : Consent and free consent

Topic No.5 : Consideration

Topic No.6 : Valid agreement

Topic No.7 : Quasi contract

Topic No.8 : Different mode of discharge of contract

Topic No.9 : Remedies for breach of contract

Unit No.2 Contract & Guarantee

Topic No.10 : Purpose and meaning of the contract of the guarantee

Topic No.11 : Kinds of guarantee

Topic No.12 : Right and obligation of creditor

Topic No.13 : Rights, liabilities and discharge of surety

Topic No.14 : Contract of indemnity

Topic No.15 : Definition of bailment and its kinds

Topic No.16 : Duties and rights of a bailor and bailee

Topic No.17 : Right and duties of a pledger and pledgee

Unit No.3 Agency & law of sale

Topic No.18 : Contract of agency

Topic No.19 : Definition of agent and agency

Topic No.20 : Creation of agency

Topic No.21 : Duties and rights of agent and principal

Topic No.22 : Principal's duties towards agent and third parties

Topic No.23 : Power of attorney

Topic No.24 : Law of sale of Goods

- Definition and essential of contract of sale

Topic No.25 : Condition and warranties

Topic No.26 : Performance of contract

Topic No.24 : Right of unpaid seller

Topic No.25 : Remedies of breach of contract

Unit No.4 Negotiable Instruments & IT act

Topic No.26 : Negotiable instrument

- Meaning
- Essential elements of negotiable instruments
- Types of negotiable instrument
- Holder and holder in due course
- Negotiable of negotiable instrument
- Dishonor of negotiable instrument

Topic No.27 : Information Technology Act

- Meaning and scope
- Digital signature
- Electronic governance
- Regulation of certify authority



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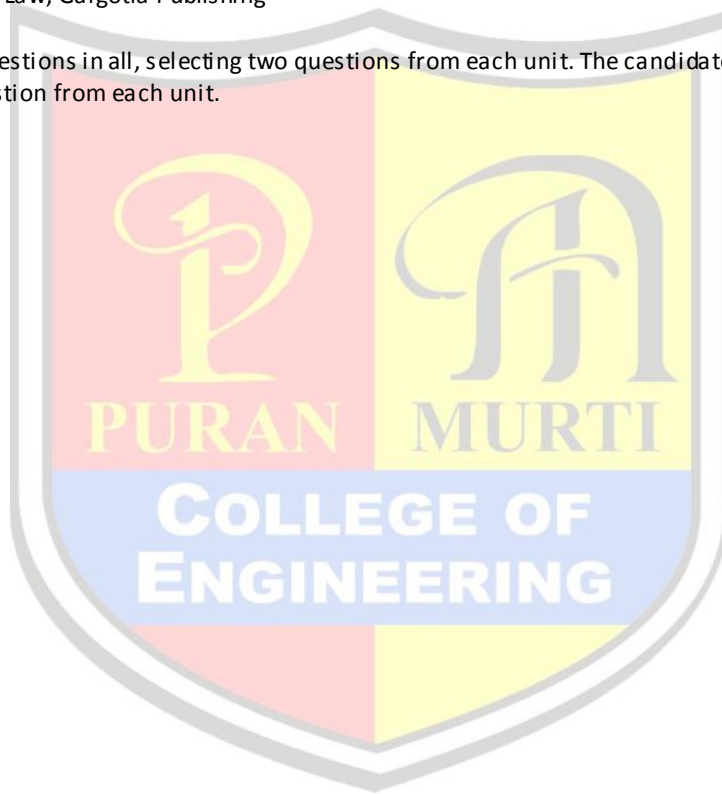
- Digital signature certificates
- Duties of subscriber
- Penalties adjudication and offences

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. Kapoor N.D., Business Law , Sultan Chand & Sons
2. Gulshan,S.S., Mercantile Law , Excel
3. Kuchhal , M.C., Mercantile Law,Vikas Publishing Pvt.Ltd
4. Chanda , P.R., Business Law, Galgotia Publishing

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 – 4th Semester

Subject: Introduction To Information Technology

Subject Code: BBA 210

Detailed Content

Unit No.1 Introduction

- Topic No.1 : Overview of data and information
- Topic No.2 : Information system
- Topic No.3 : Classification of Information system
- Topic No.4 : Role of information system in business
- Topic No.5 : Office automation

Unit No.2 Word Processor

- Topic No.6 : Advantage
- Topic No.7 : Entering text
- Topic No.8 : Editing text
- Topic No.9 : Formatting text
- Topic No.10 : Mail Merge

Unit No.3 Electronic Spreadsheet

- Topic No.11 : Advantage of electronic spreadsheet
- Topic No.12 : Application area
- Topic No.13 : Creating a worksheet
- Topic No.14 : Functions and types of graph
- Topic No.15 : Creating graph
- Topic No.16 : Formatting cells
- Topic No.17 : Macros

Unit No.4 Introduction to Internet

- Topic No.18 : Background of history
- Topic No.19 : Working
- Topic No.20 : Major features
- Topic No.21 : Accessing the internet
- Topic No.22 : Major application areas
- Topic No.23 : Introduction to multimedia
- Topic No.24 : Multimedia applications

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
				50	50	3 hours	

Suggested Book:

1. Saxena , Introduction to Information Technology, Vikas Publication House , New Delhi
2. Williams and Eawyer , using Informationa Technology, Tata McGraw Hills, 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 – 4th Semester

Subject: Presentation Skills (Theory)

Subject Code: BBA 212

Detailed Content

Unit No.1 INTRODUCTION

- Topic No.1 : Meaning
- Topic No.2 : Types of presentation
- Topic No.3 : Presentation that deeply involves the audience
- Topic No.4 : Presentation that creates excitement
- Topic No.5 : Persuasive presentation
- Topic No.6 : Presentation evoking emotional appeal
- Topic No.7 : Humorous Presentation

Unit No.2 Presentation skill

- Topic No.8 : Planned and unplanned presentation
- Topic No.9 : Planning a presentation
- Topic No.10 : Analysis the audience
- Topic No.11 : Location of presentation
- Topic No.12 : Objective of presentation
- Topic No.13 : Researching the topic
- Topic No.14 : Structuring the presentation
- Topic No.15 : Presentation notes and plan

Unit No.3 Presentation Method

Topic No.16 : Presentation Method

- Fish bowl
- Role play
- Group discussion
- Conference
- Seminar
- Workshop
- Clinics
- Brainstorm
- Simulations
- Games
- Questionnaire

Topic No.17 : delivering presentation

Topic No.18 : Presenter effectiveness

Topic No.19 : Difficult situations and nerves

Topic No.20 : Motivation and attention

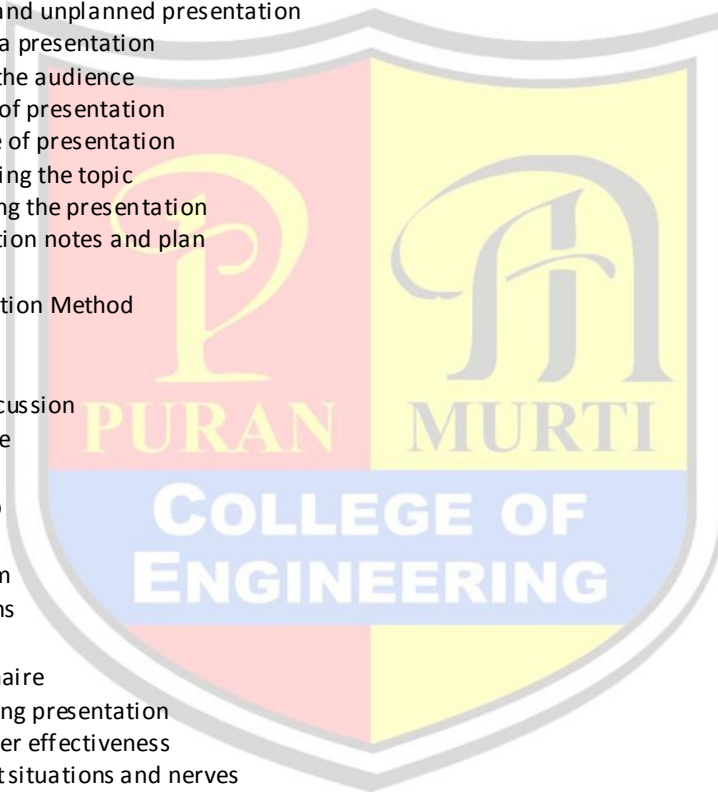
Unit No.4 Result And Feedback

Topic No.21 : Outcomes of presentation

Topic No.22 : Inspiring presentation

Topic No.23 : Presentation that builds trust

Topic No.24 : s Presentation that offers a solution





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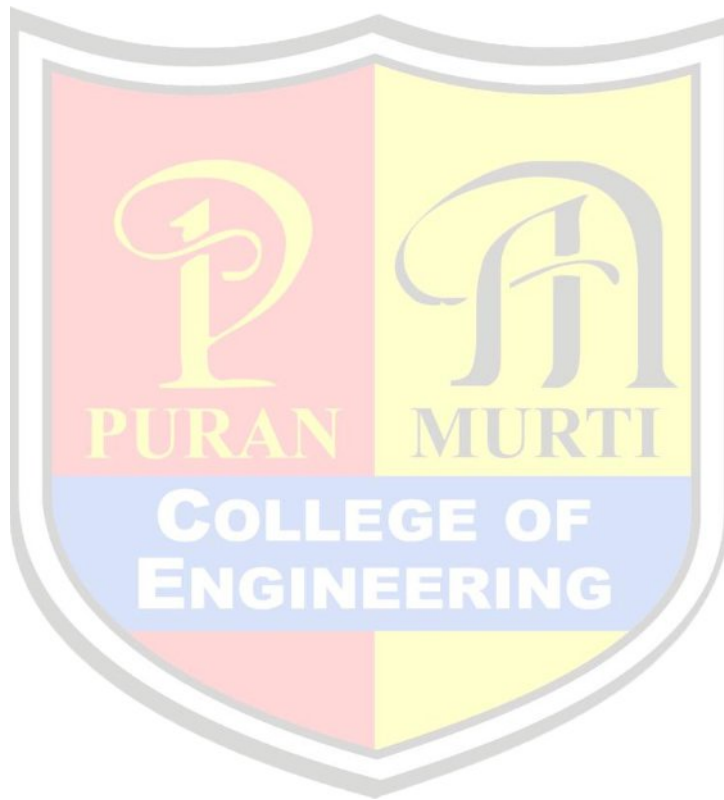
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Study Scheme				Evaluation Scheme			Total Marks
Lectures per week				Internal Assessment	External Assessment (Examination)		
L	T	P	Credits	Max. Marks	Max. Marks	Exam Duration	
3		2	5	30	70	3 hours	100

Suggested Book:

1. Gordon, josh, Presentation that change Minds, Tata McGraw Hills, New Delhi
2. Kaul, Asha, The Effective Presentation, Response Books , , New Delhi
3. Kranchnert, Gary, Basic Presentation Skills, Tata Mc Graw Hill 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 – 4th semester

Subject: Introduction to Information Technology

Subject Code: BBA-108

Detailed Content

List of Programs:

1. Page set up: Setting margins, tab setting ,ruler ,indenting
2. Editing a Document
3. Formatting a Document
4. Aligning of text in a Document ,justification of document, Inserting bullets and numbering
5. Using shapes and drawing toolbar
6. Using Find , Replace option
7. Using Menu commands
8. Create a charts
9. Customize MS –Excel
10. Retrieving Data with MS

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

