

P R O G R A M M E PROJECT REPORT (PPR)

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)
(OPEN AND DISTANCE LEARNING MODE)**



School of Open And Distance Learning

JAMIA HAMDARD

(Deemed University)

Hamdard Nagar, New Delhi-110062

Jamia Hamdard

Late Janab Hakeem Abdul Hameed sb, the founder of Jamia Hamdard, had a vision to develop Jamia Hamdard into an institution of excellence imparting modern professional education with special emphasis on Unani medicine and Islamic studies. Today, it has evolved into an excellent centre of higher learning, fulfilling the objective of the *wakf*, which has been funding the University ever since its inception.

As a mark of tribute and thanks to the Almighty Allah for bestowing his guiding spirit to its founder and his associates, Jamia Hamdard adopted a seal inscribed with the following

*“He (The Prophet may peace be upon him)
Instructs them in the Book and Wisdom”*

Ever since the inception of Jamia Hamdard, this holy verse (*ayat*) has been a source of inspiration and guidance for all those associated with its management and administration. As an Islamic charity, *wakf* has played the vital financial role in the making of Jamia Hamdard. He (PBUH) preached his followers that

*“Wisdom is (like) the lost animal of a believer
wherever he finds it, catches hold of it”*

Inspired by the Holy Qur’an and exhorted by the Prophet (PBHU), Muslims became the torch-bearers of knowledge and civilization in the medieval period, but are lagging behind in present times. Late Hakeem Abdul Hameed Sahib wisely chose education and pursuit of knowledge as his prime objective when he decided to convert *Hamdard Dawakhana* into a *wakf*, a charity dedicated to fulfilling educational and health care needs of Indian Muslims. Hamdard (*wakf*) continues to provide generous grant to the university for building, equipments and salaries of staff and other development activities.

Jamia Hamdard was inaugurated by late Shri Rajiv Gandhi, the then Prime Minister of India, on August 01, 1989. In his impressive speech, the Prime Minister applauded the efforts of Hakeem Abdul Hameed Sahib in setting up institutions of higher learning, which were emerging in the form of a “Deemed to be University.” He said, “This will enable (the Muslim) minority to go forward and thus help India to march forward.”

The University offers professional courses, which equip the students to get placements in the highly competitive job market. On the basis of the record of performance of the University and quality of infrastructure including staff, the university has been accredited by NAAC in category ‘A’ of Indian Universities.

Hamdard is among top 18 universities of India and ranked 1st in the field of Pharmacy and its medical college is ranked 15th by the Govt. of India (HIRF- 2019 ranking) Jamia Hamdard is recommended as an “Institute of Eminence” by the Empowered Expert Committee of MHRD.

Jamia Hamdard

(Deemed University)

The Ministry of Human Resource Development, Government of India, granted to Jamia Hamdard, the status of a 'Deemed to be a University', in 1989 under section 3 of University Grant Commission Act, 1956. Since its establishment, Jamia Hamdard has made commendable progress with regard to expansion of facilities for higher learning and diversification of teaching and research programmes in frontier areas of biological Sciences, Unani Tibb, Pharmaceutical Sciences, IT and Management. The University has a strong base of infrastructure for quality teaching and research. On the basis of the overall assessment of its performance in realizing the university mandate and contributions made by various departments and faculties to the growth of knowledge, National Assessment and Accreditation Council of UGC has accredited the University under category 'A' the Indian Universities. Jamia Hamdard is one of the universities selected by the UGC for promoting education abroad. The university attracts over 10 percent of the total students from over 30 countries. The international corporations and Foreign Governments employ a large number of the University graduates in various capacities, which is the testimony of international recognition of degrees/diplomas awarded by the University.

As a Muslim minority institution under Article 30 (1) of the Constitution of India, the University is committed *inter alia* to improve access and quality of education so as to enable the adult learners to effectively function in the knowledge based economy. In this context, a number of initiatives have been taken to provide high quality of professional education at Undergraduate and Post Graduate levels.

In order to provide opportunities to students for participating in ongoing educational revolution to upgrade the knowledge and skills of working population, entrepreneur and other aspirants of new knowledge, the university has taken initiative to utilize information and communication technologies to extend the reach of education and to enhance quality of education through the use of multi-media methods of teaching and learning. The Directorate of Open and Distance Learning has therefore been established to promote education through open and distance learning systems, which adopt flexible and innovative methods of education to ensure 'independent learning' to an one, anytime and anywhere. The programmes of the study will be customized to meet the learning requirements of knowledge seekers as well as to ensure that they learn at their own pace and convenience. Towards this end in view, the university has recognized reputed institutes to act as Study Centres for conduct of various job-oriented and professional courses, which effectively meet the requirements of the world of work.

In collaboration with Edexcel International, London, the University offers Degree/Diploma programmes, integrating qualification from the U.K. that have international recognition and the provisions for multiple entry/exit routes. High quality of relevant programmes is the main basis of our arrangement for joint offer or courses that prepare manpower for global economy.

Mission & Objective

The Study programme aims to provide contemporary education and training to meet the challenges of the evolving global scenario and changing environment in business administration. The objective of the project is to help the students develop ability to apply multi-disciplinary concepts, tools and technique to solve organizational problem.

Jamia Hamdard Mission and Goal in relevance of the programme

Jamia Hamdard's study programmes under ODL are selective and customized to meet the learning requirements of knowledge seekers as well as to ensure that they learn at their own pace and convenience. Within the financial means of University, due care has been taken to keep the cost of education low, so that educationally backward sections can take advantage of University's programmes through ODL mode. This goal in view, the DODL of Jamia Hamdard has made concerted efforts to offer professional and job oriented courses with regular updates of curricula and study material and introduction of tools of Information Technology.

Targeted Group

The distance education has potential to reach to unreached and even marginalized and excluded group of the society such as tribal populations and Muslims women. Jamia Hamdard, SODL programme provides an opportunity to students for acquiring new knowledge and skills that are needed for their development. Jamia Hamdard being in education for a long time has taken initiatives to offer an opportunity to those students who are unable to get on campus education and those who have limited access to educational resources. ODL programme of Jamia Hamdard also envisage to provide an opportunity to girls from Muslim community, who by and large have been left out by the national education endeavors.

Specifics Skills and competences

BBA degree offers many professional, as well as personal, benefits. Whether candidates work in technology, finance, management, marketing, or manufacturing, A BBA degree will open up opportunities for greater responsibility, career advancement, and increased financial reward. From a personal aspect, an BBA will improve your communication, leadership skills and critical thinking, cross-cultural awareness, even greater IT mastery which are vital to professional success. One of the key benefits of a BBA is that it improves your theoretical and practical knowledge of how businesses operate. A BBA degree will put you on the fast track to career advancement by offering you the chance to develop a wide range of general business knowledge and a broad base of technical skills in a relatively short period of time, as opposed to the years-long trial-and-error process that tends to characterize knowledge and skill gleaned from on-the-job learning.

School of Management and Business Studies

During the last few years the Department of Management Studies has established itself as a well-known entity in the field of management Education, Research and Consultancy. The department offers two years full time MBA and Ph.D. programs. The right kind of ambience coupled with excellent faculty, lab and other support systems has attracted students from best colleges in Delhi

and other states of the country and also a big number from the foreign countries. Many national and multinational Companies visit the department every year for campus placements.

Bachelor of Business Administration through Open and Distance Mode (Course Code 403)

Apart from the full time regular courses, the department has decided to offer the above course through open and distance mode for those students who are not able to afford the expenses of education in Delhi or who have not been able to make it to the course offered by the universities and colleges in traditional mode. An endeavor will be to provide best quality education, keeping with the traditions of Jamia Hamdard.

Objective

To prepare highly skilled professionals, with a strong conceptual and theoretical background, in the field of management theory and its application

The Course

Highlights of the course are described in the following table:

a.	Name of the Course Course Code	Bachelor of Business Administration (B.B.A.) 403
b.	Nature	Open and Distance Mode
c.	Duration	Minimum: Three Years (6 Semesters of six Months each) Maximum: Six Years
d.	Medium of Instruction and Examinations	English
e.	Eligibility Criteria	
	Educational Requirements	S.S.C, Intermediate or Equivalent (recognized by Jamia Hamdard) under 10+2 system of education in any stream.
f.	. Commencement of the Course	January / July. Twice in a year
g.	Special Feature	After completing the course, a student may either pursue MBA or take up a job in industry and business organizations at supervisory level.
h.	Mode of Admission	As per the norms prescribed by Jamia Hamdard from time to time.
i.	Period of Completion	Not more than 06 years

	(Span Period)	
j.	Fees	Rs. 12,000/- per Semester

The Curriculum

Highlights of the curriculum of BBA are described in the following table:

a	Total number of Semesters and examinations	(06 Minimum) Teaching /counselling of the courses will be done on the Semester pattern. The examinations will be held only once a year for all the papers taken in the last two semesters along with any backlog
b	Total Theory Papers	36 Nos. (3600 marks)
c	Theory Papers / semester	06 Nos. (600 marks) except in 6 th Semester
d	Counseling Hours for theory Papers	30 Hours per theory paper of credits each
f	Attendance	Not compulsory

Modes of curriculum transaction include teaching/ counselling, assignments, tests, presentations, participation in relevant events and regularity

Course Structure

Course structure that guides the teaching, practical and associated assessment, of BBA programme is described semester-wise in the following tables:

Semester-wise Distribution of Courses in BBA 1st Year

BBA 1st Semester							
S. No.	Code	Name of the Paper	Discipline	Marks Internal	Marks Semester	Credits	Total
1	BBA-D 01	Principles of Management	Core	25	75	4	100
2	BBA-D 02	Environmental Management	Core	25	75	4	100
3	BBA-D 03	Marketing Management – 1	Core	25	75	4	100
4	BBA-D 04	Business Economics	Core	25	75	4	100

5		Any one from elective -2	Minor	25	75		100
6		Any other from elective – 3	SEC	25	75		100
BBA 2nd Semester							
S. No.	Code	Name of the Paper	Discipline	Marks Internal	Marks Semester	Credits	Total
1	BBA-D 05	Business Statistics	Core	25	75	4	100
2	BBA-D 202	Business Law	Core	25	75	4	100
3	BBA-D 06	Organization Behavior	Core	25	75	4	100
4	BBA-D 07	Cost Accounting	Core	25	75	4	100
	BBA-D-08	Any one from elective -2	Minor	25	75	4	100
		Any other from elective – 3	SEC	25	75	4	100

Semester wise Distribution of Courses in BBA 2nd Year

BBA 3rd Semester							
S. No.	Code	Name of the Paper	Discipline	Marks Internal	Marks Semester	Credits	Total
1	BBA-D -09	Human Resource Management	Core	25	75	4	100
2	BBA-D -10	Business Environment	Core	25	75	4	100
3	BBA-D- 11	MIS	Core	25	75	4	100
4	BBA-D- 12	Business Ethics and corporate Governance	Core	25	75	4	100
		Any one from elective -1	Generic	25	75	4	100
		Any other from elective – 2	Minor	25	75	4	100
BBA 4th Semester							
S. No.	Code	Name of the Paper	Discipline	Marks Internal	Marks Semester	Credits	Total
	BBA-D-13	Business Research	Core	25	75	4	100

		Methods					
	BBA-D-14	Financial Management	Core	25	75	4	100
	BBA-D-15	International Business Environment	Core	25	75	4	100
	BBA-D-16	Marketing Management -2	Core	25	75	4	100
		Any one from elective -1	Generic	25	75	4	100
		Any other from elective – 2	Minor	25	75	4	100

Semester wise Distribution of Courses in BBA 3rd Year

BBA 5th Semester							
S. No.	Code	Name of the Paper	Discipline	Marks Internal	Marks Semester	Credits	Total
9	BBA-D-17	Qualitative Techniques for Managers	Core	25	75	4	100
10	BBA-D-18	Income Tax	Core	25	75	4	100
11	BBA-D-19	Production and Operation Management	Core	25	75	4	100
12	BBA-D-20	Project Work	Core	40	60	4	100
		Any one from elective -1	Generic	25	75	4	100
		Any other from elective – 3	SEC	25	75	4	100
BBA 6th Semester							
S. No.	Code	Name of the Paper	Discipline	Marks Internal	Marks Semester	Credits	Total
9	BBA-D-21	Business Policy and Strategy	Core	25	75	4	100
10	BBA-D-22	Project Management	Core	25	75	4	100
11	BBA-D-23	Dissertation	Core	40	60	4	100
12	BBA-D-24	Grand Viva	Core	00	100	4	100
		Any one from elective -1	Generic	25	75	4	100
		Any other from elective – 3	SEC	25	75	4	100

Elective-1 Generic

Finance

Paper Code	Subject	Marks Internal	Marks Semester	Total	L-T	Credits
BBA-F-101	Investment Management	25	75	100	3-1	4
BBA-F-102	Corporate Analysis and Valuation	25	75	100	3-1	4
BBA-F-103	International Finance	25	75	100	3-1	4
BBA-F-104	Wealth Management	25	75	100	3-1	4
BBA-F-105	Financial Derivatives	25	75	100	3-1	4
BBA-F-106	Insurance and Risk Management	25	75	100	3-1	4
BBA-F-107	Financial Markets and Institutions	25	75	100	3-1	4
BBA-F-108	Security Analysis & Portfolio Management	25	75	100	3-1	4
BBA-F-109	Project Appraisal and Analysis	25	75	100	3-1	4

Marketing

Paper Code	Subject	Marks Internal	Marks Semester	Total	L-T	Credits
BBA-M-101	Advertising Management	25	75	100	3-1	4
BBA-M-102	Sales and Distribution Management	25	75	100	3-1	4
BBA-M-103	Retail Management	25	75	100	3-1	4
BBA-M-104	Rural Management	25	75	100	3-1	4
BBA-M-105	International Marketing	25	75	100	3-1	4
BBA-M-106	Supply Chain Management	25	75	100	3-1	4
BBA-M-107	Services Marketing	25	75	100	3-1	4
BBA-M-108	Digital Marketing	25	75	100	3-1	4

Human Resource Management

Paper Code	Subject	Marks Internal	Marks Semester	Total	L-T	Credits
BBA-H-101	Performance Management	25	75	100	3-1	4

BBA-H-102	Maintenance of Human Resources	25	75	100	3-1	4
BBA-H-103	Industrial Relation and Trade Union	25	75	100	3-1	4
BBA-H-104	Compensation Management	25	75	100	3-1	4
BBA-H-105	Labour Legislations	25	75	100	3-1	4
BBA-H-106	Human Resource Development	25	75	100	3-1	4
BBA-H-107	Counselling & Negotiation	25	75	100	3-1	4
BBA-H-108	Cross Cultural HRM	25	75	100	3-1	4
BBA-H-109	Talent & Knowledge Management	25	75	100	3-1	4

Services Management

Paper Code	Subject	Marks Internal	Marks Semester	Total	L-T	Credits
BBA-S-101	Managing Insurance Services	25	75	100	3-1	4
BBA-S-102	Managing Tourism Services	25	75	100	3-1	4
BBA-S-103	Managing Banking Services	25	75	100	3-1	4
BBA-S-104	NGO Management	25	75	100	3-1	4
BBA-S-105	Managing IT enabled Services	25	75	100	3-1	4

International Business

Paper Code	Subject	Marks Internal	Marks Semester	Total	L-T	Credits
BBA-IB-101	International Trade Policy & Strategy	25	75	100	3-1	4
BBA-IB-102	International Economic Organizations	25	75	100	3-1	4
BBA-IB-103	International Supply Chain Management	25	75	100	3-1	4
BBA-IB-104	International Diversity Management	25	75	100	3-1	4
BBA-IB-105	Foreign Exchange Management	25	75	100	3-1	4

Elective -2 Minor Subjects

Paper Code	Subject	Marks Internal	Marks Semester	Total	L-T	Credits
BBA- E- 01	Small Business and Entrepreneurship	25	75	100	3-1	4

BBA –E-02	Good and services Tax	25	75	100	3-1	4
BBA –E-03	Production and Operation Management	25	75	100	3-1	4
BBA –E-04	Consumer Behaviour	25	75	100	3-1	4
BBA –E-05	Indian Economy	25	75	100	3-1	4
BBA –E-06	Legal Environment of Business	25	75	100	3-1	4
BBA –E-07	International Business Management	25	75	100	3-1	4

Elective -3 Skill Enhancement Course

Paper Code	Subject	Marks	Marks	Total	L-T	Credits
		Internal	Semester			
BBA-P-01	Business Mathematics	25	75	100	3-1	4
BBA-P-02	Office Management	25	75	100	3-1	4
BBA-P-03	Digital Economy	25	75	100	3-1	4
BBA-P-04	Personality Development	25	75	100	3-1	4
BBA-P-05	Social Media Ethics	25	75	100	3-1	4
BBA-P-06	Business Communication	25	75	100	3-1	4
BBA-P-07	Communicative English	25	75	100	3-1	4
BBA-P-08	E-Commerce	25	75	100	3-1	4
BBA-P-09	Computer Fundamentals	25	75	100	3-1	4

Duration of the Programme (Minimum-3 Years, Maximum-6 Years)

To fulfill the degree requirements for acquiring the BBA, a student may clear all the papers in three years. If a student fails to clear all the requirement of course in three years he/ she may be permitted to stretch it over a period of another 3 years. In case the student is unable to pass all the courses of BAB programme in 6 years, the students may be permitted to stretch it for another two years. In such cases, the student has to seek readmission as per 'Re-Admission' rules and pay the requisite fees.

Admission

- a. A candidate, aspiring for admission to BBA programme, shall have to apply in the prescribed application form that is complete in all respects, on or before the last date of submission.
- b. The Admission committee shall display/publish the list of candidates who are declared eligible for admission, after the due approval of the competent authority.
- c. Eligible candidates shall have to complete the prescribed formalities, for completion of admission, within the stipulated period of time; otherwise they will forfeit the right to admission.

Semester Teaching and Annual Examination

For the purpose of teaching and counselling, each academic year shall consist of two Academic Semesters, the first referred to as ODD Semester (July-December) and the second as EVEN semester (January-June). Examinations of papers of both the semesters will be held at the end of every EVEN semester.

Prescriptions for conducting examinations of papers, are presented in the following table:

a	Mode (Theory Papers)	Written only
b	Duration (Theory Paper)	03 Hours
c	Examiners (Theory Paper)	Paper setters and evaluators to be decided by the university for each paper from time to time.

Examinations of all the papers will be held only once in a year at the end of the EVEN semester. Students will be required to fill up an examination form that will be made available at all the Study Centers. The university would send admit-cards to all the eligible student. Examination fee of RS. 2000- will be charged. Admit cards will be issued for examination in the papers for which the student had registered. The decision about the Examination Centers will be the prerogative of the university.

Provision for unsuccessful candidates

Candidates who fail in one or more subjects will have to reappear for the supplementary examination, which will be conducted along with the term end examination of the subsequent batch. A student will have to clear all the papers in maximum period of six years after admission. After the expiry of this period the learners will have to seek fresh admission.

Award of division to successful candidates

The result of the successful candidates shall be classified at the end of the final year of examination on the basis of the aggregate of marks of all subjects (theory, practical and project) secured by the candidate in the I & II year examinations, as indicated below:

Distinction	75% and above
I Division	> 60% and < 75%
II Division	> 45% and < 60%
Fail	Less than 40%

Rationalization of weightage for internal assessment and term end examination in programmes offered in SODL :-

1. The Weightage of term- end examination would be 75%.
2. Weightage for Internal Assessment would be 25%.

Detailed Syllabus of Bachelor of Business Administration Semester 1

Paper BBA- D- 01

Principles of Management

UNIT 1: Business Organization

Introduction to business, Forms of organizations, Objectives of business, Social responsibilities of business, Business risks, Business systems and environment.

UNIT 2: Finance

Methods of raising finance, Sources of long term finance.

UNIT 3: Marketing and Advertising

Nature and functions of marketing, Advertising, Channels of Distribution.

UNIT 4: Management

Nature of management, Development of management thought.

UNIT 5: Functions of Management

Leadership, Planning, Decision-Making, Organizing, Communication, Selection and Training, Controlling, Motivation and Direction.

Suggested Readings:

1. Basu. Business Organization and Management Tata McGraw Hill, New Delhi.
2. Gupta, C.B. Modern Business Organisation. Mayur Paper Backs, New Delhi.
3. Lele, R.K. and J.P. Mahajan. Business Organisation. Pitamber Publishing, New Delhi.
4. Mishra, N. Modern Business Organisation. SahityaBhawan, New Delhi.
5. Prasad, Lallan and S.S. Gulshan. Management Principles and Practices. S. Chand & Co.

Ltd., New Delhi.

6. Chhabra, T.N. Principles and Practice of Management. Dhanpat Rai & Co., Delhi.

7. Singh, B.P. and T.N. Chhabra. Business Organisation and Management. Dhanpat Rai & Co., Delhi.

References:

1. T Ramaswamy. Principles of Management

2. R.C. Bhatia, Business Organization and Management

3. Jim, Barry, John Chandler, Heather Clark. Organisation and Management. Thomson Learning.

4. Bushkirk R.H. et al Concepts of Business: An Introduction to Business System. Dryden Press, New York.

5. Bowen, H.R. Social Responsibilities of Business. Harper and Row, New York.

6. Allen L.A. Management and Organisation. McGraw Hill, New York.

7. Ansoff, H.J. Corporate Strategy. John Wiley, New York.

8. Burton Gene and Manab Thakur. Management Today Principles and Practice. Tata McGraw Hill New Delhi.

BBA-C-02 Environmental Management

Unit-I: Introduction to Environmental Sciences: Natural Resources:

Environmental Sciences - Significance - Public awareness – Natural Resources- Forest resources - Water resources - Mineral resources - Food resources - conflicts over resource sharing –

Unit-II: Ecosystem, Biodiversity and Its Conservation:

Ecosystem - concept - structure and function - producers, consumers and decomposers - Food chain - Food web - Ecological pyramids - Energy flow - Forest, Grassland, desert and aquatic ecosystem. Biodiversity - Definition - Types - Values and uses of biodiversity - biodiversity at global, national (India) and local levels - conservation of biodiversity – In-situ & Ex-situ.

Unit-III: Environmental Pollution And Management

Environmental Pollution - Causes - Effects and control measures of Air, Water, Soil, Noise, Thermal, Nuclear pollution and Disaster Management - Floods, Earth quake, Cyclone and Landslides. Role of individuals in prevention of pollution - pollution case studies.

Unit-IV: Social Issues - Human Population

Urban issues - Energy - water conservation - Environmental Ethics - Global warming - Resettlement and Rehabilitation issues - Environmental legislations - Environmental protection Act. 1986 - Air, Water, Wildlife and forest conservation Act - Population growth and Explosion - Human rights and Value Education - Environmental Health - HIV/AIDS - Role of IT in Environment - Case studies.

UNIT-V: FIELD WORK

Visit to a local area / local polluted site / local simple ecosystem - Report submission and presentation

References

1. A Text Book Of Environmental, Agarwal, K.M., Sikdar, P.K., Deb, S.C. (2002) published by Macmillan India Ltd. Kolkata, India.
2. Uberoi, N. K. (2002). Environmental Management. Excel Books.
3. Environment management by Dr. Swapan Deb”, published by Jaico Publishing House.
4. Environmental Management by S K Agrawal”, published by A.P.H. publishing Corporation.

Readings

1. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
2. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad – 380 013, India
3. Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480
4. Cunningham WP, Cooper TH, Gorhani E & Hepworth MT, 2001. Environmental Encyclopedia, Jaico Publishing House, Mumbai, 1196.

Paper BBA-C-03 Marketing Management-I

Unit I

Marketing: nature and scope of marketing; marketing concepts- traditional and modern; selling and marketing; marketing mix; marketing environment; service marketing- characteristics of service.

Unit II

Consumer behavior and market segmentation: nature, scope and significance of consumer behavior; market segmentation- concept and importance; bases for market segmentation.

Unit III

Product: concept of product; consumer and industrial goods; product planning and development; packaging- role and functions;

Unit-IV

Branding: brand name and trade mark; product life cycle; after sales service.

Unit-V

Price: importance of price in marketing mix; factors affecting price; discounts and rebates; pricing strategies.

Reference Books:

1. Kotler, Philip; Keller, Kevin Lane; Koshy, Abraham, and Mithileshwar Jha, Marketing Management: A South Asian Perspective, Pearson Education
2. Cundiff E.W. and Still, R.R., Basic Marketing Concepts, Decisions and Strategy; Prentice Hal of India, New Delhi.

3. Stanton W.J., Etzel Michael J and Walter Bruce J; Fundamentals of Marketing; McGraw Hill, New York.
4. Michael, J. Etzel, Bruce J. Walker, William J Stanton and Ajay Pandit. Marketing: Concepts and Cases. (Special Indian Edition). McGraw Hill Education
4. Rorsiter Johan R, Percy Larry: Advertising and Promotion Management; McGraw Hill, New York
5. Aaker, David and Myers Johan G, et. al,: Advertising Management; Prentice Hall of India; New Delhi

Paper BBA-C-04 Business Economics

Unit-I

Meaning and scope of Managerial Economics - Relationship between managerial economics and other subjects - Role and Responsibilities of Managerial Economists.

Unit-II

Demand Analysis and Forecasting: Types of demand - Determinants of demand - Demand function - Elasticity's of demand - Its importance - Demand forecasting Techniques.

Unit-III

Production Analysis : Production function - Law of diminishing return - Isoquants - Marginal rate of Substitutions - Elasticity of substitution - Laws of returns to scale - Economies and diseconomies of scale

Unit-IV

Cost Analysis: Cost concepts - Short run cost - output relations - Long run cost - output relations - Cost control and cost reduction - Break - Even Analysis.

Unit-V

Market Structure and Pricing: Features, Price and output decisions under perfect competition, Monopoly, Monopolistic Competition, Oligopoly - Pricing methods.

References:

1. AHUJA .H.L. –Business Economics: Recommended by UGC in its Model Curriculum, S.Chand& Co, New Delhi. S. Chand & Company Ltd, 2013, Revised edition.
2. Ferguson, Charles E.(1972), Microeconomic theory"Cambridge University press.
3. R.R.Barthwal, Microeconomic Analysis (3rded), Wiley Eastern Ltd.
4. W.J.Baumol, Economic Theory and Operational Analysis, Prentice Hall.
5. A.Koutsyanni's, Modern Microeconomics, Macmillan.
6. M.L.Trivedi, Managerial Economics – Theory and Applications, Tata McGraw Hill

Suggested Readings:

1. Pindyck, R.S., D. L. Rubinfeld and Mehta, P. L. Microeconomics, Pearson Education.
2. Gould, J.P., and Lazear, E.P. Microeconomic Theory, All India Traveller Bookseller,

New Delhi.

3. Salvatore, D. Schaum's. Outline of Theory and Problems of Microeconomic Theory, McGraw-Hill International Edition.

4. Pindyck, Rubinfeld and Mehta. (2009). Micro Economics. (7th ed). Pearson.

Note: Latest edition of text books may be used.

Semester II

Paper BBA-C-05 Business Statistics

Unit – I: Statistical Data and Descriptive Statistics

Measures of Central Tendency Mean, median and mode, Measures of Variation: absolute and relative.

Range, quartile deviation, mean deviation, standard deviation, and their coefficients, Properties of standard deviation/variance

Unit - II: Simple Correlation, Regression Analysis and Time Series Analysis

Correlation Analysis. Meaning of Correlation: simple, multiple and partial; linear and non-linear, Correlation and Causation, Scatter diagram, Pearson's coefficient of correlation; calculation and properties (proofs not required). Correlation and Probable error; Rank Correlation, Regression Analysis. Principle of least squares and regression lines, Regression equations and estimation; Properties of regression coefficients; Relationship between Correlation and Regression coefficients; Standard Error of Estimate, Introduction to Time Series Analysis.

Unit – III: Linear Programming Problem

Introduction to OR, Linear Programming - Graphical and Algebraic Solution (maximization and minimization).

Unit – IV: Probability and Probability Distributions

Introduction to Probability, Normal Probability Distribution, Standardized Normal Distribution

Unit - V: Theory of Estimation and Hypothesis Testing

Hypothesis testing: Concept; Level of Significance; Process of testing; Test of hypothesis concerning Mean; Test of hypothesis Normal Z test & t test for single mean.

Suggested Readings:

1. R.P. Hooda, Statistics for business and Economics.
2. S.P. Gupta (S.P.): Statistical Methods, Sultan Chand & Sons, 34th Edition.
3. Richard Levin & David Rubin: Statistics for management, Prentice Hall.
4. Tondan, Ravi: Business Statistics.
5. Ken Black, Business Statistics.

Paper BBA-C-06 Business Law

Unit – I

Indian Contract Act - Formation - Terms of contract - Forms of contract - Offer and Acceptance Considerations. Capacity - Flaw in consent, Void agreements

Unit - II

Contracts: Performance - Tender - Quasi contract - Discharge - Remedies for breach of contract. Contract of Agency - Types, creation, duties, rights of principal and agent - Termination of agency.

Unit - III

Sale of Goods Act - Sale and agreement to sell - Formation - Caveat emptor - Implied conditions and warranty. Definition of Joint Stock Company - Kinds

Unit - IV

Memorandum of Association - Contents - Doctrine of Ultra Vires - Articles of Association – Contents - Distinction between the Two - Doctrine of Indoor Management - Prospectus - Contents

Unit – V

Meetings and Resolutions - Statutory Meeting - Annual General Meeting - Extra - Ordinary General Meeting - Resolutions - Ordinary & Special. Winding up of a company-Types

Suggested Readings:

1. N.D. Kapoor, Business Laws, Sultan Chand and Sons, New Delhi 2004
2. MC Kuchhal, Modern Indian Company Law, Shri Mahaveer Book Depot (Publishers), Delhi.
3. Chadha, P.R, Business Law, Galgotia Publishing Company, New Delhi
4. Maheshwari&Maheshwari, Business Law, National Publishing House, New Delhi.
5. M.R. Sreenivasan, Business Laws, Margam Publications.
6. M.V. Dhandapani, Business Laws, Sultan Chand and Sons.
7. S. Badre Alam and P. Saravanel, Mercantile Law

Paper BBA-C-07 Organizational Behaviour

Unit I

Organizational behavior: Meaning, importance, historical development of organizational behavior. → Nature and models of Organization Behavior. Concept of Individual Behavior, Determinants of Individual behavior.

Unit II

Personality -Concept , Nature, determinants of personality, stages of personality development. Various theories of personality, Learning and Behavior modification.

Perception – Nature and meaning of Perception, perceptual errors, Values and different types of values. Attitude – concept and different forms of attitude.

Unit III

Nature of group dynamics, reasons for the formation of groups, characteristics of groups, theories of group formation, Importance of groups to the organization, Problems created by small groups, Team building, group decision making.

Unit IV

Importance to organizations, Process of controlling, some important management tools as means of controlling, Management of change: meaning, importance, resistance to change, factors contributing to organizational change, introducing change in large organizations, change agents.

Unit-V

Organizational culture and effectiveness; concept, distinction between organizational culture and organizational climate, factors influencing organizational culture. Organizational effectiveness indicators, achieving organizational effectiveness.

Suggested Readings:

1. Rao, VSP and Narayana, P.S. – Organization Theory & Behavior – Konark Publishers Pvt. Ltd., Delhi, 1987.
2. Prasad, L.M – Organizational Theory & Behavior – Sultan Chand & Sons, New Delhi, 1988.
3. Sekaran, Uma – Organizational Behavior – text & cases –Tata McGraw Hill Pub Ltd., New Delhi, 1989.
4. Robbins, P.Stephen – Organizational Behavior – concepts, controversies & Applications – Prentice Hall of India Ltd., New Delhi, 1988.
5. Chhabra T.N. &Taneja P.L. Organizational Behaviour, DhanpatRai and Company (P) Ltd., Delhi, India,2003

Paper BBA-C-08 Cost Accounting

Unit 1: Introduction.

Concept of cost, costing, cost Accounting & Cost Accountancy, Limitations of Financial Accounting, Origin and objectives of cost Accounting, Advantages and Limitations of Cost Accounting Difference between Financial and Cost Accounting, Cost Unit & Cost Centre

Unit 2: Elements of cost

Classification of cost & Types of Costs, Preparation of Cost Sheet; Material, Labour and overhead cost,

Unit 3: Methods of Costing

Job Costing – Meaning, Features, Advantages and Limitation, Contract Costing – Basic Concepts, Process Costing - Meaning, Features, Normal and Abnormal Loss/ Gains, Operating Costing – Meaning, Features & Objectives Techniques of Costing

Unit 4: Budget and Budgetary Control-

Definition, Meaning and objectives of Budgetary control Advantages and disadvantages of Budgetary Control Types of Budgets

Unit 5. Cost Accounting techniques

Marginal Costing; Meaning of Marginal Cost and Marginal Costing; Absorption Costing vs. Marginal Costing; Break-even analysis; Margin of safety and Application of Marginal Costing for decision making

Books Recommended: -

1. Advanced cost Accounting by Saxena and Vasistha.
2. Jain S.P., Narang K.L., AggrawalSimmi, Cost Accounting Principles and Practice, Paperback, 2016
3. S.N. Maheshwari, and S.N. Mittal, Cost Accounting: Theory and Problems, Shree Mahavir Book Depot (Publishers)
4. Shukla, M.C., T.S. Grewal and M.P. Gupta. Cost Accounting: Text and Problems. S. Chand & Co. Ltd., New Delhi
5. Arora, M.N. Cost Accounting – Principles and Practice. Vikas Publishing House, New Delhi.
6. Nigam, B.M. Lall and I.C. Jain. Cost Accounting: Principles and Practice. Prentice Hall of India, New Delhi
7. Cost Accounting by Ratnam.

Paper BBA-C-09 Human Resource Management

Unit I

Introduction to HRM & HRD:

Concept of HRM, Objectives, Process, HRM vs. Personnel Management, HRM vs. HRD, Objectives of HRD, focus of HRD System, Structure of HRD System, role of HRD manpower.

Unit II

Human Resource Policies & Strategies

Introduction, role of HR in strategic management, HR policies & Procedures, HR Programme, developing HR policies and strategies, Strategic control, Types of Strategic control, Operational Control System, Functional and grand strategies, Strategy factors.

Unit III

Manpower planning:

Human Resource Procurement & Mobility, Productivity & improvement job analysis & Job design, work measurement, ergonomics' Human Resource planning-objectives, activities, manpower requirement process

Recruitment & Selection, Career planning & development, training methods, basic concept of performance appraisal. Promotion & Transfer.

Unit IV

Compensation:

Employee Compensation, Wage policy, Wage determination, and Wage board, factors affecting wages & Salary, systems of payments, Job evaluation, components of wage/salary-DA, incentives, bonus, fringe benefits etc., Minimum Wages Act 1948, Workmen Compensation Act 1923, Payment of bonus Act 1965.

Unit V

Employee relations:

Discipline & Grievance handling types of trade unions, problems of trade unions

Books:

1. Mondy, A. W. and Noe, R. M., Human Resource Management, Pearson Education.
2. Decenzo, D.A. and Robbins, S. P., Fundamentals of Human Resource Management, Wiley, India.
3. TN Chhabra, Human Resource Management, DhanpatRai & Co., Delhi
4. Dessler, G. and Varkkey, B., Human Resource Management, Pearson Education, Delhi.
5. Dipak Kumar Bhattacharya, Human Resource Management, Excel Books, 2009, 2nded
6. Arun Monappa, Managing Human Resource,
7. Essential of HRM and Industrial Relations-P. Subba Rao
8. C.B. Memoria, Personnel Management

Paper BBA-C-10 Business Environment

Unit I.

Meaning, scope and evolution of commerce & industry, -Industrial Revolution- its effects. - Emergence of Indian MNCs & transnational corporations -Recent trends in business world. Globalization & challenges for Indian Business in new millennium, Business ethics, Business and culture, Technological Development and Social Change,

Unit II.

Business sectors & forms of business organizations- private sector, Cooperative sectors, public sector, joint sector, Services sector, Various forms of business organizations – Sole Proprietorship, Partnership firms, Joint stock companies –their features, relative merits, demerits & suitability, Business combinations

Unit III.

Mergers & acquisitions-mergers in India. Networking, Franchising, BPOs & KPOs, E-commerce, On-line trading, patents, trademarks & copyright

Unit IV.

Setting up a New Enterprise Decisions in setting up an Enterprise – opportunity and idea generation, Role of creativity and innovation, Feasibility study and Business Plan, Business size and location decisions, various factors to be considered for starting a new unit, Relevant Government Policies -SEZ (Special Economic Zone) policy etc.

UnitV.

Domestic & Foreign Trade Organization of wholesale & retail trade - recent trends in wholesale & retailing. Malls and Super Markets – their effect on economy - Organization of finance, transport, insurance Communication & other utilities (services) to trade, import export trade procedure & their organization.

Recommended:

1. Sherlekar S A, Modern Business Organisation and Management System Approach
2. Sherlekar, Patil, Paranjpe, Chitale, Industrial Organization Management
3. Justin Paul: Business Environment-Text and Cases, McGrawHill.
4. Sengupta: Government and Business, Vikas Publishing House, New Delhi.
5. Misra&Puri: Economic Environment of Business, Himalaya Publishing House
6. Cherulinam, F: Business Environment-Texts and Cases, Himalaya Publishing House

Paper BBA-C-11 Management Information System

Unit I

Introduction to MIS: Concept, Definition, Role of MIS, Impact of MIS, MIS and user, Management effectiveness and MIS.

Strategic Management of Business: Types of strategies, MIS and Strategic Business Planning
Communication Networks-Concept, Network Topologies, LAN, WAN, TCP/IP

Unit II

MIS and Decision Making- Concepts, Process, MIS and Security challenges, MIS and Information and Knowledge, Database Management Systems: Introduction, Hierarchical Database Model, Network Database Model, Relational Database Model

Unit III

Business Process Re-Engineering- Concept, MIS and BPR, Decision Support Systems (DSS) - Concept, Application, Knowledge Management Systems, MIS and Benefits of DSS.

Unit IV

Enterprise Management Systems –Concept, Enterprise Resource Planning System, EMS and MIS, E-Business Enterprise – E-Business, E-Commerce, E-Communication, E-Collaboration

Unit V

Applications of MIS in Manufacturing Sector-Personnel Management, Financial Management, Production Management, Marketing Management, MIS applications in Service Industry, Management Ethics and Governance

Reference Book

1. Waman S Jawadekar, MIS. McGraw Hill Publications.
2. Kenneth C Laudon and Jane P Laudon, "Management Information Systems- Managing the Digital Firm", Pearson Education, 2/e, 2009.
3. CSV Murthy, "Management Information Systems- Text & Applications", Himalaya Publishing House, 3/e, 2011
4. Gordon B. Davis, MagretheH.Olson, "Management Information Systems, Conceptual Foundations Development", Tata McGraw Hill, 2008.
5. Satyasekhar. GV, "Management Information Systems", Excel Books, 2007.

Semester- III

Paper BBA-C-12 Business Ethics and Corporate Governance

Unit-1

Introduction: What is Ethics, Nature and scope of Ethics, Facts and value, Ethical subjectivism and Relativism, Moral Development (Kohlberg's 6 stages of Moral Development), Ethics and Business, Myth of a moral business

Unit-2

Decision making (Normal Dilemmas and Problems): Application of Ethical theories in Business: Utilitarianism. Economic Justice: Distributive Justice, Ethical Issues in Functional Areas of Business. Marketing: Characteristics of Free and Perfect competitive market, Monopoly oligopoly, Ethics in Advertising (Truth in Advertising).

Unit-3

Finance: Fairness and Efficiency in Financial Market, Insider Trading, Green Mail, Goldenparachute. HR: Workers Right and Duties: Work place safety, sexual harassment, whistleblowing.

Unit-4

Origin and Development of Corporate governance, Theories underlying Corporate Governance, Agency theory, Separation of ownership and control, Ethics and Governance, Process and Corporate Governance (Transparency Accountability and Empowerment).

Unit-5

Role of Board of Directors and Board Structure, Role of Board of Directors, Role of the Non-executive Director, Role of Auditors, SEBI Growth of Corporate Governance. Role of Government, Corporate governance in India.

Recommended Books:

1. C.S.V.Murthy, Business Ethics and Corporate Governance, HPH
2. Francis & Mishra, Business Ethics, TMH
3. Fernando, Corporate governance, Pearson
4. S. Prabakaran, Business Ethics & Corporate Governance, EB
5. Mallin, Corporate Governance, Oxford
6. U.C. Mathur, Corporate Governance & Business Ethics, MacMillan

BBA: Semester- IV

Paper BBA-C-13 Business Research Methods

Unit I

Business research: meaning and definition – features of business research, Business Research Process, Ethical issues in Research, process of problem definition – understanding background of the problem - determination of unit of analysis – determine the relevant variables and state the research questions – hypothesis and research objectives.

Unit II

Research Design: Meaning and Types. Exploratory research- objectives & methods, experience survey, secondary data analysis, case study, pilot study by focus group interview, Descriptive and Causal research – survey, experiments, secondary data studies and observation

Unit III

Sampling Design: simple random sampling – restricted random sampling – stratified, cluster and systematic - nonrandom sampling – convenient and judgment sampling – sampling error and non-sampling error.

Unit IV

Measurement and scaling: nominal - ordinal – interval and ratio scale, designing questionnaire, Survey methods

Unit V

Data processing: processing stages, editing, coding and data entry, descriptive analysis under different types of measurements – percentages frequency table, measures of central tendency.

Reference Books:

1. Donald R.Cooper and Pamela S. Schindler: Business Research Methods, Latest edition, Irwin McGraw-Hill International Editions, New Delhi.
2. John Adams, Hafiz T.A. khan, Robert Raeside, David white: Research Methods for graduate business and social science students, Response Books, New Delhi – 110044.
3. Naresh K. Malhotra: Marketing research, latest edition, Pearson Education.
4. William G. Zikmund, Business Research methods, Thomson
5. Wilkinson T.S. and Bhandarkar P.L.: Methodology and Techniques of social research, Himalaya Publishing House.

Paper BBA-C-14 Financial Management

UNIT 1

Introduction ::Meaning, nature and scope of finance, financial goals, finance functions

UNIT II

Time Value of Money:: Concepts of Present Value, Future Value, Value of Annuity

UNIT III

Capital Budgeting :: The Capital Budgeting Process, Cash Flow Estimation, Payback Period Method, Discounted Payback Period Method, Accounting Rate of Return, Net Present Value (NPV), Net Terminal Value, Internal Rate of Return (IRR), Profitability Index, Capital rationing

UNIT IV

Working Capital Decisions:: Meaning, significance and types of working capital, Financing of working capital, Management of Inventor, management of cash; management of account receivables

UNIT V

Capital structure and Dividend Decisions:: Capital Structure- Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach). Operating and Financial leverage. Determinants of capital structure, determining capital structure in practice, Cost of capital, Principles of Dividend Policy

Books:

1. Chandra, P. Financial Management-Theory and Practice, Tata McGraw Hill
2. Pandey, I M. Financial Management, Vikas Publications UNCTAD Reports
3. Khan, M.Y. and P.K. Jain, Financial Management: Text and Problems, Tata McGraw Hill
4. Vanhorne, J.C.: Financial Management and Policy; Prentice Hall of India, New Delhi.
5. Ravi M kishore: Fundamentals of Financial Management Books:
6. Rustagi, R.P., Financial Management, Galgotia Publishing Company

Paper BBA-C-15 International Business Environment

Unit I

International Business and Environment: World Trade in Goods and Services – Major Trends and Developments; Framework for Understanding International Business Environment: Analysis of Economic, Socio-cultural, Political, Legal and Technological Environment of a Foreign Country

Unit-II

Cultural Environment: Elements of Culture, Cultural Models- Hofstede's Cultural Dimensions, Managing across cultures- Strategies for dealing with cultural differences

Unit III

Global Trading Environment: Liberalization of World Trade. FDI and their Impact on the Economy, Impact of Technology on international business, Technology Transfer – Importance and Types, Issues in Transfer of Technology to Developing Countries.

Unit IV

International Financial Environment: Foreign Investment – Types and Flows; Monetary System- Exchange Rate Mechanism and Arrangements

Unit V

International Economic Institutions and Regional Economic Groups: IMF, World Bank- It's affiliates, UNCTAD and WTO; International Commodity Agreements. Multilateralism vs. Regionalism; EU, NAFTA, ASEAN, SAFTA

Text Books

1. Daniels, John D. and Radebaugh, Lee H. and PrashantSalwan (2010). International Business: Environment and Operations, 8th Edition, Pearson Education.
2. Charles, W. L. Hill (5 th Edition, 2005). International Business: Competing in the Global Marketplace, Tata McGraw Hill.

Reference Books

1. Deresky (2003). International Management: Managing Across Borders and Culture, Pearson Education.
2. Paul, J (2004). International Business, Prentice-Hall.
3. Aswathappa (2005). International Business, Tata McGraw Hill

Paper BBA-C-16 Marketing Management-II

Unit-I

Promotion: promotion mix; methods of promotion; advertising; personal selling; selling as a career.

Unit-II

Distribution: physical distribution; channels of distribution-concept and role; types of channels; factors affecting choice of a particular channel; physical distribution of goods;

Unit III

Advertising: functions of advertising; advertising media; different types of media; relative merits and demerits; characteristics of effective advertisement;

Unit-IV

Media: measuring media effectiveness; media planning and scheduling; Legal and ethical aspects of advertising.

Unit V

Sales promotion: meaning, nature and functions; limitations of sales promotion; sales promotion schemes: sample; coupon; price off; premium plan; consumer contests and sweep stakes; POP displays; demonstration; trade fairs and exhibitions; sales promotion techniques and sales force.

Reference Books:

1. Kotler, Philip: Marketing Management; Prentice Hall, New Jersey.
2. Cundiff E.W. and Still, R.R., Basic Marketing Concepts, Decisions and Strategy; Prentice Hal of India, New Delhi.
3. Stanton W.J., Etzel Michael J and Walter Bruce J; Fundamentals of Marketing; McGraw Hill, New York.

Semester- V

Paper BBA-C-17 Quantitative Techniques for Managers

Unit I

Theory of probability: Probability rules – Bayes theorem - Probability distribution - Binomial, Poisson and Normal.

Unit II

Statistical decision theory: Decision environment - decision making under certainty and uncertainty and risk conditions - EMV, EOL and marginal analysis - value of perfect information - decision tree analysis - simulation and sensitivity analysis.

Unit III

Sampling theory: meaning of sampling - random sample - characteristics of random sampling method - non random sampling methods and their uses - determining sample size - sampling error and standard error.

Unit IV

Sampling distribution: Features central limit theorem - uses of sampling distribution - estimation - estimating population parameters - point and interval estimates - estimating proportion, percentage and mean of population from large sample and small sample. Testing of hypothesis - testing of proportions and means of large samples - through small samples - one tailed and two tailed tests - testing differences between two samples for mean and proportions - errors in hypothesis testing

Unit V

Chi square distribution: characteristics – applications - tests of independence and tests of goodness of fit - test of association - F distribution - testing of population variance - analysis of variance - one way and two way analysis.
Correlation and regression analysis - simple, partial and multiple correlation - computation methods - simple, partial and multiple regressions - computation methods - estimating values using regression equation - standard error of estimate - testing significance of correlation and regression coefficients - interpreting correlation - explained variation and unexplained variation - coefficient of determination.

Reference Books:

1. N.D.Vohra, “Quantitative Techniques in Management”, Tata McGraw Hill, 3rd edition.
 2. Anderson, D. R., D. J. Sweeney and T. A. Williams. 2003. *Quantitative Methods for Business*. South-Western Educational Publishing.
- Anderson, D. R., D. J. Sweeney, T. A. Williams and J. D. Camm. 2009. *Quantitative Methods for Business*. South-Western College Publishing

Paper BBA-C-18 Income Tax

Unit -1:

Introduction of Income Tax Act 1961 : Charge of Income tax, person, assessment year, previous year, Maximum amount which is not chargeable to income tax, Assesses, Rounding off of total income tax, Scope of total income, residential status.

Unit -2:

Income Under the head –salary : Meaning of salary, Taxability of component of salary, perquisites, Perquisites where taxable only in the case of specified employees, tax free perquisites (for all employees), Treatment of leave travel concession or assistance(LTC/LTA), treatment of provident fund for income-tax purposes, Gratuity, uncommitted and Commuted pension leave encashment, deduction from salary. Problems on salary computation and taxability.

Unit-3:

Income under the head- Income From House Property (Sessions: 9) : Meaning of house property, ownership, use of the house property, Computation of net annual value of a property, treatment of unrealised, deductions from net annual value of property, computation of income of a property which is self-occupied, interest when not detectable, unrealised rent received charges, Practical problems under this head.

Unit- 4:

Income under the head – Profit and Gain of Business or Profession : Meaning of P&G of business or profession, study of deductions under this head, Depreciation, assets installation, manufacture incomes, site restoration funds, expenditure on Scientific research, Time of payment of fees, Amortisation of preliminary expenses, Specified expenditure, deemed profit chargeable to tax, practical Problems under this head.

Unit-5:

Income under the head Capital Gain, Income from other sources, TDS & PAT : Computation of income under the head 'Capital Gain' from investment and Income from other sources. Income which do not form part of Total income. Deduction u/s 80A to 80U, Practical problem under this heading, Deduction of tax at sources, Payment of advance tax.

Text Books

1. Lal, B.B., (2009), Income Tax and Central Sales tax Law and Practice, 30th edition, Pearson Education.
2. Singhanian, V. K and Singhanian, Monica, Students Guide to Income Tax,

Reference Books:

1. Ahuja, Girish and Gupta, Ravi, Systematic Approach to Income Tax, Latest Edition, Bharat Law House.
2. Datey, V.S., Indirect Taxes-Law and Practice, latest edition, Taxmann Publications.
3. Government of India, Bare Acts (Income Tax, Service Tax, Excise and Customs)
4. Vashisht, Nitin and Lal, B.B., (2009), Direct Taxes: Income Tax, Wealth Tax and Tax Planning, 30th edition, Pearson Education.

Paper BBA-C-19 Production and Operations Management

UNIT 1

Introduction : Meaning and Functions of Production Management, Role and Responsibility of Production Function in Organization, Types of Production System- Continuous Intermittent, Joblotsetc Plant Layout- Objectives, Types, Materials Flow, Pattern. Safety Considerations and Environmental Aspects.

UNIT II

Production Design : Definition, Importance, Factors affecting product Design, Product Policy- Standardization, Simplification. Production Development-Meaning, Importance, Factors Responsible for Development, Techniques of Product Development.

UNIT III

Production Planning and Control : Meaning, Objectives, Scope, Importance & Procedure of Production Planning, Routing scheduling Master Production Schedule, Production Schedule, Dispatch, Follow up, Production Control-Meaning, objectives, Factors affecting Production Control.

UNIT IV

Methods Study, Work Study and Time Study : Methods Study- Concept, Questioning Techniques, Principles of Motion Economy, flow Process Chart, Multiple Activity Chart, SIMO Chart, Travel Chart. Work Study- Concepts, Scope and Applications, Work Study and Production Improvement. Time Study –Routing Concepts, Stopwatch Study, Allowance, PMTS Systems (Concepts Only) Quality Control, Quality Circles, Effects of Globalization on Business.

UNIT V

Ergonomics : Definition, Importance, Work and Rest Cycles, Biomechanical Factors, Effects of Factors such as Light, Ventilation, Noise, Heat on Performance. Importance, Safe Practices in handling Chemicals, Gases, Bulk Materials, Safety with cargo handling equipment, Safety equipment's and Devices, Statutes Governing Safety. 33

Recommended Books:

1. James Apple & John, Plant Layout and Material Handling, Wileysons
2. Aswathappa, K & Shridhara Bhat, K. "Production and Operations Management", Himalaya Publishing House Mumbai, 2/e, 2009
3. R S Goel, Production & Operations Management, Pragati Prakashan
4. Chunawalla & Patel, "Production and Operations Management", Himalaya Publishing House, Mumbai, 2009.
5. Chavy, S. N. Production & Operation Management, TMH Delhi
6. Elwood S Butta, Modern Production and Operation Management

Semester- VI

Paper BBA-C-21 Business Policy and Strategy

Unit I

Introduction: Nature, scope and importance of the course on Business Policy; Evolution of this course – Forecasting, Long-range planning, strategic planning and strategic management.

Unit II

Strategic Management Process: Formulation Phase – vision, mission, environmental scanning, objectives and strategy; implementation phase – Strategic Activities, Evaluation and Control.

Unit III

Environmental Analysis: Need, Characteristics and categorization of environmental factors; approaches to the environmental scanning process – structural analysis of competitive environment; ETOP a diagnosis tool.

Unit IV

Analysis of Internal Resources: Strengths and Weakness; Resource Audit; Strategic Advantage Analysis; Value-Chain Approach to Internal Analysis; Methods of analysis and diagnosing Corporate Capabilities – Functional Area Profile and Resource, Deployment Matrix, Strategic Advantage Profile; SWOT analysis.

Unit V

Formulation of Strategy: Approaches to Strategy formation; major strategy options –Stability, Growth and Expansion, Diversification, Retrenchment, Mixed Strategy; Choice of Strategy – BCG Model; Stop-Light Strategy Model

Text Books

1. Ghosh, P. K.; Strategic Planning and Management, Sultan Chand & Sons, New Delhi
2. Kazmi, Azhar; Business Policy, Tata McGraw-Hill, New Delhi
3. Suri R.K.; Business Policy & Strategic Management, Brijwasi Publisher &Distributor.

Paper BBA-C-22 Project Management

UNIT-I

Concepts of project management - concept of a project categories of projects - project life -cycle phases - project management concepts - tools and techniques for project management. The project manager - roles and responsibilities of project manager.

UNIT-II

Project formulation - formulation stages - bottlenecks - feasibility report –financing arrangements - finalization of project implementation schedule.

UNIT-III

Administrative agencies for project approval Ministry of Finance - Bureau of public enterprises planning commission public investment board. Organizing human resources and contracting - delegation project manager's authority -project organization - accountability in project execution - contracts - 'R' of contracting - tendering and selection of contractors - team building.

UNIT-IV

Organizing systems and procedures - working of systems - design of systems - project work system' design - work break down structure - project execution plan - project procedure manual project control system - planning scheduling and monitoring - monitoring contracts and project diary.

UNIT-V

Project implementation stages project direction - communications in a project -coordination guidelines for effective implementation reporting in project management -project evaluation and its objectives, types and methods.

Text and Reference Books:

1. Project Management - Choudhary–TataMcGraw Hill Pub.
2. Project Management: The Managerial Process (Special Indian Edit.) -Clifford F Gray, Oregon State University.
3. Chandra. Prasanna, Project Preparation Appraisal and Implementation. Tata McGraw Hill.

ELECTIVE I-GENERIC (FINANCE)

Paper BBA-F-101 Investment Management

Unit – I

Investment Management: nature, scope and objectives, alternative forms of investment.

Unit – II

Stock market operations: New Issue Market, Secondary Market operations.

Unit – III

Valuation of securities: Valuation of Bonds and Shares.

Unit – IV

Fundamental Analysis and Technical Analysis.

Unit – V

Portfolio Analysis, Sharpe Index and Markowitz Theory.

References:

1. Amling, Frederic. Investment Englewood Cliffs, New Jersey, PHI
2. Lee, Cheng F. etc Security Analysis and Portfolio Management Scott, Foresman.
3. Alexander Gordon J. and Sharpe, William F, Fundamentals of Investments, Englewood Cliffs, New Jersey, Prentice Hall Inc.
4. Prasanna, Chandra, “Investment Analysis and Portfolio Management”, Tata McGraw Hill.

ELECTIVE I-GENERIC (Finance)

Paper BBA-F-102 Corporate Analysis and Valuation

Unit-I

Introductory financial analysis, Financial Statement of Analysis, Analysis of statement of Cash Flows, comparative statements, common size statements, financial ratio analysis

Unit-II

Introduction to equity valuation, Approaches to Valuation & Identifying Value Drivers, Estimating the Discount Rates

Unit-III

Estimating cashflows, Measuring cashflows, forecasting cashflows ,Dividend Discount Models,

Unit-IV

Valuation models, FCFE Models, FCFE Models, Valuation Using Multiples,

Unit V

Strategy-Finance-Valuation Trilogy, Real Options & Brand Valuation, which is the appropriate method to use? Identifying frequently made errors in Valuation

Suggested Readings:

1. Van Horne, James C., Financial Management and Policy, Prentice Hall of India.
2. Pandey, I. M., Financial Management, Vikas Publishing.
3. Ross S.A., R.W. Westerfield and J. Jaffe, Corporate Finance, McGraw Hill.
4. Brealey R.A. and S.C. Myers, Principles of Corporate Finance, McGraw Hill.
5. Damodaran, A., Corporate Finance: Theory and Practice, John Wiley and Sons
6. Chandra, P. Financial Management, Tata McGraw Hill.
7. Khan, M.Y and Jain, P.K Financial Management: Text, Problems and Cases, Tata McGraw Hill.
8. Ehrhardt, M. C. and Brigham E. F, Corporate Finance, Indian Edition, Cengage Learning
9. Srivastava, Rajiv and Misra. Anil, Financial Management, Oxford University Press.
10. Arthur J. Kewon, John H. Martin, J. William Petty and David F. Scott, Financial Management: Principles and Application, Pearson.
11. Meyer. et.al, Contemporary Financial Management, Cengage Learning.

ELECTIVE I-GENERIC

(Finance)

Paper BBA-F-103 International Finance

Unit I

Introduction to international finance, Globalization and the Multinational Firm, Foreign Exchange Markets, Balance of Payments, The Foreign Exchange Market, Market players

Unit II

Exchange rate arithmetic and theory, Spot rates, forward rates and foreign exchange swaps, a model of foreign exchange markets: interest parity, Real monetary assets, interest rates and exchange rates, Foreign Exchange Intervention

Unit III

International Capital Markets, International Credit and Money Markets, International Bond Market, International Equity Markets, Globalization and Market Integration

Unit IV

Risk Management and Hedging Strategies, Forecasting Exchange Rates, Measuring Exposure to Exchange Rate Fluctuations, Foreign currency futures and options, Managing Transaction Exposure, Managing Economic and Translation Exposure

Unit V

International capital flows, Foreign Direct Investment, Financing in the Short-Term and in the Long-Term, Managing Net Working Capital, International Trade Finance

Suggested Readings:

1. Levi D, Maurice, International Finance, Routledge.
2. Krugman, Paul R., Obstfeld, Maurice and Melitz, Marc, International Economics, Pearson Education.
3. Madura, Jeff, International Corporate Finance, South-Western/Cengage learning.
4. Eun, Cheol S. and Resnick, Bruce G., International Financial Management, Tata McGraw- Hill.

**ELECTIVE I-GENERIC
(Finance)**

Paper BBA-F-104 Wealth Management

Unit I

Introduction: Financial Planning, Background, Role of Financial Planner, Financial Planning Process, Contract and Documentation, Client Data Collection, Client Data Analysis, Life Cycle, Wealth Cycle

Unit II

Risk Profiling and Asset Allocation, Systematic Approach to Investing, Systematic Investment Plan (SIP), Systematic Withdrawal Plan (SWP), Systematic Transfer Plan (STP)

Unit III

Financial Plan, Goal-based Financial Plan, Comprehensive Financial Plan, Financial Blood-Test Report (FBR), Financial Planning in India

Unit IV

Wealth Management & the Economy I, Financial Planning to Wealth Management, Economic Cycles and Indicators, Lag Indicators, Co-incident Indicators, Lead Indicators

Unit V

Wealth Management & the Economy II, Interest Rate Views, Currency Exchange Rate, the Deficits, Revenue Deficit and Fiscal Deficit, Current Account Deficit

Recommended Reading

1. Dun & Bradstreet ,Wealth Management 1st Edition; Tata McGraw Hill
2. S K Bagchi,Wealth Management 1st Edition; Jaico Publishing House
3. Balaji Rao DG ,Wealth Management & Financial Planning: Concepts & Practices, Patridge (A Penguin Random House Company)

ELECTIVE I-GENERIC (Finance)

Paper BBA-F-105 Financial Derivatives

Unit I: Introduction

Meaning and purpose of Derivatives; Forward contracts, future contracts options, swap and other derivative; types of trades; trading future contract, specification of future contracts, operations of margins; settlement and regulation

Unit II: Source of Financial Risk

Credit vs Market, default risk, foreign exchange risk, foreign rate risk, purchasing power risk etc; systematic and non-systematic risk;

Unit III: Options

Types of options; options trading; margins; valuation of options; Binomial option Pricing Model; Black-Schole model for Call/Put option; valuation of option, Index option; Option Markets-exchange traded option, over the counter option, quotes, trading, margins, clearing, regulation and taxation; warrants and convertibles

Unit IV: Futures

Hedging and speculators; Future contract; future market-clearance house, margins, trading, future positions and taxation; future price and spot price; forward price vs future prices; futures vs option price

Unit V:SWAP

Mechanism of interest rate Swaps, Valuation of interest rate swaps; currency swaps and its valuation; credit risk and swaps, Managing Market Risk -Hedging schemes-delta hedging, theta, gamma, relationship in delta, theta and gamma; Vega and Rho; portfolio insurance, Derivative Market in India - Present position in India- regulation; working and trading activity

Suggested Readings:

1. Book Published By Institute of Banking and Finance –Theory & Practice of Treasury and Risk Management in Banks- By Taxman Publications Pvt Ltd
2. Bhardwaj, H P. Foreign Exchange Handbook , Wheeler Publishing
3. Rajwade, A V.Foreign Exchange, Intl Finance & Risk Management Arizona Business Alliance LLC,

ELECTIVE I-GENERIC (Finance)

PaperBBA-F-106 Insurance and Risk Management

Unit I: Risk and Risk Management

Meaning and Concept of Risk, Nature & Types of Risks, Managing Risks, Risk Management and Insurance, Process of Risk Management, Measurement of Risk, Risk Evaluation and Prediction. Disaster Risk Management, Risk Retention and Transfer.

Unit II: Nature of Insurance

Meaning & Concept of Insurance, Need for Insurance, Types of Insurance, Globalization of Insurance Sector, Reinsurance and Coinsurance, Endowment and Assignment

Unit III: Nature of Insurance Contract

Nature of Insurance Contract and the Legal Aspects; Principle of Utmost Good Faith, Insurable Interest, Indemnity, Contribution and Subrogation, Loss Minimization, Causa Proxima.

Unit IV: Life and General Insurance

Features of Life Insurance Contract, History of Life Insurance in India, Life Insurance companies Operating in India, Types of Life Insurance Policies offered in India, General Insurance – Fire, Marine, Motor, Health, Accident and Miscellaneous Insurance

Unit V : Control of Malpractices

Control of Malpractices, Negligence, Loss Assessment and Loss Control, Exclusion of PLI, Act; Actuaries, Computation of Insurance Premium.

Regulatory Framework of Insurance: Role, Power and Functions of IRDA, Composition of IRDA, IRDA Act'1999.

Suggested Readings:

1. George, E. Rejda, Principles of Risk Management and Insurance, Pearson Education.
2. Dorfman, Marks S., Introduction to Risk Management and Insurance, Pearson
3. All the three modules of Insurance and Risk Management by Institute of Chartered Accountants of India
4. Gupta. P.K, Insurance and Risk Management, Himalaya Publishing House.
5. Mishra, M. N., Principles and Practices of Insurance, S. Chand and Sons.
6. Dinsdale, W.A., Elements of Insurance, Pitaman.
7. Black, K. and H.D. Skipper, Life and Health insurance, Pearson Education
8. Crane, F., Insurance Principles and Practices, John Wiley and Sons, New York.
9. Vaughan, E. J. and T. Vaughan, Fundamentals of Risk and Insurance, Wiley & Sons

ELECTIVE I-GENERIC (Finance)

Paper BBA-F-107 Financial Markets and Institutions

UNIT I: Introduction to Financial System

Components, features, financial system and economic development.

UNIT II: Financial Markets

Money market – functions, organization and instruments, recent developments in Indian money market; Capital Markets: functions, organization and instruments, primary and secondary, financial market instruments.

UNIT III: Introduction to Banking

Indian banking industry- RBI, commercial banking, features, instruments, Recent Developments;

UNIT IV: Development Financial Institutions)

Development Financial Institutions (DFIs): Overview and role in Indian Economy; Life and non-life insurance organizations in India; Mutual Funds; Non-banking financial companies (NBFCs).

UNIT V: Financial Services

Merchant Banking, SEBI guidelines on issue management, Underwriting, Housing Finance, Leasing, Venture Capital, Hire purchase, Factoring.

Suggested Readings:

1. M.Y.Khan: Financial Services, Tata McGraw–Hill.
2. Machiraju: Indian Financial System, VikasPublishingHouse.
3. J.C.Verma: A Manual of Merchant Banking, BharathPublishingHouse.
4. K.Sriram: Hand Book of Leasing, Hire Purchase & Factoring, ICFAI,Hyderabad.
5. Ennew.C.Trevor Watkins & Mike Wright: Marketing of Financial Services, Heinemann Professional

ELECTIVE I-GENERIC (Finance)

Paper BBA-F-108 Security Analysis and Portfolio Management

UNIT I

Investment: Meaning, nature and process; Investment Alternatives, Concept and Measurement of Investment Risk and Return, Identification of Investment Opportunity.

UNIT II

Trading of Securities: Stock Exchange, Functions, Trading System, Regulation and Listing of Securities.

UNIT III

Valuation of Securities: Equity DDM, Straight Bonds only, Concept of YTM, Duration of Bond.

UNIT IV

Investment Analysis: Fundamental Analysis, Company Analysis; Industry Analysis and Economy Analysis; Technical Analysis; Dow Theory, Charting Techniques, Indicators; Efficient Market Hypothesis.

UNIT V

Capital asset pricing model (CAPM): Efficient frontier with a combination of risky and risk free assets. Assumptions of single period classical CAPM model. Characteristic line, Capital Market Line, Security market Line. Expected return, Required return, Overvalued and undervalued assets.

Suggested Readings:

1. Fischer, D.E. & Jordan, R.J.: Security Analysis & Portfolio Management, Pearson Education.
2. Sharpe+, W.F., Alexander, G.J. & Bailey, J.: Investments, Prentice Hall of India.
3. Singh, R: Security Analysis & Portfolio Management . ExcelBooks.
4. Frank K Reilly & Keith C Brown: Investment Analysis and Portfolio Management.

ELECTIVE I-GENERIC (Finance)

Paper BBA-F-109 Project Appraisal and Analysis

UNIT I

Appraisal: an introduction, Project appraisal and evaluation, Project cycle, Project cycle management, Private and Public sector Projects/commercial / National probability;

UNIT II

Appraisal: further topics, Identification of investment opportunities – industry analysis review of project profiles, – feasibility study, Project identification and formulation, Generation of Project ideas.

UNIT III

Market Analysis: Market analysis of a project, Need for market analysis, Demand and supply analysis, Collection analysis, primary /secondary data, and Forecasting techniques. Technical appraisal of a project, Business and Technology Acquisition and management of technology

UNIT IV

Investment appraisal: Introduction and techniques, DCF and non DCF methods, Sensitivity Analysis, Financial needs of a Project, Investment criteria, and Project Appraisal parameters of select Financial Institutions. Social cost benefit analysis (SCBA).

UNIT V

Project risk assessment – Risk and Sensitivity Analysis, Probabilistic cash flow approaches – application of simulation techniques; Monitoring and Evaluation of a Project. Contents of Detailed Project Report

Suggested Readings :

1. Machiraju, H.R.: Introduction to Project Finance, VikasPublishingHouse
2. Prasanna Chandra: Project Preparation Appraisal Budgeting and Implementation, TataMcGraw.

ELECTIVE I-GENERIC (Marketing)

Paper BBA-M-101 Advertising Management

Unit I

Introduction: Meaning and Framework of Advertising; Defining Advertising; Advertising to Persuade the Buyer; Importance of Advertising in Marketing; Role of Advertising in Marketing Mix and Positioning; Advertisers and Advertising Agencies; Choosing an Advertising Agency.

Unit II

Advertising Agency: Introduction, Overview of an Advertising Agency; Departments of an Advertising Agency, Creative department, Media department, Client servicing department, Marketing research department; Ancillary Services; Interfacing with Client's Organisation; Integration of Services, Copy Writing.

Unit III

Advertising Media: Different Types of Media, Function, Merits and Demerits of Media, Selection of Media and Its Vehicles; Advertising Budget: Objectives, Preparation and Methods of Advertising Budget; Advertising Agency: Function, Selection and Compensation.

Unit IV

Theories of Advertising, Understanding Persuasive Messages: Introduction, Communication Response Hierarchy, Securing Attention; Interpretation and Processing of Information; Persuasion; Attitude Change, Factors that influence or change attitudes.

Unit V

Setting Advertising objectives: Introduction, Marketing Objectives; Advertising Objectives, Sales-oriented/ Behavioural objectives, Communication-oriented objectives; The DAGMAR Approach to Setting Objectives and Measuring, Advertising Effectiveness; Kinds of Advertising Objectives; The Advertising Communication System, The communication process, The advertising exposure model; The Need for Clear Understanding of Objectives.

Suggested Readings:

1. Belch and Belch, Advertising and Promotion, Tata McGraw Hill Co.
 2. Sharma, Kavita, Advertising: Planning and Decision Making, Taxmann Publication Pvt. Ltd.
 3. Mahajan, J.P., and Ramki, Advertising and Brand Management, Ane Books Pvt Ltd, New Delhi.
 4. Burnett, Wells, and Moriatty, Advertising: Principles and Practice, Pearson Education
 5. Terence A. Shimp, Advertising and Promotion: An IMC Approach, South Western, Cengage Learning.
- O'Guinn, Advertising and Promotion: An Integrated Brand Approach, Cengage Learning.

ELECTIVE I-GENERIC (Marketing)

Paper BBA-M-102 Sales and Distribution Management

Unit I

Sales Management; Objectives and Functions, Setting up a sales organization, Personal Selling, Management of Sales force, Recruitment & Selection, Training, Motivation and Evaluation, Compensating Sales Force

Unit II

Theories of Selling: AIDAS, Right Set of circumstances, Buying formula theory. Sale forecasting, Territory Management, Sales Budget, Sales Quota.

Unit III

Distribution Management, Design of Distribution Channel, Channel Conflict, Co-operation & Competition

Unit IV

Vertical marketing system, Horizontal Marketing system, Designing Customer Oriented Marketing Channels: Wholesaling, Retailing.

Unit V

Transportation, Warehousing, Inventory, Order Processing, Market Logistics Decision, SCM, Emerging Trends. Case analysis compulsory

Recommended Books:

1. Havaladar, Cavale, Sales & Distribution Management Tata McGraw Hill.
2. Rusell, F. A. Beach and Richard H. Buskirk, Selling: Principles and Practices, Tata McGraw Hill.
3. Still, Richard R., Edward W. Cundiff and Norman A. P. Govoni, Sales Management: Decision Strategies and Cases, Prentice Hall of India Ltd., New Delhi.
4. S.L. Gupta, Sales & Distribution Management, Excel Books
5. Chunnwala, Sales & Distribution Management, –HPH
6. Salesmanship & Sales Management – Sahu&Raut – Vikas
7. Sales & Distribution Management, Panda and Sahadev, Oxford
8. Charles Futrell: Fundamentals of Selling, McGrawHill

ELECTIVE I-GENERIC (Marketing)

Paper BBA-M-103 Retail Management

UNIT I

Introduction to Retailing, Definition, Characteristics, Evolution of Retailing in India, Retailing in India, Emerging Trends in Retailing, Factors Behind the change of Indian Retail Industry.

UNIT II

Retail Formats: Retail Sales by ownership, On the basis of Merchandise offered, non- store Based retail mix & Non- traditional selling.

UNIT III

Store Planning: Design & Layout, Location Planning and its importance, retailing image mix, Effective Retail Space Management, Floor Space Management.

Retail Marketing: Cross selling, Up selling, bundling strategies, in-store promotion.

UNIT IV

Retail Merchandising: Buying function, Markups & Markdown in merchandise management, Label and SKU Management.

Merchandise Pricing: Concept of Merchandise Pricing, Pricing Options, Pricing Strategies, Pricing Objectives, Types of Pricing.

UNIT V

Retail Operation: Elements/Components of Retail Store Operation, Technologies for Retail Operations, Store Administration, Store Manager –Responsibilities, Inventory Management, Management of Receipts, Customer Service, Management of Retail Outlet/Store, Store Maintenance, Shrinkage, Store Security.

Reference books:

1. Cullen & Newman: Retailing – Environment & Operations, Cengage Learning EMEA
2. Berman, Barry and Joel Evans : Retail Management
2. Cooper J : Strategy planning in logistics and transportation
3. Cox Roger : Retail management
4. Kotler: Marketing Management

ELECTIVE I-GENERIC (Marketing)

Paper BBA-M-104 Rural Management

UNIT I

Defining Rural India; Changes and transitions in rural India; Rural population trends, Rural employment patterns and income trend; Rural urban disparity; Rural economy; Characteristics of rural economy; Distinction between rural and urban markets.

UNIT II

Rural Marketing; Concept and scope of rural marketing; Nature of rural markets; Attractiveness of rural markets; Potential and size of the rural markets; Problems in rural marketing and solutions; Rural vs urban marketing.

UNIT III

Rural Consumers; Classification of rural consumers, Profile of rural consumers; Changing profile of rural consumers; Influencing rural consumers; Motivating rural consumers; Challenges for rural consumers; Information technology as a change agent for rural customers.

UNIT IV

Rural Marketing Mix(4 Ps); Product; Pricing ; Placement; Promotion; Product Strategies for Rural Market; Small unit packing, New product designs, Sturdy products, Utility oriented products, Brand name; Pricing for rural markets. Affordability as main factor; New approaches in distribution. Selling to the rural customer;Marketing communication and promotion in rural India.

UNIT V

Project Work and Case Study.

Suggested Readings:

1. Gupta,S.L.Rural Marketing - Text and Cases , Jain Book Agency
2. Verma,S.B. Rural Management, Abe Books
3. Mathur, U.C.,Rural Marketing - Text and Cases, New Age Publishing
4. Dr. H.C.Purohit, Rural Marketing - Targeting the Non-urban Consumer Sanal Kumar Velayudhan

**ELECTIVE I-GENERIC
(Marketing)**

Paper BBA-M-105 International Marketing

UNIT I:

Introduction

International marketing – The Core Concepts, Why firms go International, Transition from domestic to global business, the re-active and pro-active processes of internationalization. The Dynamics of the world Market, Identifying and satisfying global needs.

UNIT II:

International Marketing Environment

The Political, Legal and the Socio-cultural Environment, PESTEL Analysis, The EPRG Model, Hofstede's 4 Dimensions of Culture, High and Low Context Cultures, The concept of SRC, The influence of Culture on consumption decisions, problems associated with Cross Cultural differences.

UNIT III:

Foreign Market Selection and Market Entry Strategies

Evaluating risks, segmentation and selection of foreign markets. Identifying entry strategies :Exporting, Piggy-backing, Wholly owned subsidiaries, Licensing, Franchising, Joint Ventures, Mergers and acquisitions, Turnkey Operations, Strategic Alliances, Global tendering and Outsourcing, Contract Manufacturing, Management Contracting

UNIT IV:

International Marketing Strategies

Product Strategies (Standardization, adaptation, developing new products) International Product Life Cycle, Pricing Strategies (Market skimming, Penetration pricing, Marginal Costing, Dumping etc.) Promotional and distribution strategies.(Participation in International Trade fairs and Exhibitions, Branding, Positioning, Packaging, Labeling, Bar-coding and supply chain logistics)

UNIT V:

Documentation and Control Systems for International Marketing

The inquiry, the Quotation, Choice of Currency, Exchange Rate calculation, International Invoicing, Pricing, INCOTERMS (EXW, FAS, FOB, CIF, DES, DEQ, DAF, DDP) Terms of payment, Letter Of Credit, Hedging, Packing Slip, Credit Note, Bill of Lading, Certificate Of Origin (GSP), Inspection Certificate, Environmental Controls, Bio-degradable packaging etc.

Emerging Issues and Developments in International Marketing; Global Competitiveness, Total Quality Management, Kaizen, Six Sigma, Ethical and Social issues, Theory Z . 50

References

- International Marketing – Rakesh Mohan Joshi , OUP
- Warren S. Kegan, International Marketing, Prentice Hall.
- Vern Terpstra&Sarathy, International Marketing, The Dryden Press.

- Choudhuri, S & Das, Ranjan, Entry Strategies and Growth in Foreign Markets, Oxford Publishing House.
- Kotabe, Masaaki &Helsen, Kristiaan, Global Marketing, John Wiley Int.
- Varshney and Bhattacharya. International marketing management. Sultan Chand & Sons
- W.J. Keegan. Multinational Marketing Management. Prentice Hall.
- V. Terpestra and Ravi Saratnag. International marketing. Naper Publishing Group.
- P. Cateora and Graham. International marketing. McGraw Hill.

ELECTIVE I-GENERIC

(Marketing)

Paper BBA-M-106 Supply Chain Management

UNIT I

The channel system: Rationale for marketing channel structures, Composition of distribution channels, Channel Environment.

UNIT II

Logistics – Basic concept, Transportations, Inventory, Warehousing for distributor and retailer, Managing logistics.

UNIT III

Concepts and importance of a Supply Chain (SC), Key issues of Supply Chain Management, Competitive and SC strategies, Achieving strategic fit.

UNIT IV

Dynamics of supply chain: Supply Chain Integration, Push-based, Pull-based and Push-Pull based supply chain, Managing inventory in SC environment: Transportation in SC environment.

UNIT V

Strategic Alliances, Third party and fourth party logistics, Retailer- Supplier partnerships (RSP), Supplier evaluation and selection, Inter-organization information systems, Information Technology (IT) in Supply Chain Management.

Readings

1. Ayers, J. B. (2006). Handbook of supply chain management (2nd ed.). Florida: AuerbachPublication.
2. Ballou, R. H., &Srivastava, S. K. (2008). Business logistics/ supply chain management (5th ed.). New Delhi: PearsonEducation.
3. Chopra, S., &Meindl, P. (2007). Supply chain management: Strategy, planning and operation (3rd ed.). New Delhi: PearsonEducation.
4. Coyle, J. J., Bardi, L. J., &Langley, C. J. (2008). The management of business logistics (7th ed.). USA:South-Western.

5. Dornier, P. P., Ernst, R., Fender, M., & Kouvelis, P. (1998). Global Operations Management and Logistics: Text and Cases. New York: John Wiley & Sons.
6. Mentzer, J. T. (2001). Supply chain management. New Delhi: Sage Publications.
7. Monczka, R. M., Handfield, R. B., Giunipero, L. C., & Petterson, J. L. (2009). Purchasing and supply chain management (4th ed.). USA: Cengage Learning.
8. Raghuram, G., & Rangaraj, N. (2000). Logistics and supply chain management: cases and concepts. New Delhi: Macmillan.
9. Shah, J. (2009). Supply chain management: Text and cases. New Delhi: Pearson Education.

ELECTIVE I-GENERIC

(Marketing)

Paper BBA-M-107 Services Marketing

UNIT I

The emergence of service economy: contributory factors, consumption pattern analysis, Evolution in context of goods, services, products, managerial challenges, physical and digital services.

UNIT II

Service Marketing mix: concept of value and value drivers, extended framework Service marketing system: production, marketing, human resources, sequential analysis, Service Design,

UNIT III

Service system positioning: service delivery process, Fulfillment, blueprinting Service buying behaviour; difference in perspective, risk analysis, decision process.

UNIT IV

Service quality; concept, technical and functional quality, Service quality models and measurement, Demand and supply imbalances management; challenges and strategies; Relationship Marketing, Customer life time Value.

UNIT V

Strategic Issues In Service Marketing-Market Segmentation in the Marketing of Services, Target Marketing, Positioning of Services-How to Create a positioning Strategy, Developing and maintaining Demand and Capacity.

Reference Books:

1. Fisk, R. P., Grove, S. J., & John, J.: Interactive services marketing. New York. Houghton Mifflin.
2. Glynn, W. J., & Barnes, J. G.: Understanding services management - Integrating

marketing, organizational behaviour, operations and human resources management, PrenticeHall.

3. Gronroos, C.: Service Management and Marketing - A customer relationship management approach, New York: JohnWiley.

ELECTIVE I-GENERIC

(Marketing)

Paper BBA-M-108 Digital Marketing

UNIT I

Digital Marketing: Introduction, Moving from Traditional to Digital Marketing, Integrating Traditional and Digital Marketing; Concept of Search Engine Optimization (SEO); Concept of Pay Per Click.

UNIT II

Email Marketing: Introduction, email marketing process, design and content, delivery, discovery.

UNIT III

Social Media Marketing: Introduction, Process - Goals, Channels, Implementation, Analyze.

UNIT IV

Mobile marketing: Introduction and concept, Process of mobile marketing: goals, setup, monitor, analyze; Enhancing Digital Experiences with Mobile Apps.

UNIT V

Security Challenges; Introduction, Types of Challenges, Methods of Protection – EPS (Electronic Payment System), Firewall.

References

1. Ian Dodson. The art of Digital Marketing. Wiley
2. Philip Kotler. Marketing 4.0: Moving from Traditional to Digital

ELECTIVE I-GENERIC

(HRM)

Paper BBA-H-101 Performance Management

Unit I

Performance Management (PM) Conceptual Frame Work: Introduction to Performance Management, importance, process of Performance Management, link between Performance Management and Performance Appraisal, Benefits of Performance Management

Unit II

Performance Planning, Role Analysis and Evaluating Performance Management. Performance Appraisal, Meaning of Performance appraisal, methods and approaches to performance appraisal, Obstacles in appraisal, Designing appraisal for better results.

Unit III

360 feedback, Assessment centres, Performance reviews, Coaching and Counselling, Performance Management in Manufacturing, Services and IT Sector, Strategies for improving performance. Performance Management and development, Performance Management and pay.

Unit IV

Performance Management Application & Improvement: Performance Management for Teams, Performance Management in practice, Analysing Performance problems. Performance counselling- Concept, Principles and Skills competency based Performance Management.

Unit V

Performance Management linked Reward Systems: Reward Management, Objectives, Components of Reward System, Linkage of Performance Management to Reward and Compensation Systems “Do only what you get paid for” Syndrome, Types of pay for Performance Plans – Individual based, Team Based, Plant Wide Plans and Corporate Wide Plans.

Recommended Books:

- (1.) Armstrong, M. & Hellen Murlis. Reward Management. A handbook of Remuneration Strategy.
- (2.) Dwivedi, R.S. Managing Human Resources; Personnel Management in the Indian Enterprises. Galgotia Publishing Co.
- (3.) Venkataratnam, C.S., & B. K. Srivastava. Personnel Management and Human Resources. Tata McGraw Hill.
- (4.) Thomas, J. Bergman, V.G. Scarpello and F.S. Hills. Compensation Decision Making. Dryden Press.
- (5.) Dunn, J.D. and F. M. Rachal. Wage and Salary Administration: Total Compensation System. McGraw Hill, New York.

ELECTIVE I-GENERIC (HRM)

Paper BBA-H-102 Maintenance of Human Resources

Unit I

Career Management: Understanding Careers, Career planning and Management, Career paths, Career development, the role of HR department in Career management of Employees. The psychosocial work environment.

Unit II

High potential employees: Definition and categories of high potential (HipO) employees; characteristics of high -potential employees; Identification and development of high potential employees; Retention of high potential employees.

Unit III

Labour Welfare: Need for labour welfare, Principles of Labour Welfare, Types of Labour welfare, Classification of labour welfare, Administration of welfare facilities. Welfare Provisions under Factories Act, 1948, Mines Act 1952, Contract Labour (Regulation and Abolition) Act, 1970.

Unit IV

Health and Safety: Healthy working Environment, Occupational Health Hazards, Safety of workers, Industrial Accidents, Industrial Safety programmes

Unit V

Social Security Measures: Nature of social security, methods of social, social security in India

Recommended Books:

- (1.) A.M. Sharma, Industrial Jurisprudence & Labour Legislation, HPH
- (2.) Industrial and Labour Legislations, L.M. Porwal and Sanjeev Kumar - Vrinda
- (3.) Human Resource Management, Principles and practice, P.G' Aquinas
- (4.) Human Resource management, A.K.Singh, B.R.Duggal, Puneet Mohan, Sun India Publications
- (5.) Human Resource Management; Sharon Pande, SwapnalekhaBasak, Pearson

ELECTIVE I-GENERIC (HRM)

Paper BBA-H-103 Industrial Relation and Trade Union

Unit I

Industrial Relation: Concept, Scope and Approaches to Industrial Relations- Unitary, Pluralistic, and Radical approach, Industrial Relations Systems (IRS), Values in IR. Role of State in Industrial Relations in India.

Unit II

Trade Unionism: Concept, structure and function, Union Registration and Recognition, Theories on Trade Unionism- Selling Pearl man, Sidney and Beatrice Webb, Karl Marx, Robert Hoxie and Mahatma Gandhi, White Collar Trade Unions, Trade Union Movement in India.

Unit III

Industrial Dispute: causes, types, methods of settlement of dispute in India, Code of Discipline and Grievance Management.

Unit IV

Collective Bargaining: Meaning, Importance and theories of collective bargaining. Process of collective Bargaining, by M.W. chamberlain, Allan Flanders, Walton Mckersie and Sidney & Beatrice Webb. Hurdles to collective Bargaining in India.

Unit V

Workers Participation in Management: Concept, Scope, Levels and functions, Forms of Workers' Participation, Workers Participation in other countries.

Suggested Readings:

- (1) S.C. Srivastava: Industrial Relations and Labour Laws, Vikas Publishing House, New Delhi.
- (2) RD Davar: Personnel Management and Industrial Relation, Vikas Publishing House, New Delhi.
- (3) T.N.Chhabra&R.K.Suri, Industrial Relations, Concepts and issues, DhanpatRai& Co.
- (4) C.S. VenkataRatnam, Industrial Relations, Oxford
- (5) Mamoria, Gankar, Dynamics of Industrial Relations, HPH
Monappa, Industrial Relations, TMH

ELECTIVE I-GENERIC (HRM)

Paper BBA-H- 104 Compensation Management

Unit I

Wage and Salary: Concept of wage and salary, Minimum wage, fair wage and living wage Factors affecting wage and salary. Salient features of Minimum wages Act 1948, Wage policies in India.

Unit II

Job Evaluation: Objective and Role of Job Evaluation in wage Administration, Principles of Job evaluation, Methods of Job Evaluation

Unit III

Understanding compensation, Bases of compensation, Application of motivational theories for compensation. Compensation structuring: Grade Structure, Broad banding, Compensation Strategies: Traditional Compensation, Total Compensation Equation

Unit IV

Variable Pay Strategies: Rationale for Variable Pay, Different types of Variable Pay, Pay Progression, Executive Compensation Packages

Unit V

Wage Incentive Plans and Profit Sharing: Nature of Incentive Payments, Perquisites for an effective Incentive system, Scope of Incentive schemes, Types of Incentive schemes, Group Incentive Plans, Incentive schemes in Indian Industries.

Recommended Books:

- (1) Human Resource Management; Sharon Pande, Swapnalekha Basak, Pearson
- (2) Human Resource Management, K. Aswathappa, Tata McGraw Hill
- (3) Armstrong, M. & Hellen Murlis. Reward Management. A handbook of Remuneration Strategy.
- (4) Dwivedi, R.S. Managing Human Resources; Personnel Management in the Indian Enterprises. Galgotia Publishing Co.
- (5) Venkataratnam, C.S., & B. K. Srivastava. Personnel Management and Human Resources. Tata McGraw Hill.
- (6) Thomas, J. Bergman, V.G. Scarpillo and F.S. Hills. Compensation Decision Making. Dryden Press.

ELECTIVE I-GENERIC (HRM)

Paper BBA-H-105 Labour Legislations

UNIT I

Labour Legislations: Need, objectives, scope, growth of labour legislation in India. Principles of Labour Legislation: Forces influencing labour legislation in India, Principles of modern Labour Legislation.

UNIT II

Growth of Factory Legislation in India, Factories Act, 1948: Approval, Licencing and Registration of Factories, Inspecting staff, certifying surgeon, Health, Safety, Welfare, special provisions for women and children.

UNIT - III

Industrial disputes Act, 1947: Authorities and Reference of disputes, Prohibition of strike and lock-outs, Lay-off, Retrenchment and closure, machinery for settlement of Industrial disputes, Unfair Labour Practices

UNIT IV

Salient features of Minimum Wages Act, 1948, Salient features of Payment of wages Act, 1936

UNIT V

The Equal Remuneration Act, 1976: Objective, Background and Salient Features of the Equal Remuneration Act, 1976

Suggested Readings:

1. S.C. Srivastava: Industrial Relations and Labour Laws, Vikas Publishing House, New Delhi.
2. S.C. Srivastava: Labor Law in factories, Mines, Plantations, Transport, Shops and other industrial establishments, PHI, New Delhi.
3. RD Davar: Personnel Management and Industrial Relation, Vikas Publishing House, New Delhi.
4. Dr. P.C. Tripathi: Personnel Management, Sultan Chand & Son, Delhi.
5. T.N.Chhabra&R.K.Suri, Industrial Relations, Concepts and issues, DhanpatRai& Co.

ELECTIVE I-GENERIC (HRM)

PaperBBA-H-106 Human Resource Development

UNIT I

Assessment of training: Needs, setting training objectives, designing training programmes, Tasks of the training function: Building support, developing materials, designing training programmes. Training methods: On the job training, job instruction training, coaching, job rotation, sensitivity training, e- training. Training Evaluation Process.

UNIT II

Human Resource Development (HRD): Concept, Origin and Need, Relationship between human resource management and human resource development; HRD as a Total System; Activity Areas of HRD : Training, Education and Development; Roles and competencies of HRD professionals. HRD Process: Assessing need for HRD; Designing and developing effective HRD programs; Implementing HRD programs; Evaluating HRD programs.

UNIT III

HRD Interventions: Integrated Human Resource Development Systems, Staffing for HRD; Physical and Financial Resources for HRD. HRD and diversity management; HRD Climate; HRD Audit.

UNIT IV

HRD Applications: Coaching and mentoring, Career management and development; Employee counselling; High Performance Work Systems, Balanced Score Card, Appreciative inquiry. Integrating HRD with technology.

UNIT V

Evaluating the HRD: Effort; Data Gathering; Analysis and Feedback; Industrial relations and HRD. HRD Experience in Indian Organizations, International HRD experience, Future of HRD.

Suggested Readings:

1. Nadler, Leonard: Corporate human Resource Development, Van Nostrand Reinhold / ASTD, NewYork.
2. Rao T.V. and Pareek, Udai: Designing and Managing Human Resource Systems, Oxford and IBH PublicationLtd.
3. Rao T.V.: Reading in human Resource Development, Oxford IBH PublicationLtd.
4. Viramani B.R. & Seth, Pramila: Evaluating Management Training & Dev., VisionBooks.
5. Rao T.V.: Human Resource Development, Sagepublication.
6. Kapur, Sashi: Human resource Development and Training in Practice, BeaconBooks.
7. Lynton, Rolf P. and Pareek, Udai: Training for Development, Vistaarpublication.
8. Werner J. M., DeSimone, R.L.: Human resource development, SouthWestern.
9. Mankin, D.: Human resource development, Oxford University PressIndia.

ELECTIVE I-GENERIC (HRM)

Paper BBA-H-107 Counselling & Negotiation

UNIT I

Counselling: Introduction, Approaches to Counselling, Goals and Process of Counselling; Counselling Procedures and Skills, Organizational Application of Counselling Skills.

UNIT II

Changing Behaviours through Counselling; Specific Techniques of Counselling; Role conflicts of Managers and Counselling. Application of Counselling in Specific Organizational Situations: Dealing with problem Subordinates; Performance Management; Alcoholism and Other Substance Abuse; Ethics in Counselling.

UNIT III

Introduction of Johari Windows and Implications of Johari windows in the corporates. Transactional Analysis – Concept, Process and application of Transactional analysis.

UNIT IV

Negotiation: Introduction, Nature and need for negotiation, negotiation process, Types and styles of negotiation; strategies and tactics; barriers in effective negotiation, Communication Style, Breaking Deadlocks

UNIT V

Role of trust in negotiations; negotiation and IT; ethics in negotiation; cultural differences in negotiation styles; gender in negotiations; context of mediation; negotiation as persuasion.

Suggested Readings:

1. Singh Kavita - Counselling Skills for Managers(PHI)
2. Carroll, M.: Workplace counseling, SagePublication.
3. Kottler, J. A., & Shepard, D. S.: Introduction to counselling: voices from the field, USA: Cengage Learning.
4. Moursund, J.: The Process of counselling and therapy, New Jersey: PrenticeHall.
5. Patterson, L. E., &Welfel, E. R.: The counselling process: A multitheoretical integrative approach, New York: BrooksCole.
6. Kolb, D., & Williams, J.: The Shadow Negotiation. UK: Simon &Schuster.
7. Korobkin, R.: Negotiation theory and strategy, AspenPublisher.

ELECTIVE I-GENERIC (HRM)

Paper BBA-H-108 Cross Cultural Human Resource Management

UNIT I

Introduction to concepts of culture and nationality, Impact of culture on international business environment, Hofstede's approach, advantages and disadvantages Parent Country National (PCN), Third Country National, Host Country National, Expatriate adjustment process, Impact of cultural issues on flexibility and work life balance. Recruitment and Selection, Approaches to multinational staffing.

UNIT II

Managing diversity: diversity and organizational culture, Approaches to managing diversity, Diversity management programme. Training: cross cultural training, Cultural assimilators, Diversity training. Cross cultural team building

Unit III

International Recruitment, Selection and Compensation: Executive nationality staffing policies- Issues in staff selection-Expatriate Selection-Selection Criteria-Use of selection Tests-Selecting TCNs and HCNs— Objectives of International Compensation-Key Components of a Potential Compensation program-Approaches to International Compensation

UNIT IV

Performance appraisal: Criteria for performance appraisal, Variables that influence expatriate performance appraisal. Compensation: Objectives of expatriate compensation plan. Approaches to expatriate compensation: Going rate approach, Balance sheet approach.

UNIT V

Repatriation: Process, Causes of expatriate failure, Problems of repatriation. Developing Staff through international assignments, expatriate training, Cross border Mergers and Acquisitions: HRM perspective.

Suggested Readings:

1. Dowling P.J and Engle Sr.A.D: International HRM, Thomson Learning.
2. Browaeys M.J and Price R: Understanding cross cultural management, Prentice Hall.
3. Mausamis Bhattacharya and Nilanjan Sengupta: International Human Resource Management, Excel Books.
4. Thomas D.C: Cross cultural Management essential concepts, Sage Publication.
5. Lucas Rosemary and Lupton Ben: Human resource management in International Context, Jaico publication house.

ELECTIVE I-GENERIC (HRM)

Paper BBA-H-109 Talent & Knowledge Management

UNIT I

Meaning and importance of talent management, Talent management Grid, Creating talent management system, Strategies of talent management. Role of leaders in talent management, Talent management and competitive advantage.

UNIT II

Meaning and Concept of Competency Mapping. Difference between Potential mapping and Competency mapping. Competency model, Competency mapping –Process and application of Competency modelling in the organisations.

UNIT III

Elements of knowledge management, Advantages of knowledge management, Knowledge management in learning organisations. Types of Knowledge: Tacit and Explicit .Managing knowledge workers.

UNIT IV

Knowledge management process, Approaches to knowledge management: Knowledge management solutions, Knowledge creation, Knowledge sharing, Knowledge dissemination, Knowledge management life cycle, Nonaka's model of knowledge.

UNIT V

Knowledge capturing techniques: Brainstorming, Protocol analysis, Consensus decision making, Repertory grid, Concept mapping. Knowledge management strategies: Aligning individual needs with organisation, Reward systems for knowledge management, Knowledge audit.

Suggested Readings:

1. Lance A. Berger, Dorothy Berger: Talent management handbook, McGraw Hill New York.
2. Cappeli Peter: Talent on Demand –Managing Talent in an age of uncertainty, Harvard Businesspress.
3. Awad.E.M and Ghaziri.H.M: Knowledge Management, Pearson education International.
4. Stuart Barnes: Knowledge management system theory and practice, Thomsonlearning.
5. Donald Hislop: Knowledge management in organisations, Oxford Universitypress.
6. Sudhir Warier: Knowledge management, Vikaspublishinghouse.
7. T. Raman: Knowledge management –a resource book, Excelbooks.

ELECTIVE I-GENERIC (Services Management)

Paper BBA-S-101 Managing Insurance Services

Unit I

Introduction, Insurance Regulatory Authority of India, Basic concept of insurance, Principles of Insurance, The parties of insurance, Contractual obligation in insurance, Insurance climate in India after liberalization.

Unit II

General Insurance, Principles of governing general insurance, Evaluation of various policies of general insurance, Economic aspect of general insurance, Management of GICs

Unit III

Life Insurance, Principles of governing general insurance, Evaluation of various policies of life insurance, Financial and Economic aspect of life insurance, Management of LIC

Unit IV

Fire and Marine Insurance, Evaluation of various policies of Fire and marine insurance, Economic and risk aspect of fire and marine insurance, Evaluation of insurance policies offered by various firms, Fire and marine insurance in India and abroad.

Unit V

Corporate reporting in insurance market, fund management of insurance firms, introduction to actuaries, consumer behaviour in insurance, financial statement analysis of major insurance players in the country

Suggested Readings

1. Latest Publications of Insurance Regulatory Authority of India
2. Khan M A, Introduction to Insurance, Educational Publication House, Aligarh

ELECTIVE I-GENERIC (Services Management)

Paper BBA-S-102 Managing Tourism Services

Unit I

Concepts, definitions, origin and development of Tourism Industry, Types of tourism, domestic, international, regional, inbound, outbound, components of tourism. Nature, characteristics, significance and scope of tourism.

Unit II

Growth and development of tourism, Components & typology of tourism. Tourism organizations: World Tourism Organization (WTO), Pacific Asia Travel Association (PATA), World Tourism & Travel Council, (WTTC)

Unit III

Role and function of Ministry of Tourism, Govt. of India, ITDC, visitor, tourist, traveler, excursionist. Tourist Destination Life Cycle.

Unit IV

Concept of tourism product. Characteristics of Tourism Product, forms of tourism product both natural & man-made. Heritage Monuments, arts, craft, Flora, Fauna Environmental Ecology.

Unit V

Tourist Resources -- Definition & Differentiation, Types, religious & spiritual centers, fairs & Festivals. Yoga meditation & others centers. Role of Travel Agencies in Tourism, MICE Tourism

Suggested Readings

1. Introduction to Tourism & Hotel Industry, Zulfikar, SPD
2. Marketing Mgmt. for Travel & Tourism, Nelson Thrones

ELECTIVE I-GENERIC (Services Management)

Paper BBA-S-103 Managing Banking Services

Unit I

Indian Financial System: An Overview, Indian Banking System, Banking Structure in India, Evaluation of the Banking System and Future Trends, CAR, NPA, Liquidity Ratios, Structural Ratios and Profitability Ratios

Unit II

Banking Regulations, Control of the Banking Sector by the RBI, CRR, SLR, CRAR and Income Recognition Norms, Provision for NPAs, Management of Banking Organisation

Unit III

Loan Management, Investment Management, Liquidity Management, Profit and Growth Management, Asset Liability Management Using traditional GAP and Modern Techniques

Unit IV

Mergers and Acquisition, Bank assurance and Universal Banking, Opportunity for Strengthening the Banking Organisation, Financial Innovations and Opportunities for Banks

Unit V

Factoring, Securitisation and Take Out Finance, Technological Innovations and Opportunities for Banks, International Banking, Organisational Structure, Activities and Regulation

ELECTIVE I-GENERIC (Services Management)

PaperBBA-S-104 N.G.O. Management

UNIT-1

Introduction to NGO Management, Concept, Functions and Establishment of NGO, Legal Procedure of Establishment of NGOs, Overview of Societies Registrations Act, India's Companies Act, Charitable Endowment Act and FCRA, Memorandum of Association and Bye Laws

UNIT-2

Tax Relief Under Various Acts related to NGO investment, Result Based Management and Project Cycle Management in NGO, Designing and Planning a Project in NGO, Project Monitoring and Evaluation in NGO, Fundraising and Grant Proposals in NGO, Principles of Good Communication and Successful Negotiations in NGO work

UNIT-3

Leadership Development in NGO, Building and Leading a Team in NGO, Conflict Resolution, Human Resource Management, Human Resource Policy, Staffing and Salaries and Staff Development in NGO.

UNIT-4

NGO Governance, Governance Concepts, Challenges, Perspectives and Ethical Concern, Impact of Different Governance Structures. Good Governance: Code and Accountability, Co-ordinating agencies in NGO.

UNIT-5

Funding Agencies and Schemes under NGO, Role of NABARD and Human Rights Commission in NGO management, Schemes for NGOs under the Government of India

Books

1. Alan Fowler, Chiku Watchman Malunga, NGO Management, Earth scan publication. New York
2. David Lewis and Nazneen Kanji (2009): Non-Governmental Organizations and Development. New York: Routledge
3. Velusamy M. Non Governmental Organisation, Dominant Publishers & Distribution Ltd, New Delhi.

ELECTIVE I-GENERIC

(Services Management)

PaperBBA-S-105 Managing IT Enabled Services

Unit-1

Information Systems: IS & Management Information Systems: Information systems components, Informational needs of organizations, Capabilities of information systems from an organizational perspective, Information requirements for management Levels of planning and control.

Unit-2

ITeS Industry Scenario: Indian & Global Perspective, Advantages in India, BPO/KPO Sector Profiling, Government of India Digital India Initiatives, Startup India, Special Economic Zones (SEZ's), Key Drivers of ITeS Sector, Employment in the IT/ITes, Geographical Clusters of IT/ITeS in India.

Unit-3

ITeS Classification: Business Enterprise Research, Enterprise Resource Planning, Customer Relationship Management & ITeS, Supply Chain Management, & Electronic Data Interchange (EDI).

Unit-4

Human Resource, Strategy & ITeS: Factors of organizational complexity, ITeS & HRM, Strategic uses of ITeS, Strategic Information System, Strategic Positioning of ITeS, Business Process Reengineering & ITeS.

Unit-5

IT Asset Management: Concept of ITAM. Implementation of ITAM in organizational environment. Benefits for having successful ITAM.

Suggested Readings:

1. Information Technology for management, Turban, McLean, Wetherbe, 4th edition, Wiley
2. IT Enabled Services, Shiro Uesugi, Springer Publications.
3. Management Information Systems, James A O'Brien, 10th edition
4. Information Systems the foundation of E-Business, Steven Alter, 4th Edition Person education
5. Information Technology for Management, B Muthukumaran, Oxford Publications.

ELECTIVE I-GENERIC (International Business)

PaperBBA-IB-101 International Trade Policy & Strategy

UNIT 1

Objectives of International Marketing – Challenges, opportunities & considerations in International Marketing , Quality considerations in International Marketing – Underlying forces of International Marketing.

UNIT 2

Global marketing environment –Economic Environment, Socio-cultural Environment, Politico – Legal Environment and Statutory Framework.

UNIT 3

Market selection, International Market entry strategies – Export & Import, Franchising, licensing, strategic alliances, joint ventures, mergers, acquisition, Foreign Direct Investment.

UNIT 4

Planning for International Marketing- Global Marketing Mix (Product, Price, Promotion, Place)

UNIT 5

Limitations & Challenges of Global Marketing.

Suggested Reading:

1. International Business, Justin Paul, Tata McGraw-Hill Publishing Company Limited, New Delhi
2. International Marketing, Rakesh Mohan Joshi, Oxford Publications
3. International Marketing, Francis Cherunilam, Himalaya Publishing House, Mumbai
4. International Marketing Management – An Indian Perspective, Varshney RI, Bhattacharya B , Sultan Chand & sons. New Delhi
5. International Marketing, P.K. Vasudeva, Excel Books, New Delhi
6. International Marketing (SIE), Cateora and Philip, Tata McGraw-Hill
7. Globalization of Business, Abbas J. Ali, JaicoPublishing House, Mumbai, 3rd Edn., 2009

ELECTIVE I-GENERIC (International Business)

Paper BBA-IB-102 International Economic Organizations

UNIT I

Economic organizations – genesis and growth, regimes, organization and development diplomacy.

UNIT II

International institutions: International Monetary Fund (IMF), World Bank and its associates: International Bank for Reconstruction & Development, International Development Association, International Finance Cooperation, Multilateral Investment Guarantee Agency, and International Centre for settlement of Investment Disputes– Constitution and Roles.

UNIT III

Trade and Development Organizations, GATT & WTO, UNCTAD, ILO, WHO.

UNIT IV

Trade Agreements, Regional Blocks: NAFTA, European Union, ASEAN, SAARC, Regional Inter-governmental Organizations, MNC's and Sovereignty Controls.

UNIT V

Political Economy of Regionalism; European Integration Process; North American Free Trade Area (NAFTA), Asia Pacific Economic Community (APEC), South American Common Market (MERCOSUR) and Other Regional Economic Units; Towards Global Integration?

Suggested Reading:

1. The Indian Economy; Problems and Prospects. Edited by BimalJalan, Penguin
2. V.K.Puri: Indian Economy, Himalya Publishing House

ELECTIVE I-GENERIC (International Business)

Paper BBA-IB-103 International Supply Chain Management

Unit I

International Supply Chains, Strategic International Supply Chain Management - Locating International Activities, Integration of International Supply Chain Functions, Strategic Benefits of International Supply Chains

Unit II

International Supply Chain Infrastructure - Transportation, Communication, Utilities & Technology Infrastructure, Supply Chain Security, Risks & Value, Legal Considerations, International Contracts & Insurance Issues

Unit III

Purchasing in International Supply Chains - International Purchasing Strategy, From International to International Purchasing, Types of International Purchasing Strategy, Outsourcing & Off-shoring, International Customers & Channels, Order Fulfillment & Delivery, International Supplier Selection

Unit IV

Logistics in International Supply Chains- International Logistics Strategy, International Distribution Centers, International Inventory Management, International Packaging & Materials Handling, Ocean Transportation, Air Transportation, Land & Intermodal Transportation, Reverse Logistics

Unit V

Operations in International Supply Chains- International Operations Strategy, Make or Buy Decision in International Supply Chains, International Production & Manufacturing, Competitive Priorities in International Supply Chains

References

1. Rushton, A., Croucher, P. and Peter Baker. Handbook of Logistics and Distribution Management. Kogan Page Pub
2. Chopra Sunil and Peter Meindl. Supply Chain Management. Pearson Education
3. Bowersox, D. J., David, J and Cooper. Supply Chain Logistics Management. McGraw Hill
4. Heizer, Jay; Render, Barry. Operations management. Sustainability and supply chain management. Pearson Publication, India
5. Sahay, B S. Supply chain management for global competitiveness. Delhi: Macmillan Publishers India Limited. (Latest Edition may be used)

ELECTIVE I-GENERIC (International Business)

Paper BBA-IB-104 International Diversity Management

Unit1

Concept and definition of diversity, Historical perspective of diversity management in changing demographics

Unit 2

Understanding dimension of race, ethnicity, gender, caste, sexual orientation, social / economic status, age, physical abilities, religious beliefs, political ideologies

Unit 3

International policies for equal opportunity and non-discrimination

Unit 4

Understanding cultures, influence of behavior, Limitations of Affirmative action welcoming ex-parte evaluation and other legal policies

Unit 5

Recruitment, development and retention strategies in diverse organizations and workplaces, Diversity management training programs for all employees and continuous monitoring of results, Diversity Audit. Analysis of any two Organization's culture.

Suggested Reading:

Bartlett, C. A. & Ghoshal, S. – Transnational
Management Globalization and Business –
Daniels, Radebaugh and Sullivan
International Economics- Marrewijk OUP

ELECTIVE I-GENERIC (International Business)

Paper BBA-IB-105 Foreign Exchange Management

UNIT 1

Meaning of the Term “Foreign Exchange”, Exchange Market, Introductions to Exchange Rate Mechanism: Spot- Forward Rate, Exchange Arithmetic.

UNIT 2

India’s Forex Scenario: BOP crisis of 1990, Introduction to International Monetary Developments: Gold standard, Bretton Woods system, Fixed-Flexible Exchange Rate Systems

UNIT 3

Finance Function: Financial Institutions in International Trade.

UNIT 4

Documentary Credits (Letter of Credit): Types of LC – Parties, Mechanism with illustration.

UNIT 5

Documents involved in International trade: Statutory Documents, Financial Documents, Transport Documents, Risk Bearing Documents.

Suggested Reading:

1. Jeevanandan, C, Foreign Exchange and risk Management, Sultan Chand and sons, New Delhi
2. Chatterjee, Principles of Foreign Exchange, Himalaya, Bombay.
3. Ian Giddy, Global Financial Markets, AIYBS, New Delhi.

ELECTIVE 2

MINOR SUBJECTS

Paper BBA-E-01 Small Business and Entrepreneurship

Unit I

Entrepreneurship-Enterprise: Conceptual issues. Entrepreneurship vs. Management. Roles and functions of manager in relation to the enterprise and in relation to the economy. Entrepreneurship is an interactive process between the individual and the environment. Small business as seedbed of Entrepreneurship. Entrepreneur competencies, Entrepreneur motivation, performance and rewards

Unit II

Opportunity scouting and idea generation: role of creativity and innovation and business research. Sources of business ideas. Entrepreneur opportunities in contemporary business environment, for example opportunities in net-work marketing, franchising, business process outsourcing in the early 21 century.

Unit III

The process of setting up a small business: Preliminary screening and aspects of the detailed study of the feasibility of the business idea and financing/non-financing support; Preparation of Project Report and Report on Experiential Learning of successful and unsuccessful entrepreneurs.

Unit IV

Management roles and functions in a small business. Designing and re-designing business process, location, layout, operations planning and control. Basic awareness on the issues impinging on quality, productivity and environment. Managing business growth. [The pros and cons of alternative growth options: internal expansion, acquisitions and mergers, integration and diversification. Crisis in business growth.

Unit-V

Issues in small business marketing. The contemporary perspectives on Infrastructure Development, Product and Procurement Reservation, Marketing Assistance, Subsidies and other Fiscal and Monetary Incentives. National state level and grass-root level financial and non-financial institutions in support of small business development.

Reference Books:

1. Brandt, Steven C., The 10 Commandments for Building a Growth Company, Third Edition, Macmillan Business Books, Delhi, 1977
2. Bhide, Amar V., The Origin and Evolution of New Business, Oxford University Press, New York, 2000.
3. Dollinger M.J., 'Entrepreneurship strategies and Resources', 3rd edition, Pearson Education, New Delhi 2006.
4. Desai, Vasant Dr. (2004) Management of small scale enterprises New Delhi: Himalaya Publishing House,

5. Taneja, Gupta, Entrepreneur Development New Venture Creation, 2nd ed. Galgotia Publishing Company
6. Holt, David H., Entrepreneurship: Strategies and Resources, Illinois, Irwin, 1955

ELECTIVE 2

MINOR SUBJECTS

Paper BBA-E-02 Goods and Services Tax

Unit 1

Basic Concept of Indirect Taxes and Introduction of GST, Supply, Levy and collection Under GST

Unit 2

Exemption from GST, Taxability of Composite and Mixed supply, Location of the suppliers and place of supply of Goods and services under GST

Unit 3

Composition Levy (Composition Scheme), Time of supply and valuation of supply in GST,

Unit 4

Input tax credit and its utilization, Tax invoice, Credit & Debit Notes, Registration, payment of tax and Returns under GST.

Unit-5

Customs Law: Basic concepts, Territorial water, High Seas, Types of custom duties, valuation, Baggage Rule & Exemptions.

Suggested Readings:

1. GST and Customs- Law & Practices- V.S. Datey, Taxmann
2. Indirect Taxes-Snowwhite Publications.
3. GST Ready Reacnor- Saxena
4. Elements of Indirect Taxes- Law & Practices- V.S. Datey, Taxmann

ELECTIVE 2

MINOR SUBJECTS

Paper BBA-E-03 Production & Operations Management

UNIT 1 Introduction

Meaning and Functions of Production Management, Role and Responsibility of Production Function in Organization, Types of Production System- Continuous Intermittent, Joblotsetc Plant Layout- Objectives, Types, Materials Flow, Pattern. Safety Considerations and Environmental Aspects.

UNIT II Production Design

Definition, Importance, Factors affecting product Design Product, Policy-Standardization, Simplification. Production Development-Meaning, Importance, Factors Responsible for Development, Techniques of Product Development.

UNIT III Production Planning and Control

Meaning, Objectives, Scope, Importance & Procedure of Production Planning, Routing scheduling Master Production Schedule, Production Schedule, Dispatch, Follow up, Production Control-Meaning, objectives, Factors affecting Production Control.

UNIT IV Methods Study, Work Study and Time Study

Methods Study- Concept, Questioning Techniques, Principles of Motion Economy, flow Process Chart, Work Study- Concepts, Scope and Applications, Work Study and Production Improvement. Time Study –Routing Concepts, Stopwatch Study, Allowance, PMTS Systems (Concepts Only)

Recommended Books:

1. James Apple & John, Plant Layout and Material Handling, Wileysons
2. Aswathappa, K & Shridhara Bhat, K. "Production and Operations Management", Himalaya Publishing House Mumbai, 2/e, 2009
3. R S Goel, Production & Operations Management, Pragati Prakashan
4. Chunawalla & Patel, "Production and Operations Management", Himalaya Publishing House, Mumbai, 2009.
5. Chavy, S.N. Production & Operation Management, TMH Delhi
6. Elwood S Butta, Modern Production and Operation Management

ELECTIVE 2

MINOR SUBJECTS

Paper BBA-E-04 Consumer Behaviour

Unit I

Meaning, relevance and importance of consumer behavior, Relationship between consumer behavior and marketing strategy, Market segmentation, Profiling consumers, Notion of psychographics and life- style.

Unit – II

Consumer involvement and decision-making; Consumer decision-making process; Information search process; Evaluative criteria and decision rules. Personality Meaning and nature of personality, Theories of personality: Freudian Theory, Carl Jung Personality Types, Neo-Freudian Personality Theory, and Trait Theory.

Unit III

Consumer as an individual; Motivation for purchase; Needs and goals; Rational and emotional motives; Concept of consumer frustration; Maslow's theory applied to consumer behavior.

Unit – IV

What is learning? How consumers learn, Elements of learning, Classical conditioning theory of learning, Reference group influence, Opinion leadership.

Unit V

Role of culture in consumer buying behavior, Profile of Indian consumers, Behavioural patterns of Indian consumers, Problems faced by Indian consumers, Consumer protection in India.

Readings:

1. Leon G. Schiffman and Leslie Lazar Kanuk; Consumer Behaviour, Pearson Education.
2. S Sumathi and P Saravanavel; Marketing Research and Consumer Behaviour, Vikas Publishing House Pvt. Ltd.
3. Satish K Batra and Kazmi S H H: Consumer Behaviour, Text and Cases; Excel Books, New Delhi.
4. M S Raju and Dominique Xardel: Consumer Behaviour, Concepts and Applications, Vikas Publishing House Pvt. Ltd.
5. Loudon and Della Bitta: Consumer Behaviour, Concepts and Applications; Tata Mc-Graw Hill.

ELECTIVE 2

MINOR SUBJECTS

Paper BBA-E-05 Indian Economy

UNIT I

Economic Growth, Development and Underdevelopment Economic Growth, Development and Underdevelopment, Economic and Human Development, The environment and development.

UNIT II

Structure of Indian Economy; Colonialism and underdevelopment of the Indian Economy, Nature of the Indian Economy, Natural resources, Infrastructure, Human Resource Development.

UNIT III

Basic Issues in Agriculture; Indian Agriculture: Role, nature and cropping pattern, Issues in Indian Agricultural Policy and Rural development, Agricultural production and productivity trends, Land reforms.

UNIT IV

The Industrial Sector and Services In Indian Economy; Industrial development during the planning period, Some major Industries of India, Industrial Policy, Labour relations, social security and exit policy, Services sector in Indian economy.

UNIT V

Economic Planning and Policy; Economic planning-Rationale, features and objectives, Economic reforms and liberalization.

References:

1. Todaro, Michael P. and Stephen C. Smith. Economic Development. Eighth edition.
2. Bettelheim. Charles India Independent.
3. Bhagwati, J. and Desai, P. India: Planning for industrialization, OUP,
4. Patnaik, Prabhat. Some Indian Debates on Planning. T. J. Byres (ed.). The Indian Economy: Major Debates since Independence, OUP.
5. Dandekar, V. M. Forty Years After Independence in BimalJalan. (ed.). The Indian Economy: Problems and Prospects, Viking, New Delhi.
6. Ahluwalia, Montek S. State-level Performance under Economic Reforms in India in A. O. Krueger. (ed.). Economic Policy Reforms and the Indian Economy, The University of Chicago Press.
7. Nagaraj, R. Indian Economy since 1980: Vitrious Growth or Polarisation? Economic and Political Weekly. pp. 2831-39.

ELECTIVE 2

MINOR SUBJECTS

Paper BBA-E-06 Legal Environment of Business

Unit 1

Introduction: Introduction, Meaning and Scope of Business Law, Sources of Law, Laws applicable to Business, Laws Impacting Industry in India, Intellectual Property Rights, Major Regulations Pertaining to Business

Unit 2

Intellectual Property Rights: Meaning and Scope of Patent Act and Amendments of WTO Agreements, Rights of Patent, Infringement , Remedies, Trademarks, Copyright Competition Act, 2002: Meaning and Scope of Competition Act, Salient Features of Competition Act, Offences and Penalties under the Act

Unit 3

Partnership Act, 1932: Introduction, Nature of the Partnership, Features of Partnership, Qualities of a Partnership, Advantages, Limitations, Kinds of Partners, Partnership Deed, Registration of a Partnership, Rights and Duties of Partners, Dissolution of Partnership Companies Act, 1956: Introduction, Definition and Characteristics, Classification of Companies, Incorporation of a Company, Share Capital, Company management, Meetings, Resolution

Unit 4

Information Technology Act, 2000: Background, Salient Features, Digital Signature, Electronic Governance, Regulation of Certifying Authorities, Cyberspace; Cyber laws; Scope of Cyber Laws; Classification of Cyber Crime, Penalties for Offences; Information Technology Act 2000; Regulation of Certifying Authorities.

Unit 5

Micro Small And Medium Enterprises Development Act, 2006: Classification of Micro, Small and Medium Enterprises, Salient Features of Micro, Small and Medium Enterprises Act, Reservation Policy, Credit Policy, Government Policy towards Taxation and Incentives

Readings:

Business Law -S.S. Gulshan& Kapoor

Business Environment *Text and Cases*- Francis Cherunilam

ELECTIVE 2

MINOR SUBJECTS

Paper BBA-E-07 International Business Management

UNIT I

Overview: International Business- Introduction, Concept, Definition, Scope, Trends, Challenges and opportunities; Nature, Meaning and Importance of International competitive advantage, Multidimensional view of Competitiveness- Financial Perspectives- International monetary systems and financial markets, IMF, World Bank, IBRD, IFC, IDA, existing international arrangements; Globalization and foreign investment- Introduction FDI, national FDI policy framework, FPI, Impact of globalization.

UNIT II

Globalization- Technology and its impact, Enhancing technological capabilities, Technology generation, Technology transfer, Diffusion, Dissemination and spill over, Rationale for globalization, Liberalization and Unification of World economics, International Business theories, Trade Barriers- Tariff and Non Tariff Barriers.

UNIT III

Strategy making and international business- Structure of global organizations, Types of strategies used in strategic planning for achieving global competitive advantage, Meaning, Concept and scope of distinctive competitive advantage, Financial Integration, Cross border merger and acquisitions.

UNIT IV

Socio cultural Environment- Managing Diversity within and across cultures, Country risk analysis, Macro environmental risk assessment, Need for risk evaluation; Corporate governance, globalization with social responsibility- Introduction,

Unit V

Social responsibility of TNC, Recent development in corporate social responsibility and policy implications. Global Human Resource Management- Selection, Development, Performance Appraisal and compensation, Motivating employees in the global context and managing groups across cultures, Multicultural management.

Books:

1. Bhalla, V.K. and S. Shivaramu; International Business: Environment and Management, Anmol Publication Pvt. Ltd., 2003 Seventh Revised Edition.
2. Rao, P. Subba; International Business, Himalaya Publishing House, 2002 Second Revised Edition.
3. Goldsmith, Arthur A; Business Government Society, Erwin Book Team.

4. Berry, Brian J L, Edgar C Conkling & D Michael Ray; The Global Economy in Transition, Prentice Hall International Ltd.

ELECTIVE-3

(Skill Enhancement Course)

Paper BBA-P-01 Business Mathematics

Unit I

Matrix: Introduction, Square Matrix, Row Matrix, Column Matrix, Diagonal Matrix, Identity Matrix, Addition, Subtraction & Multiplication of Matrix, Use of Matrix in Business Mathematical Induction.

Unit II

Inverse of Matrix, Rank of Matrix, Solution to a system of equation by the adjoint matrix methods & Gaussian Elimination Method.

Unit III

Percentage, Ratio and Proportion, Average, Mathematical Series-Arithmetic, Geometric & Harmonic, Simple Interest & Compound Interest.

Unit IV

Set theory- Notation of Sets, Singleton Set, Finite Set, Infinite Set, Equal Set Null Set, Subset, Proper Subset, Universal Set, Union of Sets, Inter-section of Sets, Use of set theory in business, Permutation & Combination.

Unit V

Concept of Differentiation and Integration, Maxima and Minima in Differentiation, Application of Differentiation & Integration in Business (No proof of theorems.Etc)

ELECTIVE-3
(Skill Enhancement Course)

Paper BBA-P-02 Office Management

Unit I:

Office Management

Introduction to office organization and management, Forms and Types of organization, Centralization and Decentralization, Objectives and Principles of Office Management, Functions of Office Manager, Qualities required for Office Manager. Duties of the office manager.

Filing and Indexing

Filing and Indexing – Its meaning and importance, essentials of good filing, centralized vs. decentralized filing, system of classification, concept of paperless office methods of filing, Digitalization and retrieval of records, Weeding of old records, meaning and need for indexing, various types of indexing.

Unit II: Mailing Procedures and Forms and Stationery

Mailing Procedures – meaning and importance of mail, centralization of mail handling work, office equipment and accessories, Inward and outward mail, courier services, Office Forms – advantages and disadvantages of using forms, type of forms and form control. Stationery – essential requirements for a good system of dealing with stationery, purchase procedure, standardization of stationery.

Unit III

Modern Office Equipment Introduction, meaning and Importance of office automation, objectives of office mechanization, advantages, disadvantages, factors determining office mechanization. Kind of office machines. Modern technology and office communication, email, voice mail, internet, multimedia, scanner, video-conferencing, web-casting.

Unit IV

Budget - Annual, revised and estimated. Recurring and non-recurring heads of expenditure; Audit process- Vouching and verification of Assets & Liabilities. Consumables/ Stock register and Asset register; Procedure for disposal of records and assets

Role of Secretary: Definition; Appointment; Duties and Responsibilities of a Personal Secretary; Qualifications for appointment as Personal Secretary. Agenda and Minutes of Meeting. Drafting, fax-messages, email. Maintenance of appointment diary.

Unit V: Changing facets of Office Management

Introduction to Co-working spaces. Advantages and disadvantages of co-working spaces. Use of Modern technology in business functions like data analytics, Artificial intelligence etc. Modern office equipments like Alexa, Biometric machines, AI enabled spaces, IOT devices etc.

Suggested Readings:

1. Ghosh, P. K. Office Management, Sultan Chand & Sons, New Delhi
2. Duggal, B , Office Management & Commercial Correspondence, KitabMahal, New Delhi
3. Pillai, R.S.N and Bagavathi, Office Management, S. Chand & Company Ltd, New Delhi

4. Chopra R. K., Office Management, Himalaya Publishing House.
5. Bhatia, R.C. Office Management - Galgotia Publishers, New Delhi
6. Kuchhal M.C. Secretarial practice, Vikas Publishing House, Paperback, New Delhi.
7. Publications of the Institute of Company Secretaries of India.
8. Sinha, K.K., Business Communication, Galgotia and Sons, New Delhi.
9. Ghosh, P.K & Balachandra, V., Company Secretarial Practice, Sultan Chand & Sons, New Delhi.
10. Manual of Company's Act, 2013 by Bharat Law House. Note: Latest edition of text books may be used

ELECTIVE-3

(Skill Enhancement Course)

Paper BBA-P-03 Digital Economy

UNIT I

Introduction: Role of Computer in modern business and in various functional areas of business and its applications. Concept of Computers: Brief History of computer, Generation and its evolution (now and then), Software, Hardware, Firmware, Input/output devices, Storage Units (CD, DVD, Hard Disks, and Pen drive), Memory types (RAM, ROM, and Cache).

UNIT II

Operating Systems: Functions, Process Management: Multi-programming, Multi-processing, Multi-tasking, Multi-threading, Real time OS; Memory Management: virtual memory; User Interface: GUI, File system.

UNIT III

Programming and Software: Evolution of programming language, Classification and Features of programming language. Software – Definition, Relation with Hardware. Software categories- System Software, Application Software: types of application software, Graphics and multimedia concepts. Basic of MS Office.

UNIT IV

Basic concepts of Computer Networks: Internet and Security Introduction to Networks: LAN, MAN, WAN, Data Communication, Transmission Media, Network Devices: Hubs, Switches, routers, repeaters, Communication Connectivity: Dial-up, Broad Band. Internet. Evolution of Internet, Basics of working of Internet, Service Providers, E-mail.

UNIT V

Internet Security: Types of attacks, DOS attacks, Viruses and Worms, Identity Theft, Snooping and Sniffing. Cyber Law and Internet security Legislation.

Recommended Books:

1. Information Technology for Managers, Sudalaimuthu & Hariharan, HPH

2. Understanding Computers Today & Tomorrow,
D.Monley& CS Parker, Cengage/Thomson
3. Introduction to Computer Science, ITL Education Solutions Ltd, Pearson
4. Information Technology, Dr. SushilaMadan, Taxmann

ELECTIVE-3

(Skill Enhancement Course)

Paper BBA-P-04 Personality Development

UNIT I

Introduction: Define personality, perception- personality, Man-personalpersonality,Personality Factors- Factors of associationPersonality Relationship at home-friends-environment educational factor- Situational Factors- ConditionalGenetic--spiritual-public relations factors

UNIT II

Trait Personification/ Personality Traits: Personality Traits-personality person- formation-factors influencing person habits of highly effective people & personality habits- Be proactive—Begin with the end in mind—Put first things first—Think win- Seek first to understand then to be understood – Synergize- body language.

UNIT III

Five Pillars of Personality Development: Introspection – Self Assessment – Self Appraisal – Self Development- Self Introduction.

UNIT IV

Self Esteem - Term of self-esteem- symptoms- advantages- Do's and don'ts to develop positive – Positive self-esteem& negative self esteem

UNIT V

Personality Formation Structure: Mind mapping, Competency mapping& 360* assessment & development, Types of persons – Extrovert- Introvert, Ambivert person

Recommended Books:

1. 7 Habits of highly effective people-Stephen Covey
2. You can win-Shiv Khera –McMillan India ltd.
3. Basic Managerial Skill for all-Prentice –Hall of India Pvt ltd, New Delhi.
4. 8 th Habit-Stephen covey

ELECTIVE-3

(Skill Enhancement Course)

Paper BBA-P-05 Social Media Ethics

Unit I Social Media Concepts

Social media sites and monetization; 4 Zones of social media introduced; 5th P of marketing (participation); Careers in social media marketing

Unit II Strategic social media marketing

Overview; planning process introduced; Campaigns (tactics and results), Steps in social media marketing planning.

Unit III Zones of social media

Social Community: Participation in social networks, Diffusion of digital innovation, Roger's diffusion theory of innovation, Characteristics of social media sites, Audience engagement, Brand Fans, Marketing applications of social publishing zone. **Social Publishing:** Types of content, Channels of content distribution, Social media publishing strategies, Search Engine optimization, social media optimization, **Social Entertainment:** Social Entertainment as play, elements of social gaming, **Social Commerce:** Social Commerce and customer decision making process, Social commerce tools for decision stages, Best practices to leverage social ratings. Benefits of Social Commerce.

Unit IV Social media measurement and metric

Quantifying success; Data mining and social media; Role of social media in marketing research

Unit V Social media and privacy/ethics

Introduction to Social Media Ethics, Defamation on Social media platforms, Cyberbullying, forms of Cyberbullying, Cyberstalking

Recommended Books:

1. Tuten, T. & Solomon, M. (2013). *Social Media Marketing*. Boston, MA: Pearson.
2. Van Dijck, J. (2013). *The Culture of Connectivity*. New York, NY: Oxford University Press.

ELECTIVE-3

(Skill Enhancement Course)

Paper BBA-P-06 Business Communication

UNIT-I

Business Communication- Defining communication, Process of communication, Objectives of communication, Principles of effective communication, Importance of Business communication, Importance of Feedback.

UNIT- II

Channels of communication, Types of communication, Barriers of communication and ways to overcome them, Intrapersonal and Interpersonal Communication.

UNIT –III

Non-Verbal Communication Skill- Types, Body Language, kinetics, proxemics, para-language.

UNIT- IV

Listening-Importance of Listening, Barriers to Listening and overcoming them, Developing Listening Skills, Spoken skills, Presentation skills, Debates, Interview, Group Discussion.

Unit-V

Written Communication- Types of written communication, business letters, complaint letters, employment letters, writing memo, notice, writing effective business reports and recording of minutes of meetings.

Reference book

1. Kumar V and Raj,B. Business Communication , Kalyani Publishers
- 2.Kaul, Asha,Effective Business Communication,PHI publications
3. Herta A Murphy, Herbert W Hildebrandt and Jane P Thomas” Effective BusinessCommunication”, Tata McGraw Hill Publishing Company Limited, New Delhi 1997
5. Dalmar Fisher “Communication in Organizations”, JaicoPublishing House, Mumbai, 1999

ELECTIVE-3

(Skill Enhancement Course)

Paper BBA-P-07 Communicative English

UNIT I

Grammar; Grammatical & Structural Aspects: Parts of Speech, Types of Sentences, Tense, Voice, Clause, Preposition, Degrees of Comparison, Subject Verb Agreement, Modals or Auxiliaries Simple/Compound/Complex Sentences and Transformation of Sentences, Narration.

UNIT II

Vocabulary; Synonyms, Antonyms, Homonyms, Homophones, Idioms, Phrasal verbs, One Word Substitution

Error Correction : Identifying & Analyzing Grammatical Errors Pertaining to Usage of Verbs, Adjectives, Adverbs, Pronouns and Errors in Spelling & Punctuation

UNIT III

Reading Skills; Comprehension: Unseen passages, Contextual Meaning of Words, Précis Interpretation & Summarizing: Interpretation of Visual Data in the Form of Tables, Graphs, Charts, Pie Charts and so on. Speed Reading, Understanding and Interpreting Business-Related Correspondences

UNIT IV

Writing Skills: Formal and Informal Letters, Business Letters, Letter to the Editor, Complaint Letter, Invitation Letters - Accepting & Declining Invitations, Making Enquiries, Placing Orders, Asking & Giving Information, Registering Complaints, Handling Complaints, Drafting Notices, Drafting Advertisements; Job Applications.

Paragraph and Essay Writing on Recent Topics, Report Writing

UNIT V

Listening and Speaking; Interactive Communication: Introducing Self, Greetings, Conversations, etc.

Pronunciation: Appropriate Stress, Intonation, Clarity, Business Etiquettes, Impromptu Speech, Debate, Role Play, Group Discussion, Presentation, Listening and Understanding Spoken and Formal English.

Suggested Readings:

1. A. Ashley: A Handbook of Commercial Correspondence, OUP
2. M. Monipatty: The Craft of Business Letter Writing, Tata McGraw Hill
3. N. Gupta (Ed.): English for All, Macmillan
4. English Vocabulary Made Easy: The Complete Vocabulary Build Up for Improving English by Shrikant Prasoon
5. J. C. Nesfield : Manual of English Grammar and Composition

ELECTIVE-3

(Skill Enhancement Course)

Paper BBA-P-08 E-Commerce

UNIT I

Introduction to E-Commerce: Meaning, nature, concepts, advantages, disadvantages and reasons for transacting online, Electronic Commerce, Types of Electronic Commerce, Electronic Commerce models, Challenges and Barriers in E-Commerce environment, E-Commerce in India.

UNIT II

Concepts of Websites, Portals, Blogs, Apps. Applications in HTML.

UNIT III

Electronic Payment System: Digital Payment Requirements, Electronic Payment System, Types of Electronic Payment Systems, Concept of e-Money, e-Pay, Payment Gateways, Infrastructure Issues and Risks in EPS, Electronic Fund Transfer, Digital Signature.

Security Issues in E-Commerce: Need and concepts, Electronic Commerce security environment, security threats in E-Commerce environment, Basics of Encryption and Decryption.

UNIT IV

E-Commerce Applications: E-Commerce applications in various industries, Emerging Trends in E-Commerce, Mobile Commerce; Economic, Technological and Social Considerations, Regulatory and Ethical considerations in E-Commerce.

Unit V

Security Challenges; Introduction, Types of Challenges, Methods of Protection – EPS (Electronic Payment System), Firewall.

Suggested Readings:

1. Elias M. Awad (3rd Ed., 2007). Electronic Commerce – From Vision to Fulfillment, PHI Learning.
2. Joseph, P.T. and S.J.(4th Ed., 2012). E-Commerce – An Indian Perspective, PHI Learning.
3. Efraim Turban, David King, Dennis Viehland, Jae Lee (2009): Electronic Commerce – A Managerial Perspective, 4th Edition, Pearson Education.
4. Bharat Bhaskar (4th Ed., 2013). Electronic Commerce – Framework, Technologies and Applications, Tata McGraw Hill.
5. Dave Chaffey (4th Ed., 2013). E-Business and E-Commerce Management – Strategy, Implementation and Practice, Pearson Education.
6. Schneider Gary, (9th Ed., 2014). Electronic Commerce, Cengage learning.

ELECTIVE-3

(Skill Enhancement Course)

Paper BBA-P-09 Computer Fundamentals

UNIT I

Role of Computer in modern business and in various functional areas of business and its applications. Concept of Computers: Brief History of computer, Generation and its evolution (now and then), Software, Hardware, Firmware, Input/output devices, Storage UNITS (CD, DVD, Hard Disks, and Pen drive), Memory types (RAM, ROM, and Cache).

UNIT II

Operating Systems: Functions, Process Management: Multi- programming, Multi-processing, Multi-tasking, Multi-threading, Real time OS; Memory Management: virtual memory; User Interface: GUI, File system.

UNIT III

Evolution of programming language, Classification and Features of programming language. Software – Definition, Relation with Hardware. Software categories- System Software, Application Software: types of application software, Graphics and multimedia concepts. Basic of MS Office.

UNIT IV

Basic concepts of Computer Networks, Internet and Security. Introduction to Networks: LAN, MAN, WAN, Data Communication, Transmission Media, Network Devices: Hubs, Switches, routers, repeaters, Communication Connectivity: Dial-up, Broad Band. Internet. Evolution of Internet, Basics of working of Internet, Service Providers, E-mail.

UNIT V

Internet Security: Types of attacks, DOS attacks, Viruses and Worms, Identity Theft, Snooping and Sniffing. Cyber Law and Internet security Legislation.

Recommended Books:

1. Information Technology for Managers, Sudalaimuthu&Hariharan, HPH
2. Understanding Computers Today & Tomorrow, D.Monley& CS Parker, Cengage/Thomson
3. Introduction to Computer Science, IITL Education Solutions Ltd, Pearson

Students' Support Services

The coordinators of the BBA Course would display a copy of such important circulars/ notifications on the notice board for the benefit of all the students. Therefore, it is important for all the students to keep in regular touch with the Study Centers so as to get advance information about assignments, submission schedule, examination forms, list of students admitted to particular examination, declaration of results, etc.

Supply of Study Material

One book per course will be supplied to the students. However, the fast pace of computer industry necessitates that students must read some other reference materials. Studying the supplied printed material alone may not be sufficient for the knowledge of the subject. Therefore, it is strongly recommended that the students take the help of other reference materials/ websites for the preparation of their assignments and other examinations.

Counseling Sessions

In distance education, face -to-face contact between the learners and their teachers/ counselors is relatively less and, therefore, is an important activity. The purpose of such a contact is to answer some of the questions and clarify the doubts, which may not be possible through any other means of communication. It also intends to provide an opportunity to meet the fellow students. There are academic counselors at the Study Centers to provide counselling and guidance to the students in the courses that they have chosen for study. These sessions will be held at the Jamia Hamdard during weekends (**Saturdays and Sundays**)

It may be noted that the counseling sessions would be very different from the classroom teaching or lectures. Counsellors will not be delivering lectures as in conventional teaching. They will try to help the students to overcome difficulties, which they face while studying for the Programme. In these sessions, they must try to resolve their subject-based difficulties and any other related problems.

Before the students go to attend the counselling sessions, they are expected to go through the course materials supplied to them and make a plan of the points to be discussed. Unless they have gone through the Units, they may not find much to be discussed with course counsellors.

COST ESTIMATE OF BBA PROGRAMME ON DISTANCE MODE

SEMESTER - WISE COST / BENEFIT STRUCTURE

Recurring Expenses (A)	
Number of Courses	6
Number of Counseling Sessions	12
Cost Per Counselling Session	Rs.500.00/hour/Session
Cost Per Course – Counselling Charges	6,000
Total cost of Counseling Sessions for 7 courses	36,000
Administrative Expenditure per Semester	20,000/month
Total Administrative Expenditure / Semester	1,20,000
Total Recurring Expenses (A)	1,56,000
Fixed Cost (B) Study Material Development	
Course Development /Course	65,000
Course Development for 32 courses (Writing/editing/vetting Cost)	20,80,000
Total Courses writing for 3year	6,93,333
Total Cost for SLM per student (including course writing and printing)	3361

TOTAL COST BBA DISTANCE (PROGRAM)

All Sessions Counselling (A*6 Semester)	2,16,000
Office Expenditure	7,20,000
Total Recurring Expenses (A)	9,36,000
Total cost of counseling class per student	6240
Cost of one semester Per Student	9,601

PROPOSED FEE STRUCTURE

Expected Admissions per semester	150
Fees per semester / per student	12,000
Total Revenue in one Semester	18,00,000

MODE OF PROGRAM

Admission in a year	Two Batches
First Admission	Jan- June
Second Admission	July-Dec

Total Admission in a Year	300
Total Revenue	36,00,000

List of Academic Counselors for BBA Program (SODL)

S.N.	Name of the Academic Counselors	Designation	Qualification	Experience in Teaching/ Research	Area of Specialization	Courses Recommended for Academic Counseling
1.	Mohd. Abdul Moid Siddiqui	Assistant Professor	Ph.D. (Business Administration)	6 years	General Management Strategic Management Human Resource Management Organizational Behaviour Marketing Research	Organization Behaviour, Human Resource Management
2.	Dr. Waseem Khan	Research Assistant	Ph.D (Agricultural Economics & Business Management)	2 years	Managerial Economics, Marketing Research, Business Statistics, Business Environment	Business Environment, Managing Tourism Services

3.	Dr Abdullah	Assistant Professor	Ph.D. (Management)	4 years and 11 months	Marketing Research, Statistics, Computer Applications, Consumer Behavior	Principle of Management, Social Media Ethics
4.	Mr Mohd. Arshad Khan	Research Associate	P.h.D. (Agricultural Economics & Business Management)	9 years one month	Indian Economy, Rural Enterprises, Business Policy, General Management	Business Economics, Business Policy and Strategy
5.	Mohd . Sarim	Assistant Professor	Ph.D. (Finance)	4 /and half years	Management Accounting, Project Appraisal and Financing, Financial Markets and Institutions and Business Communications	International Business Environment,
6.	Dr Mohamad Awais	Research Associate	Post Doctorate	5 years and 4 months	Agricultural Economics, General Management, Policy Research	Business Research
7.	Dr Matloob Ullah Khan	Assistant Professor	Ph.D. (Management)	11 years	Financial Engineering, Business Mathematics, Income Tax, Applied Finance, Financial Derivatives	Business Mathematics, Indirect Taxes
8.	Dr Saad Bin Azhar	Assistant Professor, NDIM, New Delhi	Ph.D. (Management)	3 years	Marketing Management, Advertising, Management, Entrepreneurship Development	Industrial Economy, Sales and Distribution Management

9.	Ms Neelofar Khan	Research Scholar	UP-SLET, M.S.W., B.Ed., Ph.D (Mathematics) Pursuing	9 years	Linear Algebra, Business Mathematics, Quantitative Techniques, Matrix, Integral Calculus, Business Statistics, Differential Calculus, Numerical Analysis	Business Statistics, Quantitative Techniques for Managers
10.	Dr Mohammad Jamshed	Assistant Professor, SMBS	Ph.D. in Business Management	12 years	Financial Management, Capital Market, Commodity Market, Risk Management, Marketing Management, Retail Management, Supply Chain Management, Logistics, Agricultural Marketing, Computer Software Packages and MIS	Environmental Management, Consumer Behaviour, Business Ethics and Corporate Governance, Projects
11.	Dr . Faizan Khan Sherwani	Guest Faculty, SMBS	Ph.D. in Finance & Economics	11 years	Financial Management, Financial Accounting, Cost & Management Accounting, Rural Finance, Islamic Finance, Income Tax, Indirect Tax, HRM, Marketing Management, Marketing of Services	Indian Economy, Cost Accounting, Financial Management,

12.	Dr Asad Ahmad	Assistant Professor, SMBS	Ph.D. (Marketing)	7 years	Marketing Consumer Behavior; Advertisement; E-marketing; E-service Quality	Marketing Management
13.	Dr Obaidur Rahman	Research Associate, ICAR	MBA (Marketing) Ph.D. Thesis (Submitted)	4 years	Marketing Research; Consumer Behavior; Marketing; e-Commerce; Service Quality	Business Research Methods,
14.	Dr Arif Anwar	Guest Faculty, SMBS	Ph.D. (Business Administration)	3 years	Business Research, Operation Research, Consumer Behavior, Marketing Management, Service Marketing, Data Analytics, Programming	Small Business and Entrepreneurship, Production and Operations Management
15.	Dr. Syed Aijazuddin	Consultant, JHRCA, Jamia Hamdard	Ph.D. (Social Sciences)	30 years	General Management, Business Communication, HRM, Performance Management, Compensation Management	Performance and Compensation Management, Maintenance of Human Resources
16.	Dr. Abdul Wahid Farooqi	Asst. Professor, Dept. of Commerce, Zakir Husain College, DU	Ph.D. (Management)	20 years	Business Law, General Management, Rural Marketing, Banking, Insurance	Business Law, Taxation Law
17.	Syed Zakir Hussain	Guest Faculty	MBA, PMP, Ph.D. (Pursuing)	18 years	Project Management, MIS, Computer Applications	Management Information System, Project Planning and Evaluation

18.	Dr. Afaq Husain	Guest Faculty	MBA, Ph.D., Post- Doc.	8 years	Marketing, Business Stats, Supply Chain Management	Marketing Management II, Office Management
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**FEEDBACK OF THE ODL LEARNERS
TO MONITOR QUALITY OF STUDENT SUPPORT SERVICES PROVIDED TO THE LEARNERS**

We are obtaining a feedback from you for improving quality of the academic programmes we offer and also to improve the quality of student support services provided to you at Jamia Hamdard. We request you to please provide the following information related to your studies at Jamia Hamdard in the ODL Programme. The feedback given by you would help us in improving quality of academic programmes on offer and the student support services.

The filled – in feedback form may be submitted to the undersigned by post / in – person at the School of Open and Distance Learning, First Floor, Hamdard Convention Centre, Jamia Hamdard, New Delhi – 110 062. Scanned copy of the filled – in feedback form can also be sent to me at sodl@jamiahamdard.ac.in.

ACADEMIC SESSION: _____

S No	Feedback Questions	Answers & Remarks
1	Your Name	
2	Your Programme	
3	Your Enrollment Number	
4	Year of Study: Mention – I, II, III, IV, V, VI Semester / 1 st , 2 nd , 3 rd Year	
5	Your Mobile Number:	
6	Your Email ID	
7	Are you in service / employed? Mention – Yes / No	
8	Have you received your Identity Card in time? Mention - Yes / No	
8	Have you received your study material? Mention - Yes / No	

10	Have you received your study material in time? Mention - Yes / No	
11	Have you gone through your study material thoroughly? Mention - Yes / No:	
12	How do you rate quality of the study material? Mention - Excellent / Good / Poor:	
13	Did you attend the Induction Meeting? Mention – yes / No	
14	Have you attended the counselling session? Mention - Yes / No:	
15	If yes, how many counselling sessions you have attended? Mention the number:	
16	Are the counselling sessions conducted as per the schedule? Mention - Yes / No	
17	How do you rate quality of the counselling sessions conducted? Mention - Excellent / Good / Poor:	
18	Have you attended the practical sessions? Mention - Yes / No, if applicable:	
19	How many practical sessions you have attended? Mention number, if applicable:	
20	Are the practical sessions conducted as per the schedule? Mention - Yes / No	
21	How do you rate quality of the practical sessions conducted? Mention - Excellent / Good / Poor	
22	How do you rate ambiance and physical upkeep of the class rooms / laboratories where your counselling / practical sessions were held? Mention - Excellent / Good / Poor	
23	Have you submitted Assignments / Projects? Mention - Yes / No	

24	Are you satisfied with the evaluation of your Assignments / Projects? Mention - Yes / No	
25	Are you receiving feedback from your academic counsellors on your assignment responses? Mention – Yes / No	
26	Have you availed Library Services of Jamia Hamdard? Mention - Yes / No	
27	If No, then why? (You may add additional sheet, if required)	
28	If Yes, how do you rate the quality of library services at Jamia Hamdard? Mention - Excellent / Good / Poor	
29	Have you appeared in the examinations conducted by SODL, Jamia Hamdard? Mention - Yes / No	
30	If Yes, mention the quality of conduct of the examinations. Mention - Excellent / Good / Poor	
31	Are you satisfied with evaluation of your examination papers? Mention - Yes / No	
32	If No, mention reason thereof! Attach additional sheet if required.	
33	Are you getting result in time? Mention - Yes / No	
34	Are you receiving your mark sheets in time? Mention - Yes / No	
35	Are your grievances redressed satisfactorily at SODL? Mention Yes / No	
36	Are your emails responded at SODL in a reasonable time? Mention - Yes / No	
37	How do you rate the quality of responses given to your emails / grievances at SODL? Mention - Excellent / Good / Poor	
38	Have you visited SODL for queries / redress of your grievances? Mention - Yes / No	

39	Are you satisfied with the responses given to you at SODL? Mention - Yes / No	
40	How do you rate the quality of responses given to you at SODL? Mention - Excellent / Good / Poor	
41	How frequently do you visit website of Jamia Hamdard www.jamiahamdard.edu to check for updated information about your studies? Mention – Regularly / Frequently / Never	
42	How do you rate the information given on the website about your studies at Jamia Hamdard? Mention - Excellent / Good / Poor	
43	How frequently do you receive emails alerts from SODL / Programme Coordinators about your studies at Jamia Hamdard? Mention – Regularly / Frequently / Never	
44	How do you rate behavior of teachers of Jamia Hamdard? Mention – Excellent / Good / Poor	
45	How do you rate behavior of staff of Jamia Hamdard? Mention – Excellent / Good / Poor	
46	Are you satisfied studying at Jamia Hamdard? Mention – Yes / No	
47	Will you recommend your friends and relatives to get enrolled for ODL Programmes of Jamia Hamdard? Mention – Yes / No	
48	Would you like to continue your studies at Jamia Hamdard? Mention Yes / No	
49	In which Programme / Course you would like to get enrolled?	
50	Mention the market need – based Programmes / Courses Jamia Hamdard should offer through distance mode	1.
		2.
		3.
		4.
		5.

GENERAL REMARKS AND SUGGESTIONS FOR IMPROVEMENT: (Attach additional sheet, if required)

Date: _____

SIGNATURE OF THE LEARNER

FEEDBACK OF ACADEMIC COUNSELLORS

We are obtaining feedback from you to improving the quality of ODL Programmes on offer and also to improve the quality of support services provided to the learners. May I requesting you to kindly provide the following information as your feedback on the academic programme you are associated with at the School of Open and Distance learning, Jamia Hamdard. This feedback would help us for improving quality of the academic programmes and quality of the academic support services provided to learners of your programme.

The filled – in feedback form may please be submitted to the undersigned at the School of Open and Distance Learning, First Floor, Hamdard Convention Centre, Jamia Hamdard, New Delhi – 110 062. Scanned copy of the feedback form can also be sent to me at sodl@jamiahamdard.ac.in

FOR IMPROVING QUALITY OF THE ODL PROGRAMMES AND THE STUDENT SUPPORT SERVICES

S No	Feedback Questions	Answers
1	Your Name	
2	Your Programme	
	Courses approved for conducting the academic counselling	1.
		2.
		3.
		4.
		5.
3	Have you received a set of study material? Mention – Yes / No	
4	How many sessions you have conducted in the current academic session. Mention the number	
5	Have you conducted the counselling sessions as per the schedule notified on the website / Notice	

	Board? Mention – Yes / No	
6	How do you rate quality of the study material? Mention – Excellent / Good / Poor	
7	Do you feel syllabus / study material of your Programme needs revision / updating? Mention – Yes / No	
8	Would you like to be a course writer for updating the study material? Mention – Yes / No	
9	Mention the courses / subjects of your choice for writing the study material.	1. 2. 3. 4. 5.
10	Are learners of your course attending the counselling sessions regularly? Mention – Yes / No	
11	How many learners attend your counselling sessions? Mention an average number.	
12	Do they come prepared for attending the counselling sessions? Mention – Yes / No	
13	Do the learners seek clarifications and participate in discussions during the counselling sessions? Mention – Yes / No	
14	How do you rate participation of the learners during the counselling sessions? Mention – Excellent / Good / Poor	
15	Do the learners approach you on non – counselling days for clarification of their doubts / queries? Mention - Yes / No	
16	Do you evaluate assignments / projects of the learners? Mention – Yes / No	
17	How do you rate quality of the assignments / projects submitted by the learners? Mention – Excellent / Good / Poor	

18	Do you evaluate examination answer books of the learners? Mention – Yes / No	
19	How do you rate quality of response of the learners in their examination papers? Mention – Excellent / Good / Poor	
20	Are you satisfied with the amount of remuneration being paid for conducting the counselling sessions? Mention - Yes / No	
21	Mention the expected amount of remuneration for conducting the counselling sessions	
22	Please suggest new market need – based programmes to offer through distance mode.	1..
		2
		3.
		4.
		5.

23. GENERAL REMARKS AND SUGGESTIONS FOR IMPROVEMENT (Attach additional sheet if required)

Date: _____

SIGNATURE OF THE ACADEMIC COUNSELLOR