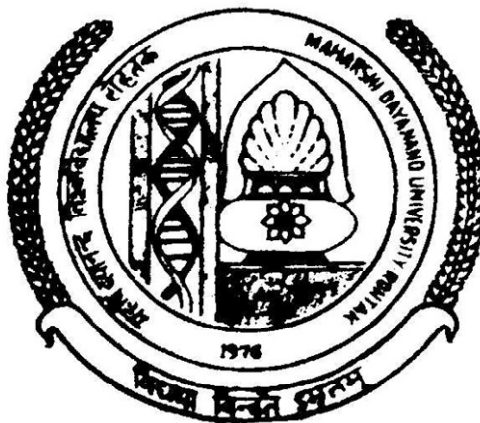


SCHEME OF EXAMINATION
&
SYLLABI
of
BACHELOR OF BUSINESS ADMINISTRATION



FROM THE ACADEMIC SESSION 2014-15

**MAHARSHI DAYANAND UNIVERSITY
ROHTAK (HARYANA)**

**CURRICULUM AND SCHEME OF EXAMINATIONS OF
BBA PROGRAMME FROM THE SESSION 2014-15**

SECOND YEAR

Third Semester

Paper No	Title of Paper(s)	External Marks	Internal Assessment/ Work-shop Marks	Practical Marks	Total Marks
BBAN301	Cost and Management Accounting	80	20	-	100
BBAN302	Marketing Management	80	20	-	100
BBAN303	Capital Markets	80	20	-	100
BBAN304	Introduction to Information Technology	50	-	50	100
BBAN305	Environment Studies	80	20	-	100
BBAN306	Disaster Management	80	20	-	100
	TOTAL				600

Fourth Semester

Paper No	Title of Paper(s)	External Marks	Internal Assessment/ Work-shop Marks	Practical Marks	Total Marks
BBAN401	Financial Management	80	20	-	100
BBAN402	Human Resource Management	80	20	-	100
BBAN403	Business Research Methods	80	20	-	100
BBAN404	Business Laws	80	20	-	100
BBAN405	Data Base Management System	50	-	50	100
BBAN406	Human Rights and Values	80	20	-	100
	TOTAL				600

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

COST AND MANAGEMENT ACCOUNTING

PAPER CODE: BBAN-301

UNIT-I

Introduction: - Objective, elements of cost, cost sheet, importance of cost accounting, types of costing, installation of costing system, difference between cost accounting and financial accounting.

Material Control: - Meaning and objectives of material control, material purchase procedure, fixation of inventory levels – Reorder level, EOQ, Minimum level, Maximum level, Danger level and Methods of Valuing Material Issues.

UNIT-II

Labor Cost Control: - its importance, methods of Time Keeping and Time Booking; Treatment and Control of Labor Turnover, Idle Time, Overtime, Systems of Wage Payment – Time Wage System, Piece Wage System and Balance or Debt Method; Overhead – classification, allocation and apportionment of overhead including machine hour rate.

Methods of Costing – Job, Batch and Contract Costing, Process Costing Fundamental, Process Losses & Gains.

UNIT-III

Management Accounting: - Meaning, nature, scope, objective and functions; marginal costing and profit planning, practical application of marginal costing techniques.

Responsibility Accounting: - types of responsibility centers, performance evaluation criteria, responsibility reporting; budgeting – role of budgets and budgeting in organizations, budgeting process, operational and financial budgeting.

UNIT-IV

Nature and types of Financial Statements; techniques of financial statement analysis, ratio analysis, fund flow and cash flow analysis, techniques in performance measurement.

Management accounting information for activity and process decisions; basic capital budgeting techniques.

SUGGESTED READINGS:

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

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

MARKETING MANAGEMENT

PAPER CODE: BBAN-302

UNIT-I

Introduction to Marketing; difference between marketing and selling; core concepts of marketing; marketing mix; marketing process; marketing environment.

UNIT-II

Determinants of consumer behavior; consumer's purchase decision process (exclude industrial purchase decision process); market segmentation; target marketing; differentiation and positioning; marketing research; marketing information system.

UNIT-III

Product and product line decisions; branding decisions; packaging and labeling decisions; product life cycle concept; new product development; pricing decisions.

UNIT-IV

Distribution channels: - retailing, wholesaling, warehousing and physical distribution, conceptual introduction to supply chain management, conceptual introduction to customer relationship marketing; promotion mix - personal selling, advertising, sales promotion, publicity.

SUGGESTED READINGS:

1. Kotler, Philip, Kevin Lane Keller, Abraham Koshy & Mithileshwar Jha, Marketing Management, Pearson Education, New Delhi
2. Dhunna, Mukesh, Marketing Management, Text and Cases, Wisdom Publications, New Delhi
3. Sakena, Rajan, Marketing Management, McGraw Hill, New Delhi
4. Zikmund, William G, Marketing, Cengage Learning, New Delhi
5. Panda, Tapan K, Marketing Management, Excel Books, New Delhi

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2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

CAPITAL MARKETS
PAPER CODE: BBAN-303

UNIT-I

Meaning, nature and role of capital market, features of developed capital market, reforms in the capital market, regulatory framework of capital market, capital market instruments and innovation in financial instruments.

UNIT-II

Primary capital market scenario in India, primary market intermediaries, primary market activities, methods of raising resources from primary market; secondary market scenario in India, reforms in secondary market, organization and management, trading and settlement, listing of securities, stock market index, steps taken by SEBI to increase liquidity in the stock market.

UNIT-III

Meaning, need and benefits of depository system in India, difference between demat and physical share, depository process, functioning of NSDL and SHCIL Importance of Debt market in capital market, participant in the debt market, types of instrument treated in the Debt market, primary and secondary segments of debt market.

UNIT-IV

Role and policy measures relating to development banks and financial institution in India, products and services offered by IFCI, IDBI, IIBI, SIDBI, IDFC, EXIM Bank, NABARD and ICICI Meaning and benefits of mutual funds, types of mutual funds, SEBI guidelines relating to mutual funds.

SUGGESTED READINGS:

1. Pathak, Bharati V, The Indian Financial System, Pearson Education
2. Khan, M. Y, Indian Financial System, Tata McGraw Hill
3. Bhole, L M, Financial Institutions and Markets, Tata McGraw Hill

Note:

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2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 50
 Practical Marks: 50
 Time: 3 hrs.

INTRODUCTION TO INFORMATION TECHNOLOGY
PAPER CODE: BBAN-304

UNIT-I

Documentation using MS WORD; Tool bars, menus, creating and editing documents, format, header and footer, drop cap, auto text, auto correct, spelling and grammar tools, dictionary, page formatting, mail merge, macros, tables, file management and printing.

UNIT-II

Electronic spreadsheet: - creating and editing, formatting, moving and copying data, functions, types of graph, creating graph, formatting cells, macros, conditional formatting.

UNIT-III

Presentations using MS-PowerPoint; creating manipulating and enhancing slides, excel charts, word art, layering and objects, animation and sounds, inserting pictures, inserting sound.

UNIT-IV

Introduction to Tally.

Lab: Practice in Ms-Office and Tally Accounting Package

SUGGESTED READINGS:

1. Saxena, Introduction to Information Technology, Vikas Publishing House, New Delhi
2. Williams and Eawyer, Using Information Technology, Tata McGraw Hill, New Delhi

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2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

ENVIRONMENTAL STUDIES

PAPER CODE: BBAN-305

UNIT-I

Environmental studies – Nature, scope and importance, need for public awareness; natural resources – renewable and non-renewable resources, use and over-exploitation/over-utilization of various resources and consequences; role of an individual in conservation of natural resources; equitable use of resources for sustainable lifestyles.

UNIT-II

Ecosystems – concept, structure and function of an ecosystem; energy flow in the ecosystem; ecological succession; food chains, food webs and ecological pyramids; types of ecosystem – forest ecosystem, grassland ecosystem, desert ecosystem, aquatic ecosystems.

Environmental Pollution – Definition, cause, effects and control measures of different types of pollutions – air pollution, water pollution, soil pollution, marine pollution, noise pollution, thermal pollution, nuclear hazards; solid waste management – causes, effects and control measures of urban and industrial wastes; role of an individual in prevention of pollution.

UNIT-III

Social issues and the environment – Sustainable development, urban problems related to energy, water conservation, rain water harvesting, watershed management; resettlement and rehabilitation of people, its problems and concerns; climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust; Wasteland reclamation, consumerism and waste products.

UNIT-IV

Environmental legislation – Environment Protection Act. Air (prevention and control of pollution) Act. Water (prevention and control of pollution) Act, Wildlife Protection Act, Forest Conservation Act.

SUGGESTED READINGS:

1. Rajagopalan R, Environmental Studies, Oxford University Press, New Delhi
2. Kaushik Anubha, C.P. Kaushik, Perspective in Environmental Studies, New Age International (P) Ltd. Publishers
3. Joseph Benny, Environmental Studies, Tata McGraw Hill Publishing Company Ltd., New Delhi
4. Ubaroi, N.K., Environment Management, Excel Books, New Delhi

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3. All questions will carry equal marks.

DISASTER MANAGEMENT

PAPER CODE: BBAN 306

External marks: 80
Internal marks: 20
Time: 3hrs.

UNIT-I

Structure of the atmosphere; Pressure, temperature, precipitation, cloud classification and formation; calories force; EI Nino phenomenon; western disturbance; energy model and budget of the earth. Primary differentiation and formation of core, mantle, crust, atmosphere and hydrosphere; magma generation and formation of igneous rock; weathering; erosion; transportation and deposition of earth's material by running water; river meandering and formation of ox-bow lake.

UNIT-II

Depletion of natural capital; development as causes of disaster; rapid population growth, environmental pollution; epidemics; industrial accidents and chemical releases; multipurpose project and resettlement issues; humanitarian assistance in emergencies.

UNIT-III

Floods- flood plains, drainage, basins, nature and frequency of flooding, flood hazards, urbanization and flooding, flood hydrographs, dams barrages and rivers diversions, creation of reservoir, influence on micro-climate, impact on flora and fauna.

Landslides- landslide analysis, determination of stability and safety factor.

Coastal hazards- tropical cyclone, coastal erosion, sea level changes and its impact on coastal areas and coastal zone management.

Climate change- Emissions and global warming, impact on sea level in south Asian region environmental disruptions and their implications.

UNIT-IV

Earth quakes- preliminary concepts, seismic waves, travel-time and location of epicenter, nature of destruction, a seismic designing, quake resistant building and dams.

Tsunamis- causes and location of tsunamis; disturbance in sea floor and release of energy, travel time and impact on fragile coastal environment volcanoes-causes of volcanism, volcanism materials, geographic distribution of volcanoes.

Suggested Readings

1. William H. Dennen and Bruce R. Moore, WCB Publishers, Iowa, 1986.
2. John M. Wallace and Peter V. Hobbs, Atmospheric science: An Introductory Survey, Academic Press, New York, 1977.
3. Egbort Bocker and Reink Van Grondille, environmental Physics, John Wiley & Sons Ltd., 1999.
4. Barbar W. Murk et. al., Enviromental Geology, John Wiley & Sons, New York, 1996.
5. Bohle, H.G., Downing, T.E. and Watts, M.J. Climate Change and Social Vulnerability: the sociology and geography of food insecurity, Global Environmental, Changes. No 4, pp. 37-48

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

FINANCIAL MANAGEMENT
PAPER CODE: BBAN-401

UNIT-I

Evolution, scope and function of finance managers, objectives of financial management, profit vs. wealth maximization, time value of money.

UNIT-II

Investment Decisions; brief introduction of cost of capital; methods of capital budgeting; ARR, PBP, NPV and IRR, capital rationing (simple problems on capital budgeting methods).

UNIT-III

Financing decision: operational and financial leverage; capital structure theories – NI, NOI and traditional approach; EPS-EBIT Analysis.

UNIT-IV

Dividend decision and Management of working capital; determinants of dividend policy; Walter's Dividend Model; Operating Cycle, brief discussion on management of cash, receivable and inventory (simple problem on operating cycle and inventory management).

SUGGESTED READINGS:

1. Pandey, I.M., Financial Management, Vikas Publishing House, New Delhi
2. Khan and Jain, Financial Management, Tata McGraw Hill, New Delhi
3. Kishore, R., Financial Management, Taxman's Publishing House, New Delhi

Note:

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2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

HUMAN RESOURCE MANAGEMENT

PAPER CODE: BBAN-402

UNIT-I

Introduction – nature and scope of human resource management, HRM objectives and functions, HRM policies, HRM in globally competitive environment; strategic human resource management, HR outsourcing – BPO, KPO.

UNIT-II

Acquiring human resources – human resource planning, job analysis and job design, employee involvement, flexible work schedule, recruitment, selecting human resources, placement and induction, right sizing.

UNIT-III

Developing human resources – employee training, training need assessment, training methods and evaluation, cross-cultural training, designing executive development programme, techniques of executive development, career planning and development. Employee retention, Succession planning.

UNIT-IV

Enhancing and rewarding performance – establishing the performance management system, establishing rewards and pay plans, employee benefits, ensuring a safe and healthy work environment. Balance Scorecard, Competency based HRM.

SUGGESTED READINGS:

1. Bohlander George and Scott Snell, Management Human Resources, Thomson Learning,
2. Bhattacharyya, Dipak Kumar, Human Resource Management, Excel Books, New Delhi
3. Cascio, Wayne F., Managing Human Resources, Tata McGraw Hill, New Delhi
4. DeCenzo, David A, and Stephan P. Robbins, Fundamentals of Human Resource Management, Wiley India, New Delhi
5. DeNisi, Angelo S, and Ricky W Griffin, Human Resource Management, Biztantra, New Delhi

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2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

BUSINESS RESEARCH METHODS**PAPER CODE: BBAN-403****UNIT-I**

Business Research – Meaning, types, managerial value of business research; theory and research – components, concept, constructs, definition variables, proposition and hypothesis, deductive and inductive theory; nature and process and importance of problem definition, purpose and types of research proposal, ingredients of research proposal.

UNIT-II

Research Design – Meaning, classification and elements of research design, methods and categories of exploratory research, basic issues in experimental design, classification of experimental design; concept and their measurement, measurement scales.

UNIT-III

Sample design and sampling procedure, determination of sample size, research methods of collecting primary data, and issues in construction of questionnaire.

UNIT-IV

Statistical techniques of data analysis, nature and types of descriptive analysis, uni-variate and bivariate tests of statistical significance, meaning and types of research report, ingredients of research report.

SUGGESTED READINGS:

1. Shekharan Uma, Business Research Methods, John Wiley Publications
2. Zikmund, Business Research Methods, Cenage Publications
3. Copper, Business Research Methods, Tata McGraw Hill

Note:

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2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

BUSINESS LAWS

PAPER CODE: BBAN-404

UNIT-I

Law of contract: meaning and essentials of a valid contract; offer and acceptance; capacity to contract; consent and free consent; consideration; void agreements; quasi contract; different mode of discharge of contract; remedies for breach of contract.

UNIT-II

Purpose and meaning of the contract of the guarantee; kinds of guarantees; rights and obligations of creditors; rights, liabilities and discharge of surety; contract of indemnity; Definition of bailment and its kinds; duties and rights of a bailer and a bailey; rights and duties of a pledger and pledgee.

UNIT-III

Contract of agency; definition of agent and agency; creation of agency; duties and rights of agent and principal; principal's duties towards agents and third parties; termination of agency; power of attorney.

Law of sale of goods – definition and essential of a contract of sale, conditions and warranties, passing of property in goods; performance of contract; right of unpaid seller; remedies for breach of contract.

UNIT-IV

Negotiable instrument act – Meaning and essential elements of a negotiable instruments; types of negotiable instrument; holder and holder in due course; negotiation of negotiable instruments; dishonor of negotiable instruments. Meaning and scope of information technology act; digital signature; electronic governance; regulation of certifying authority; digital signature certificates; duties of subscribers; penalties adjudication and offences.

RTI Act 2005 : Purpose, Right to Information and Obligation of Public Authorities, Exemption from disclosure of information

SUGGESTED READINGS:

1. Kapoor, N.D., Business Law, Sultan Chand & Sons
2. Gulshan, S.S., Mercantile Law, Excel Books
3. Kuchhal, M.C., Mercantile Law, Vikas Publishing Pvt. Ltd.
4. Chadha, P.R., Business Law, Galgotia Publishing
5. Aggarwal, S.K., Business Law, Galgotia Publishing Company
6. Maheshwari S.N. & Maheshwari, Business Regulatory Framework, Himalaya Publishing House

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3. All questions will carry equal marks.

External Marks: 50

Practical Marks: 50

Time: 3 hrs.

DATA BASE MANAGEMENT SYSTEM

PAPER CODE: BBAN-405

UNIT-I

Introduction to data base management system – Data versus information, record, file; data dictionary, database administrator, functions and responsibilities; file-oriented system versus database system.

UNIT-II

Database system architecture – Introduction, schemas, sub schemas and instances; data base architecture, data independence, mapping, data models, types of database systems.

UNIT-III

Data base security – Threats and security issues, firewalls and database recovery; techniques of data base security; distributed data base.

UNIT-IV

Data warehousing and data mining – Emerging data base technologies, internet, database, digital libraries, multimedia data base, mobile data base, spatial data base.

Lab: Working over Microsoft Access

SUGGESTED READINGS

1. Navathe, Data Base System Concepts 3rd, McGraw Hill
2. Date, C.J., An Introduction to Data Base System 7^{ed}, Addison Wesley
3. Singh, C.S., Data Base System, New Age Publications, New Delhi

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3. All questions will carry equal marks.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

HUMAN RIGHTS AND VALUES

PAPER CODE: BBAN-406

Unit – I

Concept of Human Rights, Indian and international perspectives of Human Rights, Evolution of Human Rights, Human Rights movements in India, Classification of Human Rights and Relevant Constitutional Provisions to Right to Life, Liberty and Dignity, Right to Equality, Right against Exploitation, Cultural and Educational Rights, Economic Rights, Political Rights and Social Rights.

Unit – II

Deprivation of Human Rights – Core Issues: Poverty, overpopulation, illiteracy, Problems of Unsustainable Development, Disadvantaged Groups – (a) Women (b) Children (c) Scheduled Castes and Scheduled Tribes (d) Homeless and Slum Dwellers (e) Physically and Mentally Handicapped f. Refugees and Internally Displaced Persons.

Unit-III

Redressal Mechanisms for Human Rights Violations: Violation of Human Rights by State. Violation of Human Rights by Individuals and groups, Nuclear Weapons and terrorism. Government systems for Redressal, Judiciary, National Human Rights Commission and other Statutory Commissions, Media Advocacy, Creation of Human Rights Literacy and Awareness.

Unit – IV

Concept of Human Values: Aim of education and value education; Evolution of value oriented education; Concept of Human values; types of values; Components of value education. Character Formation Towards Positive Personality - Truthfulness, Sacrifice, Sincerity, Self-Control, Altruism, Tolerance, Scientific Vision; Value Education towards National and Global Development, National Integration and international understanding.

Suggested Readings:

1. Alam, Aftab ed., *Human Rights in India: Issues and Challenges* (New Delhi: Raj Publications, 1999)
2. Bajwa, G.S. and D.K. Bajwa, *Human Rights in India: Implementation and Violations* (New Delhi : D.K. Publishers, 1996)
3. Grose. D. N – “A text book of Value Education’ New Delhi (2005) Dominant Publishers and Distributors
4. Mani, V.S., *Human Rights in India: An Overview* (New Delhi: Institute for the World Congress on Human Rights, 1998)
5. NHRC, *Know Your Rights Series* (2005)
6. NHRC, *Human Rights Education for Beginners* (2005)
7. NHRC, *Discrimination Based on Sex, Caste, Religion and Disability* (2004)
8. Ruhela S. P – “*Human Value and Education*” New Delhi – Sterling publishers
9. Singh, B.P. and Sehgal, (ed.) *Human Rights in India: Problems and Perspectives* (New Delhi: Deep and Deep, 1999)
10. Yogesh Kumar Singh and Ruchika Nath – ‘*Value Education*” New Delhi (2005) A. P. H Publishing Corporation

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