

**BHAVNAGAR UNIVERSITY**

**BHAVNAGAR**

**(NACC Accreditation Grade “B”)**

**CREDIT AND SEMESTER SYSTEM**

**SYLLABUS**

**BACHELOR OF BUSINESS ADMINISTRATION**

**(B.B.A.)**

**(In Force From Academic Year: 2011-2012)**

तमसो मा ज्योतिर्गमय



**B.B.A.**  
Credit and Semester System Syllabus

**SEMESTER – 3<sup>rd</sup>**

<b>SR NO</b>	<b>PAPE R NO</b>	<b>NAME OF THE PAPER</b>	<b>TOTAL MARKS EXT+INT=TOTAL</b>	<b>PASSING STANDARD EXT=INT=TOTAL</b>	<b>TOTAL TEACHING HOURS</b>	<b>CREDITS</b>
1	301	Marketing Management – 1	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03
2	302	Human resources management – 1	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03
3	303	Financial Management – 1	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03
4	304	Development of new enterprise – 1	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03
5	305	Principles and practice of corporate accounting – 1	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03
6	306	Advance Economics application in business	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03
7	307	Structure and Process of Business	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03

<b>* INTERNAL</b>	<b>MARKS</b>
Assignment	10
Seminar	10
Test	10



**B.B.A.**  
Credit and Semester System Syllabus

**SEMESTER – 4<sup>th</sup>**

<b>SR NO</b>	<b>PAPE R NO</b>	<b>NAME OF THE PAPER</b>	<b>TOTAL MARKS EXT+INT=TOTAL</b>	<b>PASSING STANDARD EXT=INT=TOTAL</b>	<b>TOTAL TEACHING HOURS</b>	<b>CREDITS</b>
1	401	Marketing Management 2	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03
2	402	Human resources management 2	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03
3	403	Financial Management 2	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03
4	403	Development of new enterprise 2	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03
5	405	Principles and practice of corporate accounting 2	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03
6	406	Advance Economics application in business 1	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03
7	407	Industrial Training Report	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03

<b>* INTERNAL</b>	<b>MARKS</b>
Assignment	10
Seminar	10
Test	10



**B.B.A.**  
Credit and Semester System Syllabus

**SEMESTER – 5<sup>th</sup>**

SR NO	PAPER NO	NAME OF THE PAPER	TOTAL MARKS EXT+INT=TOTAL	PASSING STANDARD EXT=INT=TOTAL	TOTAL TEACHING HOURS	CREDITS
1	501	Business Environment – I	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03
2	502	Entrepreneurship and Management of small Business – I	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03
3	503	Management and Cost Accounting – I	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03
4	504	Introduction to Research Methodology	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03
5	505	<u>Elective paper:</u> Marketing Research – I	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03
	505	<u>Elective paper:</u> Product Planning and Management – I	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03
	505	<u>Elective paper:</u> Sales and Distribution Management – I	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03
6	506	<u>Elective paper:</u> Organization Behavior – I	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03
	506	<u>Elective paper:</u> Human Resource Planning and Development – I	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03
	506	<u>Elective paper:</u> Human Resource Legislation – I	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03
7	507	<u>Elective paper:</u> Financial Market – I	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03
	507	<u>Elective paper:</u> Business Finance – I	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03
	507	<u>Elective paper:</u> Tax Planning (Direct Taxes) – I	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03

<u>* INTERNAL</u>	<u>MARKS</u>
Assignment	10
Seminar	10
Test	10



**B.B.A.**  
Credit and Semester System Syllabus

**SEMESTER – 6<sup>th</sup>**

SR NO	PAPER NO	NAME OF THE PAPER	TOTAL MARKS EXT+INT=TOTAL	PASSING STANDARD EXT=INT=TOTAL	TOTAL TEACHING HOURS	CREDITS
1	601	Business Environment – II	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03
2	602	Entrepreneurship and Management of small Business – II	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03
3	603	Management and Cost Accounting – II	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03
4	604	Comprehensive Research Report in Elective Area	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03
5	605	<u>Elective Paper:</u> Marketing Research – II	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03
	605	<u>Elective Paper:</u> Product Planning and Management – II	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03
	605	<u>Elective Paper:</u> Sales and Distribution Management – II	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03
6	606	<u>Elective Paper:</u> Organization Behavior – II	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03
	606	<u>Elective Paper:</u> Human Resource Planning and Development – II	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03
	606	<u>Elective Paper:</u> Human Resource Legislation– II	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03
7	607	<u>Elective Paper:</u> Financial Market – II	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03
	607	<u>Elective Paper:</u> Business Finance – II	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03
	607	<u>Elective Paper:</u> Tax Planning (Direct Taxes) – II	70 + 30 = 100	28 + 12 = 40	15 Weeks * 03 Hours = 45	03

<u>* INTERNAL</u>	<u>MARKS</u>
Assignment	10
Seminar	10
Test	10



*Department of Business Administration*

*Faculty of management*

**Bachelor of Business Administration**

**(B.B.A.)**

**CBCS Based Revised Programme**

***W.e.f. June 2011***

**Semester 3,4,5,6**



**Faculty of Management**  
**Bhavnagar University, Bhavnagar**



**B.B.A**  
**SEMESTER – III**

**Paper No: 301 - Marketing Management 1**

**Marks: 100**

**Credits: 03**

**Semester End Examination:**

**70 Marks**

**Continuous Internal Evaluation:**

**30 Marks**

<b>Unit</b>	<b>Detailed Syllabus</b>	<b>Teaching Hours</b>	<b>Marks/Weight</b>
<b>Unit 1</b>	Conceptual Foundation: Basic Concepts: Market, Marketing, Marketing Management, Philosophy of Marketing, Company orientation towards market place.	<b>09</b>	<b>14</b>
<b>Unit 2</b>	Buyer Behaviour: Consumer Market and Industrial Market: Factors influencing Behaviour, Buying Decision Process, Characteristics of Industrial Market, major influencing factors on industrial buying Behaviour, Types of buying decision.	<b>09</b>	<b>14</b>
<b>Unit 3</b>	Target Marketing: Market Segmentation on different basis and target marketing strategies.	<b>09</b>	<b>14</b>
<b>Unit 4</b>	Marketing Mix: Product Decisions: Concept of product, Product Mix, Developing a New product. Product life, Cycle	<b>09</b>	<b>14</b>
<b>Unit 5</b>	Pricing Decisions: Objectives, orientations and strategies	<b>09</b>	<b>14</b>

**Break up of Continuous Internal Evaluation:**

1. Assignment	10 Marks
2. Seminar	10 Marks
3. Test	<u>10 Marks</u>
<b>Total</b>	<b>30 Marks</b>

**Reference Books:**

1. Kotlar & Armstrong: Principles of Marketing
2. Gandhi J.C. . Marketing: A Managerial Intro
3. Stanton W. Fundamentals of Marketing
4. Sherleker et.al. : "Principles of Marketing



**Paper No: 302-Human Resource Management – 1**

**Marks: 100**

**Credits: 03**

**Semester End Examination:**

**70 Marks**

**Continuous Internal Evaluation:**

**30 Marks**

<b>Unit</b>	<b>Detailed Syllabus</b>	<b>Teaching Hours</b>	<b>Marks/Weight</b>
Unit 1	Human Resource Management (HRM): Nature, Significance & Scope of Human Resource Management, Organization of HRM and its function.	09	14
Unit 2	Human Resource Planning (HRP) : Man power planning, Job design and analysis	09	14
Unit 3	Placement and training, performance appraisal, counseling, Job evaluation and merit rating,	09	14
Unit 4	Compensation, Wage Payment system, Incentive wage plans, Profit sharing, Social security, and welfare measures	09	14
Unit 5	Personal Problems: Discipline, Absenteeism, Moral, Health and Safety, Cooperation, Productivity and Efficiency.	09	14

**Break up of Continuous Internal Evaluation:**

1. Assignment	10 Marks
2. Seminar	10 Marks
3. Test	<u>10 Marks</u>
<b>Total</b>	<b>30 Marks</b>

**Reference Books:**

Reference will be provided in classroom



**Paper No: 303: Financial Management 1**

**Marks: 100**

**Credits: 03**

**Semester End Examination:**

**70 Marks**

**Continuous Internal Evaluation:**

**30 Marks**

Unit	Detailed Syllabus	Teaching Hours	Marks/Weight
Unit 1	Financial Management: An Overview: Evolution of finance: Traditional Vs. Modern Approach. Goals of Finance Function, Position of finance function in Organisation structure,	09	14
Unit 2	Long Term Sources of Finance: Equity, Preference, Debenture and bonds,	09	14
Unit 3	Financial evaluation (from the view point of company and investors only). Capitalization: Meaning of over and under capitalization. Merits and demerits and remedial measures.	09	14
Unit 4	Capital Budgeting: Meaning, significance, Process, Estimation of Cash flow based on Straight Line Depreciation and Written Down value methods.	09	14
Unit 5	Appraisal methods: PBP, AM, NPV, IRR and PI. Ranking conflicts and Resolution Capital Rationing and Sub-optimization (Excluding Replacement Decision) V	09	14

**Break up of Continuous Internal Evaluation:**

- |               |                 |
|---------------|-----------------|
| 1. Assignment | 10 Marks        |
| 2. Seminar    | 10 Marks        |
| 3. Test       | <u>10 Marks</u> |
| <b>Total</b>  | <b>30 Marks</b> |

**Reference Books:**

Reference will be provided in classroom



**Paper No: 304-Development of New Enterprises 1**

**Marks: 100**

**Credits: 03**

**Semester End Examination:**

**70 Marks**

**Continuous Internal Evaluation:**

**30 Marks**

Unit	Detailed Syllabus	Teaching Hours	Marks/Weight
Unit 1	The Entrepreneur – Concept and percept. Entrepreneurial functions - Concept and need of Entrepreneurship.	09	14
Unit 2	Entrepreneurship Environment Significance of Entrepreneurial Environment. Environmental Analysis – Economic. Social, Legal & Technical., Development of Entrepreneurship and Entrepreneurial Competence,	09	14
Unit 3	Innovation and Entrepreneurship. Achievement Motivation and other training.	09	14
Unit 4	Small Scale Industries and Entrepreneurship.	09	14
Unit 5	Government’s incentives for the development of small , Scale Industries.,	09	14

**Break up of Continuous Internal Evaluation:**

1. Assignment	10 Marks
2. Seminar	10 Marks
3. Test	<u>10 Marks</u>
<b>Total</b>	<b>30 Marks</b>

**Reference Books:**

1. V.G. Patel, “Seven Crisis of Business Strategies for Survival & Growth”EDI A'bad.
2. Ramchandran “Small Business Management – “
3. Entrepreneurial change in India – Prof. R.A. Sharma



**Paper No: 305-Principals and Practices of Corporate Accounting 1**

**Marks: 100**

**Credits: 03**

**Semester End Examination:**

**70 Marks**

**Continuous Internal Evaluation:**

**30 Marks**

Unit	Detailed Syllabus	Teaching Hours	Marks/Weight
Unit 1	Issue, Forfeiture & Reissue of Shares, Type of share and share capital-share issued at par, at premium, at a discount-over subscription-calls in arrears-calls in advance-pro-rata allotment-Forfeiture of shares reissue of share accounting entries & various ledger accounts & effect in Balance sheet (excluding pro-rata calculation in forfeiture & reissue of share),	09	14
Unit 2	Issue & Redemption of Debentures, Types of debentures-Accounting entries of issue of debenture and repayment of debenture-writing off loss on issue of debenture & debenture discount-convertible debenture, Redemption of debenture, Purchase of own debenture for redemption purpose, Sinking Fund Method only.	09	14
Unit 3	Redemption of Preference shares and issue of Bonus Shares: Redemption of Preference Share: Procedure - Accounting entries and Balance Sheet after redemption of Preference Shares - Issue of Bonus share: Cash bonus - Bonus share. Guidelines on issue of bonus shares - sources of bonus share -	09	14
Unit 4	Accounting entries for bonus share and also combine Example of redemption of Preference Share & issue of bonus share (excluding quantum of bonus).	09	14
Unit 5	<i>Cost Benefit Analysis</i> Meaning of cost - benefit analysis - Methods of evaluation - Limitations of cost benefit analysis - u e _ f cost benefit analysis	09	14

**Break up of Continuous Internal Evaluation:**

- |               |                 |
|---------------|-----------------|
| 1. Assignment | 10 Marks        |
| 2. Seminar    | 10 Marks        |
| 3. Test       | <u>10 Marks</u> |
| <b>Total</b>  | <b>30 Marks</b> |

**Reference Books:**

Reference will be provided in class room



**Paper No: 306-Advance Economics Applications in Business 1**

**Marks: 100**

**Credits: 03**

**Semester End Examination:**

**70 Marks**

**Continuous Internal Evaluation:**

**30 Marks**

Unit	Detailed Syllabus	Teaching Hours	Marks/Weight
Unit 1	Introduction to Managerial Economics, Nature of Managerial Economics - Economic Analysis: Forms and Fallacies Fundamental concepts of Managerial Economics	09	14
Unit 2	Types of Demand, Demand for consumers' goods and producers' goods - Demand for perishable goods and durable goods - Autonomous Demand and derived demand - Firm and Industry Demand - Market share - Demand by market segment and by total market - Time characteristics of Demand	09	14
Unit 3	Demand Forecasting, Demand forecasting - meaning and its Significance - Objective of short run and long run demand forecasting - Forecasting methods - Choosing right forecasting techniques - Criteria of good forecasting techniques	09	14
Unit 4	Production Analysis, Production and production function-Cobb Douglas-Production Function Iso-quants : Properties of Iso-quants - The principle of Marginal Rate of Technical Substitution - Iso-cost line - Least cost input combination - Expansion path - Explanation of law of variable proportion and return to scale.	09	14
Unit 5	Company Final accounts: Example on vertical presentation of accounting statements (excluding calculation of Managerial remuneration)	09	14

**Break up of Continuous Internal Evaluation:**

1. Assignment	10 Marks
2. Seminar	10 Marks
3. Test	<u>10 Marks</u>
<b>Total</b>	<b>30 Marks</b>

**Reference Books:**

DhoIakia & Oza Micro Economic Analysis for Management Students - Oxford

Paul, Mote, Gupte: Managerial Economics : TMH

Mehta P. L. : Managerial Economics : Sultan Chand

Paper C7: Field Project in Business Practices relating to Finance, HRM and Marketing



**Paper No: 307-Structure and Process of Business**

**Marks: 100**

**Credits: 03**

**Semester End Examination:**

**70 Marks**

**Continuous Internal Evaluation:**

**30 Marks**

Unit	Detailed Syllabus	Teaching Hours	Marks/Weight
Unit 1	Nature and Scope of business, conceptualization of Industry, Commerce, Trade, Profession, Introduction to Evolution of Business, Industrial Revolution and its socio-economic, Consequences, Stage of Industrial Revolution , FORM OF BUSINESS ORGANISATION: sole Proprietor, partnership, Joint Stock, Company, Co-operative Society, Services Organization, Public Utility, Structures of these organizations.	09	14
Unit 2	Domestic Trade: Role of Wholesaler and Retailers and Middlemen. International Trade: Export – Import Procedures, Documents. Role of Agencies: GATT, WTO, WB Chamber of Commerce.	09	14
Unit 3	Indian Money and Capital Markets: Their Nature and Importance ,Stock Exchange: Importance and Functions and Role of SEBI, buying and Selling of Shares, Settlement Procedure.	09	14
Unit 4	Industrial Finance: Methods of Short Term, Medium Term and Long Term Financing -Portfolio Management: Concepts and Methods.	09	14
Unit 5	Role and Importance of Insurance, Warehousing and Transport and Banking. Negotiable Instruments.	09	14

**Break up of Continuous Internal Evaluation:**

1. Assignment	10 Marks
2. Seminar	10 Marks
3. Test	<u>10 Marks</u>
<b>Total</b>	<b>30 Marks</b>

**Reference Books:**

1. Modern Business Organization and Management- Sherlekar & Sherlekar, Himalaya Publishing House;
2. Business Organization and Management- Y. K. Bhushan, Himalaya Publishing House;
3. Financial Management- I. M. Pandey;
4. Financial Management- S.C. Khucchal;
5. Financial Management- Prassanna & Chandra;
6. Banking and Financing System- Nirmala Prasad and Chandradas, Himalaya Publishing House;
7. Insurance – Theory and Practice: Tripathy & Pal, Prentice Hall of India;



**B.B.A**  
**SEMESTER – IV**

**Paper No:401-Marketing Management 2**

**Marks: 100**

**Credits: 03**

**Semester End Examination:**

**70 Marks**

**Continuous Internal Evaluation:**

**30 Marks**

Unit	Detailed Syllabus	Teaching Hours	Marks/Weight
Unit 1	Distribution Decisions: Importance, Types of Channels of distribution, Factors affecting choice of channels of distribution, Nature of Physical Distribution,	09	14
Unit 2	Promotion Decisions: Advertising: Objectives, Determining advertising budget (excluding Quantitative Models), Media Planning and Media Selection, Advertising Decision: Mission, Message, Money, Media, and Measurement,	09	14
Unit 3	The Concept of Publicity. Personal Selling: Sales presentation, determining sales targets Sales Promotion -Concept and Tools,	09	14
Unit 4	Marketing Research: Definition, nature and scope, Research Procedure, Types.	09	14
Unit 5	Consumerism: Concept, Causes, Consumer movement in India	09	14

**Break up of Continuous Internal Evaluation:**

1. Assignment	10 Marks
2. Seminar	10 Marks
3. Test	<u>10 Marks</u>
<b>Total</b>	<b>30 Marks</b>

**Reference Books:**

1. Kotlar & Armstrong: Principles of Marketing
2. GandhiJ.C. . Marketing: A Managerial Intro
3. Stanton W. Fundamentals of Marketing
4. Sherleker et.al. : "Principles of Marketing



**Paper No: 402-Human Resource Management 2**

**Marks: 100**

**Credits: 03**

**Semester End Examination:**

**70 Marks**

**Continuous Internal Evaluation:**

**30 Marks**

Unit	Detailed Syllabus	Teaching Hours	Marks/Weight
Unit 1	Tread unionism and Industrial Relation Concept and role, growth, movement, challenges.	09	14
Unit 2	Evolution of industrial relation in India	09	14
Unit 3	Collectively bargaining, workers participation	09	14
Unit 4	Human behaviour and group functioning : Interpersonal behaviour, group behaviour, Team works.	09	14
Unit 5	Leadership, motivation and communication	09	14

**Break up of Continuous Internal Evaluation:**

- |               |                 |
|---------------|-----------------|
| 1. Assignment | 10 Marks        |
| 2. Seminar    | 10 Marks        |
| 3. Test       | <u>10 Marks</u> |
| <b>Total</b>  | <b>30 Marks</b> |



**Paper No: 403-Financial Management 2**

**Marks: 100**

**Credits: 03**

**Semester End Examination:**

**70 Marks**

**Continuous Internal Evaluation:**

**30 Marks**

Unit	Detailed Syllabus	Teaching Hours	Marks/Weight
Unit 1	Working Capital Management: Overview: Concept, Significance, <i>factors</i> affecting working capital. estimation of working capital based on operating cycle approach, Two dimensions of W. C. Mgt. Relative	09	14
Unit 2	Determining Maximum Permissible Bank Finance as per the latest RBI recommendations.	09	14
Unit 3	Management of Cash: Cash Planning, Managing the flow, cash control reports, investment in marketable securities.	09	14
Unit 4	Management of inventory: Need to hold inventory, Optimum investment in inventory, E.O.Q. Technique, Selective Inventory Control (ABC Analysis only).	09	14
Unit 5	Management of Receivables: Credit policy variables, Credit Evaluation. Credit Granting Decisions, Control of receivables.	09	14

**Break up of Continuous Internal Evaluation:**

1. Assignment	10 Marks
2. Seminar	10 Marks
3. Test	<u>10 Marks</u>
<b>Total</b>	<b>30 Marks</b>

**Reference Books:**

Reference will be provided in classroom



**Paper No: 404-Development of New Enterprises 2**

**Marks: 100**

**Credits: 03**

**Semester End Examination:**

**70 Marks**

**Continuous Internal Evaluation:**

**30 Marks**

Unit	Detailed Syllabus	Teaching Hours	Marks/Weight
Unit 1	Project Identification Definition & Meaning of Project, Nature of Project, Investment sources of project, Ideas.	09	14
Unit 2	Constraints in Project Identification (Govt's regulations & Market forces). Project Formulation.,	09	14
Unit 3	Feasibility Studies and preparation of detail project report. Technical Analysis, Market & Demand Analysis,	09	14
Unit 4	Project cost and means of Financing the project cost., (Introduction only) Financial Evaluation (Introduction only), Economic Analysis.	09	14
Unit 5	Project Appraisal., Preparation of Project cash flows. ,Techniques of Financial Evaluation (Pay-back period, ARR, NPV, PI, IRR), Tax consideration	09	14

**Break up of Continuous Internal Evaluation:**

1. Assignment	10 Marks
2. Seminar	10 Marks
3. Test	<u>10 Marks</u>
<b>Total</b>	<b>30 Marks</b>

**Reference Books:**

- 1 Ramchandran "Small Business Management – "
- 2 Entrepreneurial change in India – Prof. R.A. Sharma
- 3 V.G. Patel, "Seven Crisis of Business Strategies for Survival & Growth"EDI -A'bad.



**Paper No: 405-Principals and Practices of Corporate Accounting 2**

**Marks: 100**

**Credits: 03**

**Semester End Examination:**

**70 Marks**

**Continuous Internal Evaluation:**

**30 Marks**

Unit	Detailed Syllabus	Teaching Hours	Marks/Weight
Unit 1	Interpretation of Financial Statements, Financial statement-Limitation of Financial statement, criticism of published Financial statement, Examples based on following group of Ratios - Liquidity Ratio. Profitability Ratio - Turnover Ratio - Leverage Ratio - Importance & Limitation of Ratio analysis - common size statement - Trend analysis and Du-Pont Chart (Theory only)	09	14
Unit 2	Valuation of Goodwill & Shares : Goodwill: Definition - Factors affecting value - Precautions in valuing Goodwill Need for Valuation - Methods of valuing Goodwill- Examples of Goodwill on Average Profit Method & super profit Method only.	09	14
Unit 3	Shares: Need for valuation of shares - Factors affecting the valuation of shares, Methods of valuation, Example of valuation of shares on intrinsic value market value (yield value) and Fair-value.	09	14
Unit 4	Preparation and analysis of fund flow statement Meaning, use and importance of fund flow statement Working capital	09	14
Unit 5	Examples based on funds flow statement only on two years balance sheet	09	14

**Break up of Continuous Internal Evaluation:**

- |               |                 |
|---------------|-----------------|
| 1. Assignment | 10 Marks        |
| 2. Seminar    | 10 Marks        |
| 3. Test       | <u>10 Marks</u> |
| <b>Total</b>  | <b>30 Marks</b> |

**Reference Books:**

Reference will be provided in class roo



**Paper No: 406-Advance Economics Applications in Business 2**

**Marks: 100**

**Credits: 03**

**Semester End Examination:**

**70 Marks**

**Continuous Internal Evaluation:**

**30 Marks**

Unit	Detailed Syllabus	Teaching Hours	Marks/Weight
Unit 1	Nature of Profit, Definition of profit - profit theories - Function of profit - Accounting profit and economic profit, Cost, Relationship, Estimation of cost function: Engineering method, Survivorship Method, Statistical Method- Managerial uses of Estimated cost function i.e. optimum scale, optimum output and determination of supply.	09	14
Unit 2	Break Even Analysis Concept - Break even chart assumption - uses and implementation	09	14
Unit 3	Market Structure Concept of total revenue, Marginal Revenue and their relationship –	09	14
Unit 4	Perfect competition - Monopoly – Dou-poly- Monopolistic Competition -. Oligopoly	09	14
Unit 5	Government intervention and pricing - types - Reasons - Consequences of government interventions.	09	14

**Break up of Continuous Internal Evaluation:**

1. Assignment	10 Marks
2. Seminar	10 Marks
3. Test	<u>10 Marks</u>
<b>Total</b>	<b>30 Marks</b>

**Reference Books:**

*Reference Books:*

DhoIakia & Oza Micro Economic Analysis for Management Students - Oxford

Paul, Mote, Gupte: Managerial Economics : TMH

Mehta P. L. : Managerial Economics : Sultan Chand

Paper C7: Field Project in Business Practices relating to Finance, HRM and Marketing

(Term end exam 70 marks, Internal 30 Marks)



**B.B.A**  
**SEMESTER – V**

**Paper No: 501-Business Environment - 1**

**Marks: 100**

**Credits: 03**

**Semester End Examination:**

**70 Marks**

**Continuous Internal Evaluation:**

**30 Marks**

Unit	Detailed Syllabus	Teaching Hours	Marks/Weight
Unit 1	Trends and structure of Indian economics : A developing economy. National income, agriculture, industry, external trade,	09	14
Unit 2	Socio-economic problems: Population, unemployment, poverty and inequality, inflation and public distribution.	09	14
Unit 3	Liberalization and Indian economy : The international economic environment, regional trading b locks. The Uruguay round, domestic economy environment.	09	14
Unit 4	Reform in the external sector. Reform in the domestic economy.	09	14
Unit 5	Planning, policies and programmes: Three roles of the govt. market failure, planning, state failure.	09	14

**Break up of Continuous Internal Evaluation:**

1. Assignment	10 Marks
2. Seminar	10 Marks
3. Test	<u>10 Marks</u>
<b>Total</b>	<b>30 Marks</b>

**Reference Books:**

1. Dibek oebroy “ the economics and social environment” Global business press aima cmf.
2. K. aswathappa “ essentials of business environment” hph.
3. Anant k. sundaram & j. stewart black “ international business environment: text & cases by, Phi.



**Paper No: 502-Entrepreneurship & Management of Small Business - 1**

**Marks: 100**

**Credits: 03**

**Semester End Examination:**

**70 Marks**

**Continuous Internal Evaluation:**

**30 Marks**

Unit	Detailed Syllabus	Teaching Hours	Marks/Weight
Unit 1	Entrepreneurship, conceptual model of development of entrepreneurship. A training model for entrepreneurship, edit, entrepreneurial.	09	14
Unit 2	Motivation: Motivation training, personal efficiency, cultural values, action planning, motivation development strategies.	09	14
Unit 3	Promoting a small unit: The concept of small scale industry registration procedure and associate privileges facilities to technocrats, special assistance to sc sl,	09	14
Unit 4	Identification of project opportunities and project feasibility report. Sources of project idea preliminary screening.	09	14
Unit 5	An introduction to the general format and the information to be covered in the report.	09	14

**Break up of Continuous Internal Evaluation:**

1. Assignment	10 Marks
2. Seminar	10 Marks
3. Test	<u>10 Marks</u>
<b>Total</b>	<b>30 Marks</b>

**Reference Books:**

1. Vasant desai "entrepreneurial development by himalaya publishing house
2. Dr. n. gangadhara rao "entrepreneurship and growth of enterprise in industrial estates, deep & deep publications Prasanna Chandra " projects: planning, analysis, selection, implementation & review tata McGraw hill.



**Paper No: 503-Management & Cost Accounting 1**

**Marks: 100**

**Credits: 03**

**Semester End Examination:**

**70 Marks**

**Continuous Internal Evaluation:**

**30 Marks**

<b>Unit</b>	<b>Detailed Syllabus</b>	<b>Teaching Hours</b>	<b>Marks/Weight</b>
Unit 1	Cost accounting fundamentals: nature, method, technique, contemporary cost accounting, cost terms: cost unit, cost driver, classification of cost, cost management, elements of cost,.	09	14
Unit 2	Cost volume profit relationship: mechanics, relevance, conceptual formwork, graphical representation, uncertainty,	09	14
Unit 3	Costing systems: types, designing and implementation of cost accounting systems, relevance.	09	14
Unit 4	Activity-based costing: nature, application in manufacturing sector, comparison with traditional systems.	09	14
Unit 5	Tools for planning and control: master budget and responsibility accounting, flexible budget: nature, utility, application, preparation process	09	14

**Break up of Continuous Internal Evaluation:**

1. Assignment	10 Marks
2. Seminar	10 Marks
3. Test	<u>10 Marks</u>
<b>Total</b>	<b>30 Marks</b>

**Reference Books:**

1. Horngren c.t. cost accounting: a managerial ( 9<sup>TH</sup> edition ) phi new delhi
2. Robert Kaplan, "management accountancy"



**Paper No: 504-Introduction To Research Methodology**

**Marks: 100**

**Credits: 03**

**Semester End Examination:**

**70 Marks**

**Continuous Internal Evaluation:**

**30 Marks**

<b>Unit</b>	<b>Detailed Syllabus</b>	<b>Teaching Hours</b>	<b>Marks/Weight</b>
Unit 1	Foundation of Research: Scientific approach, Basic elements of research, Research Problem identification,	09	14
Unit 2	Research Designs, Measurements and Scaling, Development of Data collection tools,	09	14
Unit 3	Ethics in Social Science and Humanities Research, Report development and Writing	09	14
Unit 4	Sampling Design, fundamentals and application,	09	14
Unit 5	Quantitative Techniques application in Research including, Uni-variate, Bi-variate, Mullti-variate analysis,	09	14

**Break up of Continuous Internal Evaluation:**

1. Assignment	10 Marks
2. Seminar	10 Marks
3. Test	<u>10 Marks</u>
<b>Total</b>	<b>30 Marks</b>

**Reference Books:**

1. Bonnet, Roger: Management Research, 11-0, 1983.
2. Fowte, Floyd J.Jr., Survey Methods, 2."Ed., Sage Pub., 1993.
3. Gupta S.P. Statistical Methods, 30""Ed., Sultan Chand, New Delhi, 2001.
4. Salkind, Neil j.. Exploring Research, 3' Ed., Prentice – Hall, NJ, 1997.



**Paper No: 501-Elective Paper Marketing Research -1**

**Marks: 100**

**Credits: 03**

**Semester End Examination:**

**70 Marks**

**Continuous Internal Evaluation:**

**30 Marks**

<b>Unit</b>	<b>Detailed Syllabus</b>	<b>Teaching Hours</b>	<b>Marks/Weight</b>
Unit 1	Introduction: concept of research, market research and marketing research nature and scope of marketing research.	09	14
Unit 2	marketing research and decision making.	09	14
Unit 3	Research process and design: major research designs, problem definition and hypothesis development.	09	14
Unit 4	Types of hypotheses and research planning.	09	14
Unit 5	Data sampling: sources of data, data collection methods.	09	14

**Break up of Continuous Internal Evaluation:**

1. Assignment	10 Marks
2. Seminar	10 Marks
3. Test	<u>10 Marks</u>
<b>Total</b>	<b>30 Marks</b>

**Reference Books:**

1. Tull and Hawkins, "marketing research"
2. g.c. beri, "marketing research"
3. lusk and rubin, "statistics for management"



**Paper No: 502-Product Planning & Management**

**Marks: 100**

**Credits: 03**

**Semester End Examination:**

**70 Marks**

**Continuous Internal Evaluation:**

**30 Marks**

<b>Unit</b>	<b>Detailed Syllabus</b>	<b>Teaching Hours</b>	<b>Marks/Weight</b>
Unit 1	Introduction: definition of product, types and classification of product.	09	14
Unit 2	Concept of product line and product mix, product line and product mix decisions.	09	14
Unit 3	Product portfolio analysis, brand, packaging, labelling and other image building decisions.	09	14
Unit 4	Product life cycle: challengers and niches.	09	14
Unit 5	New product development: importance, of product innovation, the new product development process.	09	14

**Break up of Continuous Internal Evaluation:**

1. Assignment	10 Marks
2. Seminar	10 Marks
3. Test	<u>10 Marks</u>
<b>Total</b>	<b>30 Marks</b>

**Reference Books:**

1. Philip Kotler, “marketing – analysis, planning implementation and control marketing”
2. Product management in India brand positioning – strategies for: competitive advantage.



**Paper No: 503-Sales And Distribution Management 1**

**Marks: 100**

**Credits: 03**

**Semester End Examination:**

**70 Marks**

**Continuous Internal Evaluation:**

**30 Marks**

<b>Unit</b>	<b>Detailed Syllabus</b>	<b>Teaching Hours</b>	<b>Marks/Weight</b>
Unit 1	Introduction: meaning and evolution of sales management concept sales management.	09	14
Unit 2	Personal selling and salesmanship relation of sale department with other department theories of selling.	09	14
Unit 3	Sales promotion, concept of sales promotion, deciding sales promotion budget, methods of sales promotion, regulating sales promotion activities, sales promotion as a part of overall promotion strategy.	09	14
Unit 4	Sales force management: recruitment and selection of sales force compensating the sales force, strategic sales force management controlling the sales efforts.	09	14
Unit 5	Quotas and sales territories assessing sales efficiency, sales personnel training.	09	14

**Break up of Continuous Internal Evaluation:**

1. Assignment	10 Marks
2. Seminar	10 Marks
3. Test	<u>10 Marks</u>
<b>Total</b>	<b>30 Marks</b>

**Reference Books:**

Cundiff, still and govani Stanton, “sales management”



**Paper No: 501-Organizational Behaviour**

**Marks: 100**

**Credits: 03**

**Semester End Examination:**

**70 Marks**

**Continuous Internal Evaluation:**

**30 Marks**

<b>Unit</b>	<b>Detailed Syllabus</b>	<b>Teaching Hours</b>	<b>Marks/Weight</b>
Unit 1	Introduction and individual behaviour, concept in organization behaviour, contribution, research method and approaches in ob.	09	14
Unit 2	Attitudes, perception, motivation, theories and applications.	09	14
Unit 3	Leadership: theories and application. Leadership theories.	09	14
Unit 4	Personality theories, self management and management of stress.	09	14
Unit 5	Creativity and innovation.	09	14

**Break up of Continuous Internal Evaluation:**

1. Assignment	10 Marks
2. Seminar	10 Marks
3. Test	<u>10 Marks</u>
<b>Total</b>	<b>30 Marks</b>

**Reference Books:**

1. Robbins, Stephen p., organizational behaviour: concepts, controversies & applications, new delhi
2. Prentice hall of India pvt, ltd., 1994.



**Paper No: 502-Human Resource Planning & Development 1**

**Marks: 100**

**Credits: 03**

**Semester End Examination:**

**70 Marks**

**Continuous Internal Evaluation:**

**30 Marks**

<b>Unit</b>	<b>Detailed Syllabus</b>	<b>Teaching Hours</b>	<b>Marks/Weight</b>
Unit 1	Macro level manpower planning and labor market analysis.,	09	14
Unit 2	Organizational human resource planning.	09	14
Unit 3	Stock taking: work force flow mapping: age and grade distribution mapping.	09	14
Unit 4	Behavioural factors in human resource planning.	09	14
Unit 5	Wastage analysis, retention.,	09	14

**Break up of Continuous Internal Evaluation:**

1. Assignment	10 Marks
2. Seminar	10 Marks
3. Test	<u>10 Marks</u>
<b>Total</b>	<b>30 Marks</b>

**Reference Books:**

1. Arthur, m. career theory handbook, Englewood cliff, prentice hall inc. 1991.
2. Bekaoul, a r and belabour, j.m. human resource valuation: a guide, to strategies and techniques, greenwood, quorum books, 1995.
3. Dale, b total quality and human resources, an executive guide, oxford, Blackwell 1992.



**Paper No: 503-Human Resource Legislation 1**

**Marks: 100**

**Credits: 03**

**Semester End Examination:**

**70 Marks**

**Continuous Internal Evaluation:**

**30 Marks**

<b>Unit</b>	<b>Detailed Syllabus</b>	<b>Teaching Hours</b>	<b>Marks/Weight</b>
Unit 1	The employment exchange act 1959,	09	14
Unit 2	The apprentices act 1961, the contract labour act 1970.	09	14
Unit 3	Esi act 1948,	09	14
Unit 4	The payment of wages act 1936,	09	14
Unit 5	Workmen compensation act,	09	14

**Break up of Continuous Internal Evaluation:**

1. Assignment	10 Marks
2. Seminar	10 Marks
3. Test	<u>10 Marks</u>
<b>Total</b>	<b>30 Marks</b>

**Reference Books:**

1. Sharma a.m. industrial jurisprudence and labour legislation
2. Deepak bhatnagar . labour welfare and social securities legislation in India.
3. n.d.kapoor. handbook of industrial law.
4. Different bare acts published by the government of India.



**Paper No: 501-Financial Markets 1**

**Marks: 100**

**Credits: 03**

**Semester End Examination:**

**70 Marks**

**Continuous Internal Evaluation:**

**30 Marks**

<b>Unit</b>	<b>Detailed Syllabus</b>	<b>Teaching Hours</b>	<b>Marks/Weight</b>
Unit 1	Financial system : over view, components of financial system functions of financial system.	09	14
Unit 2	Money market : concept, classification, role of money market, characteristics of money market, organised and unorganized money markets role of rbi.	09	14
Unit 3	Call money market, concept evolution, importance,	09	14
Unit 4	Dfhi- evolution, role, function. Limitations present of call money market, bills market : concept-characteristics, importance salient features of old and new scheme of bill discounted.	09	14
Unit 5	Capital market : concept, characteristics, type ( primary and secondary ), structure, role, constituents of capital market, instruments new issue markets.	09	14

**Break up of Continuous Internal Evaluation:**

- |               |                 |
|---------------|-----------------|
| 1. Assignment | 10 Marks        |
| 2. Seminar    | 10 Marks        |
| 3. Test       | <u>10 Marks</u> |
| <b>Total</b>  | <b>30 Marks</b> |

**Reference Books:**

1. Vasant desai , " Indian financial system"
2. Bhole l.m. , " Indian financial system"



**Paper No: 502-Business Finance 1**

**Marks: 100**

**Credits: 03**

**Semester End Examination:**

**70 Marks**

**Continuous Internal Evaluation:**

**30 Marks**

<b>Unit</b>	<b>Detailed Syllabus</b>	<b>Teaching Hours</b>	<b>Marks/Weight</b>
Unit 1	Valuation of securities: basic valuation model valuation of bonds, valuation of equities: dividend capitalization approach, earnings capitalization approach realized yield approach camp approach.	09	14
Unit 2	Capital budgeting: risk analysis in capital budgeting application of the technique of dab ability analysis decision tree analysis sensitivity analysis.	09	14
Unit 3	Cost capital: concept, rationale, assumptions cost of debt capital, preference capital and equity capital cost of external equity and retained earnings weighted ( over all ) cost of capital .	09	14
Unit 4	Capital structure: concept, assumption approach, net income approach traditional approach, Modigliani miller approach, planning the capital structure: ebit-eps analysis, factors determining ideal capital structure.	09	14
Unit 5	Dividend decision: models, traditional position, Walter model, Gordon model, mm model, radical position, dividend practice.	09	14

**Break up of Continuous Internal Evaluation:**

1. Assignment	10 Marks
2. Seminar	10 Marks
3. Test	<u>10 Marks</u>
<b>Total</b>	<b>30 Marks</b>

**Reference Books:**

1. Prasanna Chandra, " financial management: theory & practice: tmh
2. i.m.pandey, "financial management" vikas
3. khan & jain," financial management" tmh.



**Paper No: 503-Tax Planning (Direct Taxes) 1**

**Marks: 100**

**Credits: 03**

**Semester End Examination:**

**70 Marks**

**Continuous Internal Evaluation:**

**30 Marks**

<b>Unit</b>	<b>Detailed Syllabus</b>	<b>Teaching Hours</b>	<b>Marks/Weight</b>
Unit 1	Introduction: tax system in India its components, tax planning, tax management, tax avoidance, tax evasion,	09	14
Unit 2	Definitions of terms. Residential status: types, incidence of tax conditions, income from salaries.	09	14
Unit 3	Concepts, calculation of total income, hra, provident fund, gratuity, perquisites, deductions from salaries, tax rabates u/s 88.	09	14
Unit 4	Income from house property: chargeability, exemption, annual value, deductions allowed. Profit & gains from business and professions.	09	14
Unit 5	Computation of profits, admissible deductions, expressly allowed deductions, expressly dissolved expenses, deemed profits. Deemed income, valuation of stock, method of accounting.	09	14

**Break up of Continuous Internal Evaluation:**

1. Assignment	10 Marks
2. Seminar	10 Marks
3. Test	<u>10 Marks</u>
<b>Total</b>	<b>30 Marks</b>

**Reference Books:**

1. y.k. singhania, "direct taxes: theory & practice"
2. bhagwati Prasad, "direct taxes: theory & practice"
3. n.v. Mehta, "income tax ready reckner, taxman"



**B.B.A**  
**SEMESTER – VI**

**Paper No:601-Business Environment - 2**

**Marks: 100**

**Credits: 03**

**Semester End Examination:**

**70 Marks**

**Continuous Internal Evaluation:**

**30 Marks**

<b>Unit</b>	<b>Detailed Syllabus</b>	<b>Teaching Hours</b>	<b>Marks/ Weight</b>
Unit 1	The state's role in promoting industrialization. Development of backward areas. Industrial sickness, infrastructure.	09	14
Unit 2	Control and regulation: Industrial licensing. Police, curbing monopolies and restrictive trade practices, regulating foreign exchange flows, foreign technology.	09	14
Unit 3	Monetary and fiscal system: financial institute: sources of finances, development of finance institutions.	09	14
Unit 4	The banking and credit structure: Commercial banks, the reserve bank of India.	09	14
Unit 5	The fiscal system: Government expenditure and receipts, the budget, the public debt, taxes and other revenues.	09	14

**Break up of Continuous Internal Evaluation:**

1. Assignment	10 Marks
2. Seminar	10 Marks
3. Test	<u>10 Marks</u>
<b>Total</b>	<b>30 Marks</b>

**Reference Books:**

1. Dibek oebroy " the economics and social environment" Global business press aima cmf.
2. K. aswathappa " essentials of business environment" hph.
3. Anant k. sundaram & j. stewart black " international business environment: text & cases by, Phi.



**Paper No: 602-Entrepreneurship & management of small business 2**

**Marks: 100**

**Credits: 03**

**Semester End Examination:**

**70 Marks**

**Continuous Internal Evaluation:**

**30 Marks**

<b>Unit</b>	<b>Detailed Syllabus</b>	<b>Teaching Hours</b>	<b>Marks/Weight</b>
Unit 1	Information required for market analysis sources of market information. Demand forecasting. Technical analysis: location and site, material, product technology, site preparation, project engineering manpower projection,	09	14
Unit 2	Financial projection: preparation of the projected financial statements, projected cash flow and fund flow statements, debt services coverage ratio,	09	14
Unit 3	Financing the projects: Study of the types of financial assistance available from financial institutions, procurement of project loan. Submission of loan application.	09	14
Unit 4	Project appraisal, sanctions the loan and acceptance, execution of agreement, disbursement of loan etc. project monitoring and control.	09	14
Unit 5	Warning signals and remedies required rehabilitation of sick projects: causes of sickness, package of rehabilitation measures by financial institutions.	09	14

**Break up of Continuous Internal Evaluation:**

1. Assignment	10 Marks
2. Seminar	10 Marks
3. Test	<u>10 Marks</u>
<b>Total</b>	<b>30 Marks</b>

**Reference Books:**

1. Vasant desai “ entrepreneurial development by himalaya publishing house
2. Dr. n. gangadhara rao “ entrepreneurship and growth of enterprise in industrial estates, deep & deep publications
3. Prasanna Chandra “ projects: planning, analysis, selection, implementation & review tata McGraw hill



**Paper No: 603-Management & Cost Accounting 2**

**Marks: 100**

**Credits: 03**

**Semester End Examination:**

**70 Marks**

**Continuous Internal Evaluation:**

**30 Marks**

<b>Unit</b>	<b>Detailed Syllabus</b>	<b>Teaching Hours</b>	<b>Marks/Weight</b>
Unit 1	Cost information for decisions: cost behaviour, relevant revenues, cost and decision process.	09	14
Unit 2	Pricing decisions and cost management, cost allocation and revenues.	09	14
Unit 3	Cost allocation: purpose, interdepartmental cost allocation of common cost.	09	14
Unit 4	Cost assignment and cost hierarchies, variance analysis and standard costing.	09	14
Unit 5	Process costing, transfer pricing.	09	14

**Break up of Continuous Internal Evaluation:**

1. Assignment	10 Marks
2. Seminar	10 Marks
3. Test	<u>10 Marks</u>
<b>Total</b>	<b>30 Marks</b>

**Reference Books:**

1. Horngren c.t. cost accounting: a managerial ( 9<sup>TH</sup> edition ) phi new delhi
2. Robert Kaplan, " management accountancy"



**Paper No: 601-Elective Paper Marketing Research**

**Marks: 100**

**Credits: 03**

**Semester End Examination:**

**70 Marks**

**Continuous Internal Evaluation:**

**30 Marks**

<b>Unit</b>	<b>Detailed Syllabus</b>	<b>Teaching Hours</b>	<b>Marks/Weight</b>
Unit 1	Sampling methods and selecting a sample, limitations of sampling.	09	14
Unit 2	Data analysis: data presentation and tabulation, use of statistical for analysis of data.	09	14
Unit 3	Testing of hypotheses and interpretations, computer application in analysis.	09	14
Unit 4	Presentation: drawing inferences, presentation of research findings principle guidelines for report writing.	09	14
Unit 5	Personal presentation of research findings.	09	14

**Break up of Continuous Internal Evaluation:**

1. Assignment	10 Marks
2. Seminar	10 Marks
3. Test	<u>10 Marks</u>
<b>Total</b>	<b>30 Marks</b>

**Reference Books:**

1. Tull and Hawkins, "marketing research"
2. g.c. beri, "marketing research"
3. luck and rubin, "statistics for management"



**Paper No: 602-product planning & management**

**Marks: 100**

**Credits: 03**

**Semester End Examination:**

**70 Marks**

**Continuous Internal Evaluation:**

**30 Marks**

<b>Unit</b>	<b>Detailed Syllabus</b>	<b>Teaching Hours</b>	<b>Marks/Weight</b>
Unit 1	New product failure, alternative to new products viz. licensing, franchising, acquisitions etc.	09	14
Unit 2	Adoption and diffusion of new product, product differentiation and positioning, concept of product differentiation and product positioning.	09	14
Unit 3	Product, service, personal and image differentiation of market offers positioning strategies.	09	14
Unit 4	Communicating the positioning, product entry into new markets: adoption vs. adaptation,	09	14
Unit 5	Managing services as a product: characteristics of services, major service classifications, adding tangibility to service or making service tangibles, service marketing strategies.	09	14

**Break up of Continuous Internal Evaluation:**

1. Assignment	10 Marks
2. Seminar	10 Marks
3. Test	<u>10 Marks</u>
<b>Total</b>	<b>30 Marks</b>

**Reference Books:**

1. Philip Kotler, “marketing – analysis, planning implementation and control marketing”
2. Product management in India brand positioning – strategies for: competitive advantage.



**Paper No: 603-sales and distribution management 2**

**Marks: 100**

**Credits: 03**

**Semester End Examination:**

**70 Marks**

**Continuous Internal Evaluation:**

**30 Marks**

<b>Unit</b>	<b>Detailed Syllabus</b>	<b>Teaching Hours</b>	<b>Marks/Weight</b>
Unit 1	Managing distribution channels: meaning and nature of marketing channels designing distribution channels selecting a type of channel.	09	14
Unit 2	Wholesaling and retailing functions of distribution channels.	09	14
Unit 3	Management of physical distribution: meaning and importance – of physical distribution.	09	14
Unit 4	Total – system concept major tasks physical distribution strategic use of physical distribution.	09	14
Unit 5	Compensating the channel members.	09	14

**Break up of Continuous Internal Evaluation:**

- |               |                 |
|---------------|-----------------|
| 1. Assignment | 10 Marks        |
| 2. Seminar    | 10 Marks        |
| 3. Test       | <u>10 Marks</u> |
| <b>Total</b>  | <b>30 Marks</b> |

**Reference Books:**

Cundiff, still and govani Stanton, “ sales management”



**Paper No: 601-Organizational Behaviour**

**Marks: 100**

**Credits: 03**

**Semester End Examination:**

**70 Marks**

**Continuous Internal Evaluation:**

**30 Marks**

<b>Unit</b>	<b>Detailed Syllabus</b>	<b>Teaching Hours</b>	<b>Marks/Weight</b>
Unit 1	Group behaviour and organizational system, interpersonal and group behaviour.	09	14
Unit 2	Formal and informal organization, inter group relations.	09	14
Unit 3	Organizational culture, culture, organizational change.	09	14
Unit 4	Personality theories, self management and management of organization.	09	14
Unit 5	Case studies and reading	09	14

**Break up of Continuous Internal Evaluation:**

1. Assignment	10 Marks
2. Seminar	10 Marks
3. Test	<u>10 Marks</u>
<b>Total</b>	<b>30 Marks</b>

**Reference Books:**

1. Robbins, Stephen p., organizational behaviour: concepts, controversies & applications, new delhi
2. Prentice hall of India pvt, ltd., 1994.



**Paper No: 602-human resource planning & development 2**

**Marks: 100**

**Credits: 03**

**Semester End Examination:**

**70 Marks**

**Continuous Internal Evaluation:**

**30 Marks**

<b>Unit</b>	<b>Detailed Syllabus</b>	<b>Teaching Hours</b>	<b>Marks/Weight</b>
Unit 1	Redeployment and exit strategies: career management and career planning.	09	14
Unit 2	Performance planning; potential appraisal and career development.	09	14
Unit 3	Hrd climate; culture; owl and management of change;	09	14
Unit 4	Tom and hrd strategies; hrd in strategic organizations;	09	14
Unit 5	Human resource information system; human resource valuation and accounting.	09	14

**Break up of Continuous Internal Evaluation:**

1. Assignment	10 Marks
2. Seminar	10 Marks
3. Test	<u>10 Marks</u>
<b>Total</b>	<b>30 Marks</b>

**Reference Books:**

1. Arthur, m. career theory handbook, Englewood cliff, prentice hall inc. 1991.
2. Bekaoul, a r and belabour, j.m. human resource valuation: a guide, to strategies and techniques, greenwood, quorum books, 1995.
3. Dale, b total quality and human resources, an executive guide, oxford, Blackwell 1992.



**Paper No: 603-human resource legislation 2**

**Marks: 100**

**Credits: 03**

**Semester End Examination:**

**70 Marks**

**Continuous Internal Evaluation:**

**30 Marks**

<b>Unit</b>	<b>Detailed Syllabus</b>	<b>Teaching Hours</b>	<b>Marks/Weight</b>
Unit 1	Minimum wages act 1948, payment of bonus act 1965,	09	14
Unit 2	Payment of gratuity act 1972,	09	14
Unit 3	The employees provident fund and miscellaneous provisions act 1952,	09	14
Unit 4	The trade union act 1926,	09	14
Unit 5	Factories act 1948 ( specified portions ),	09	14

**Break up of Continuous Internal Evaluation:**

1. Assignment	10 Marks
2. Seminar	10 Marks
3. Test	<u>10 Marks</u>
<b>Total</b>	<b>30 Marks</b>

**Reference Books:**

1. Sharma a.m. industrial jurisprudence and labour legislation
2. Deepak bhatnagar . labour welfare and social security's legislation in India.
3. n.d.kapoor. handbook of industrial law.
4. Different bare acts published by the government of India.



**Paper No: 601-Financial Markets 2**

**Marks: 100**

**Credits: 03**

**Semester End Examination:**

**70 Marks**

**Continuous Internal Evaluation:**

**30 Marks**

<b>Unit</b>	<b>Detailed Syllabus</b>	<b>Teaching Hours</b>	<b>Marks/Weight</b>
Unit 1	Foreign exchange markets: concepts, instruments, components, functions, role of rbi	09	14
Unit 2	Introduction to Asian clearing unit and Asian currency unit operations in foreign exchange markets euro bonds- foreign currency financing for project exchange rate determination,	09	14
Unit 3	Stock exchanges: introduction classification recognition functions advantages dealing on stock exchange.	09	14
Unit 4	Introduction to nse, otce, national depository, stock invest scheme.	09	14
Unit 5	Securities and exchange board of India: evolution, functions, objectives, evaluation of performance of sebi.	09	14

**Break up of Continuous Internal Evaluation:**

1. Assignment	10 Marks
2. Seminar	10 Marks
3. Test	<u>10 Marks</u>
<b>Total</b>	<b>30 Marks</b>

**Reference Books:**

1. Vasant desai , " Indian financial system"
2. Bhole l.m. , " Indian financial system"



**Paper No: 602-Business Financial 2**

**Marks: 100**

**Credits: 03**

**Semester End Examination:**

**70 Marks**

**Continuous Internal Evaluation:**

**30 Marks**

<b>Unit</b>	<b>Detailed Syllabus</b>	<b>Teaching Hours</b>	<b>Marks/Weight</b>
Unit 1	Marketing of securities, ' public issue, private placement, study of procedure and relevant of companies act and sebi guidelines listening securities.	09	14
Unit 2	Financial institution, forms of assistance of national level financial institution and state level financial institution. Introductory idea of project financing.	09	14
Unit 3	Leasing and hire purchase: mechanics of leasing, types of lease agreements, financial evolution from lessee's point of view determination of lease rate by the lessor considerations in leasing, hire purchase agreements, choice between leasing and hire purchase.	09	14
Unit 4	Merger and acquisitions: concept, merger, reasons, mechanics, cost, benefits, evaluation of a merger as capital budgeting proposal, terms of a merger-	09	14
Unit 5	Introduction to-sell-offs, going public, privatization, leveraged buyouts, buy back of shares, joint ventures.	09	14

**Break up of Continuous Internal Evaluation:**

1. Assignment	10 Marks
2. Seminar	10 Marks
3. Test	<u>10 Marks</u>
<b>Total</b>	<b>30 Marks</b>

**Reference Books:**

1. Prasanna Chandra, " financial management: theory & practice: tmh
2. i.m.pandey, "financial management" vikas
3. khan & jain," financial management" tmh.



**Paper No: 603-Tax Planning (Direct Taxes) 2**

**Marks: 100**

**Credits: 03**

**Semester End Examination:**

**70 Marks**

**Continuous Internal Evaluation:**

**30 Marks**

<b>Unit</b>	<b>Detailed Syllabus</b>	<b>Teaching Hours</b>	<b>Marks/Weight</b>
Unit 1	Computation of taxable profits, depreciation: Computation, actual cost, unabsorbed depreciation,	09	14
Unit 2	Concept, types, computation of capital gains, exemptions, treatment of losses.	09	14
Unit 3	Computation of tax. Income from other sources: chargeability, deemed profits, deductions allowed, amount not deductible.	09	14
Unit 4	Viii deductions available from gross total income: tax planning for different types of assesses.	09	14
Unit 5	Provisions relating to: tax deducted at source, advance payment of tax, refund of tax.	09	14

**Break up of Continuous Internal Evaluation:**

1. Assignment	10 Marks
2. Seminar	10 Marks
3. Test	<u>10 Marks</u>
<b>Total</b>	<b>30 Marks</b>

**Reference Books:**

1. y.k. singhania, "direct taxes: theory & practice"
2. bhagwati Prasad, "direct taxes: theory & practice"
3. n.v. Mehta, "income tax ready reckner, taxman"