

KURUKSHETRA UNIVERSITY
Bachelor of Business Administration (BBA)
Scheme of Examination

Subject Code	Papers	External Marks	Practical	Internal Marks	Total Marks	Duration
Semester –I						
BBA-101	Business Organisation	90		10	100	3 Hrs
BBA-102	Business Accounting	90		10	100	3 Hrs
BBA-103	Managerial Economics-I	90		10	100	3 Hrs
BBA-104	Business Mathematics-I	90		10	100	3 Hrs
BBA-105	Hindi	90		10	100	3 Hrs
BBA-106	Computer Fundamentals	50	40	10	100	3 Hrs
BBA-107	Seminar				50	
Semester -II						
BBA-108	Principles of Management	90		10	100	3 Hrs
BBA-109	Analysis of Financial Statements	90		10	100	3 Hrs
BBA-110	Managerial Economics-II	90		10	100	3 Hrs
BBA-111	Understanding Social Behaviour	90		10	100	3 Hrs
BBA-112	Business Mathematics-II	90		10	100	3 Hrs
BBA-113	Business Communication-I	90		10	100	3 Hrs
BBA-114	Viva-Voce				50	
Semester -III						
BBA-201	Understanding Human Behaviour	90		10	100	3 Hrs
BBA-202	Micro Business Environment	90		10	100	3 Hrs
BBA-203	Business Statistics-I	90		10	100	3 Hrs
BBA-204	Management Accounting	90		10	100	3 Hrs
BBA-205	Fundamentals of DBMS and ORACLE	50	40	10	100	3 Hrs
BBA-206	Business Communication-II	90		10	100	3 Hrs
BBA-207	Seminar				50	

Subject Code	Papers	External Marks		Tota	
Semester -IV					
BBA-208	Human Behaviour at work	90	10	100	3 Hrs
BBA-209	Macro Business Environment	90	10	100	3 Hrs
BBA-210	Business Statistics-II	90	10	100	3 Hrs
BBA-211	Marketing Management	90	10	100	3 Hrs
BBA-212	Financial Management	90	10	100	3 Hrs
BBA-213	Principles of Material Management	90	10	100	3 Hrs
BBA-214	Viva-Voce			50	

The students are required to undergo 6 to 8 weeks training in company/ organization of high repute. The students must obtain prior approval of the Principal before going for his/ her training. On completion each students will be required to submit training report not exceeding 60 to 70 pages which shall be evaluated in the Fifth Semester. Training Report must be submitted 15 days before the start of the 5th Semester Examination.

Subject Code	Papers	External Marks	Internal Marks	Total Marks	Duration
Semester -V					
BBA-301	Business Laws-I	90	10	100	3 Hrs
BBA-302	Principles of Retailing	90	10	100	3 Hrs
BBA-303	Principles of Banking	90	10	100	3 Hrs
BBA-304	Fundamentals of E-Commerce	90	10	100	3 Hrs
BBA-305	Export Procedure and Documentation	90	10	100	3 Hrs
BBA-306	Principles of Production Management	90	10	100	3 Hrs
BBA-307	Viva-Voce			50	
BBA-307-A	Training Report			100	
Semester -VI					
BBA-308	Entrepreneurship Development	90	10	100	3 Hrs
BBA-309	Business Laws-II	90	10	100	3 Hrs
BBA-310	Logistic Management	90	10	100	3 Hrs
BBA-311	Principles of Insurance	90	10	100	3 Hrs
BBA-312	Introduction to Financial Services	90	10	100	3 Hrs
BBA-313	Viva –Voce			50	

**BBA COURSE STRUCTURE
SEMESTER – I**

BBA-101:

Business Organization

**Max. Marks: 100
External Assessment: 90
Internal Assessment: 10**

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Distinctive features of different forms of business organization; sole proprietor, partnership-characteristics, registration, partnership deed, partner's rights, duties and liabilities, dissolution of partnership.

Joint stock company-Concept characteristics types, formation of company.

Co-operative and state ownership: forms of organization, nonprofit organizations, Forms of Business organizations in new millennium.

References

C.R. Basu : Business Organization & Principles of Management
P.C. Tulsian & Vishal Pandey : Business Organization & Management
Frank R. Mason : Business Principles & Organization

BBA-102:

Business Accounting

**Max. Marks: 100
External Assessment: 90
Internal Assessment: 10**

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Basic Accounting- Nature, scope and objectives of accounting; accounting as information system, users of accounting information, GAAP Vs FSAB, Accounting equation: Accounting concepts and conventions, capital and revenue expenditure; Principles of financial accounts.

Journal and Ledger: Double Entry System; Journal and recording of entries in journal

with narration; Ledger – Posting from Journal to respective ledger accounts.

Trial Balance: Need and objectives; Application of Trial Balance; Different types of errors escaped trial balance preparation; Rectification of errors.

Final Accounts: Concept of adjustment; Preparation of Trading Account and Profit and Loss Account. Preparation of Balance Sheet

References:

1. Jain and Narang : Financial Accounting
2. S.N. Maheshwari : An Introduction to Accountancy
3. Mukherjee & Hanif : Fundamentals of Accounting

BBA-103: Managerial Economics-I

Max. Marks: 100

External Assessment: 90

Internal Assessment: 10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Managerial economics: meaning nature and scope. Objectives of firm, equilibrium, utility, opportunity cost, marginal and incremental principles.

Theory of demand: Nature of demand for a product, individual demand, market demand, determinants of demand. Law of demand, Elasticity of demand and its determinants.

Theory of Consumer Behavior: Cardinal Utility analysis, indifference curve analysis, applications of indifference curves.

Theory of production and costs: The concept of production function, production with one and two variable inputs, theory of cost in short run and long run, revenue function.

Theory of firm and market organization: pricing under perfect competition, pricing under monopoly, price discrimination, pricing under monopolistic competition, selling cost, pricing under oligopoly.

References

1. Koutsoyiannis : Modern Microeconomics
2. Varshney & Maheshwari : Managerial Economics
3. Mote, Paul & Gupta : Managerial Economics
4. Ferguson & Gould : Microeconomics

BBA-104:

Business Mathematics-I

Max. Marks: 100

External Assessment: 90

Internal Assessment: 10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Set theory, logical statements and truth tables, linear and quadratic equations. Permutations and combinations. Binomial theorem,

Limit and continuity, differential calculus (including maxima and minima; excluding trigonometric functions).

Matrices: Meaning and elementary operations on matrices, inverse of matrix, solution to linear equations (based on payroll, wages and commission) using Cramer's rule and matrix inversion method,

References:

1. Matrix Algebra : An Introduction (quantitative application) by Krishan Namboodiri
2. Schaun's outline of theory and problems of matrix operations by Richard Branson
3. Shanti Narayan : A text book of matrices

BBA-105:

Hindi

Max. Marks: 100

External Assessment: 90

Internal Assessment: 10

उद्देश्य: प्रस्तुत प्रश्न-पत्र का उद्देश्य वाणिज्य एवं प्रबन्धन से जुड़े विद्यार्थियों को राजभाषा / राष्ट्रभाषा हिन्दी का व्यावहारिक ज्ञान प्रदान करना है, ताकि वे जनसामान्य तक अपनी बात, उनकी अपनी भाषा में, समझा सकें ।

राजभाषा अधिनियम, राष्ट्रपति के अध्यादेश तथा केन्द्रीय सरकार की हिन्दी शिक्षण -योजना ।

पत्राचार के विविध रूप (मूल पत्र, पत्रोत्तर, पावती, अनुस्मारक, अर्द्धसरकारी, ज्ञापन, परिपत्र, आदेश, पृष्ठांकन, अन्तःविभागीय टिप्पण, निविदा सूचना, विज्ञापन, प्रैस विज्ञप्ति, प्रैस नोट, प्रतिवेदन)

अनुवाद : स्वरूप, प्रकृति, प्रक्रिया, वर्गीकरण, व्यावहारिक अनुवाद (प्रदत्त अंग्रेजी/हिन्दी अनुच्छेद का अनुवाद), अनुभाषण (आशु अनुवाद)
पल्लवन : परिभाषा, प्रक्रिया और गुण
संक्षेपण : परिभाषा, विधि और गुण

पारिभाषिक शब्दावली (मंत्रालयों, उपकर्मों, निगमों, बैंकों, रेलवे-क्षेत्रों, रांडया तथा दूरदर्शन में प्रयुक्त पारिभाषिक शब्दों और वाक्यांशों का अध्ययन)

निबन्ध-लेखन (निम्नलिखित विषयों में से चार-पांच विषय दिए जायेंगे, जिनमें से लगभग 300 शब्दों पर आधारित एक निबन्ध लिखना होगा)

1. वाणिज्य अध्ययन में हिन्दी की उपयोगिता
2. उपमोक्ता, बाजार और वाणिज्य
3. बैंक और वाणिज्य
4. कुशल प्रबन्धन और वाणिज्य
5. विज्ञापन और वाणिज्य
6. वाणिज्य विकास में कम्प्यूटर की भूमिका
7. श्रमिक असंतोष का उद्योग जगत पर प्रभाव
8. जनसंख्या - वृद्धि का राष्ट्र-समृद्धि पर प्रभाव
9. अन्तर्राष्ट्रीय व्यापार और अन्तर्राष्ट्रीय मुद्रा-कोष
10. निजीकरण का भारतीय अर्थव्यवस्था पर प्रभाव
11. वैश्वीकरण और भारतीय उद्योग
12. महंगाई
13. काला धन
14. ऊर्जा संकट
15. लघु उद्योगों का भविष्य

संदर्भ ग्रन्थ

1. प्रयोजनमूलक हिन्दी : राजनाथ मट्ट, हरियाणा साहित्य अकादमी, पंचकूला-2004.
2. अनुवाद विज्ञान : राजमणि शर्मा, हरियाणा साहित्य अकादमी, पंचकूला -2004.
3. प्रामाणिक आलेखन और टिप्पण : विशाज, राजपाल एण्ड सन्ज़, दिल्ली -2005.
4. प्रयोजनमूलक हिन्दी के छः अध्याय, दर्शन कुमार जैन, लिपि प्रकाशन, अम्बाला छावनी-1996.

BBA-106:

Computer Fundamentals

Max. Marks: 60

External Assessment: 50

Internal Assessment: 10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Computer Fundamentals : What is a computer? Components of a computer system. Classification of computers. Types of computers. Brief history of evolution of computers

and generation of computers.

Computer hardware and software. Input/Output devices.

DOS: Elementary knowledge of DOS commands DIR, CLS, DATE, TIME, MD, CD, RD, RENAME, DEL, BACKUP, RESTORE, COPY, SCANDISK, CHKDSK.

Windows: Difference between windows and DOS. Basic Features – Date, Time, Time Zone, Display, Screen saver, Fonts, Mouse, and mouse pointers. Using accessories such as calculator, paint brush, CD player, etc.

Use of Windows Explorer for moving and copying files.

Introduction to MS-Office and its integrated nature.

MS-Word: Starting Word, new documents, entering text, changing text, aligning, underlining, and justifying text. Tables – creation, adding rows and columns, splitting, and combining cells, Borders. Saving, closing, and operating documents. Adding headers and footers.

Power Point (Presentation software): Basic concept of presentation software, standard toolbar, formatting toolbar, and drawing toolbars in PowerPoint and their use. Creating and opening a presentation. Use of slide sorter, adding header/footer. Use of animation features. Inserting pictures, resizing pictures. Inserting organization chart. Use of auto content wizard.

References:

1. Saxena : A first Course in Computers.
2. P.K. Sinha : Computer Fundamental
3. R.K. Taxali : PC Software for Windows

PRACTICAL

Max. Marks: 40 Marks

1. Windows: DeskTop, Icon, Screen Saver, File and Folders
2. MS-Word: Document Creation, Editing, Formatting, Table Handling, Word Art, Clip Art, Mail-Merge
3. PowerPoint: Slide Creation, Slide Show, Custom Animation, Clip Art.

BBA-107:

Seminar

Max. Marks: 50

SEMESTER-II

BBA-108:

Principles of Management

Max. Marks: 100
External Assessment: 90
Internal Assessment: 10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks

Management and its various functions

Definition of management: nature and scope, organizational objectives, management by objective

Planning: nature, purpose and functions, types, steps in planning, Decision making and its process

Organizing: nature, importance, process, formal & informal organizations, organization chart, organizing principles, span of management: factors determining effective span, Graicunas formula,

Departmentation: definition, departmentation by function, territory, product/service, customer group and matrix organization

Authority: definition, types, responsibility and accountability, delegation; definition, steps in delegation, obstacles to delegation and their elimination, decentralization vs centralization, determinants of effective decentralization

Staffing: definition, manpower management, factors affecting staffing, job design, selection process, techniques, performance appraisal: need and process

Communication; importance, process, barriers and breakdown of communication.

Controlling: control process, types, barriers to control making, control techniques: budget and non- budgetary control devices,

Social responsibility and business ethics

References:

1. **Koontz & Weirich:** Essentials of Management (Tata McGraw Hill)
2. **L.M. Prasad:** Principles & Practices of Management
3. **Stephen Robbins:** Management

BBA-109:

Analysis of Financial Statements

Max. Marks: 100
External Assessment: 90
Internal Assessment: 10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks

Analysis and interpretation of financial statements ratio analysis and interpretation. Ratios in relation to short term liquidity, long term solvency and profitability.

Return on investment, return on capital employed, return on net-worth and the return on assets to evaluate overall performance of business.

Preparation and analyses of cash flow and the funds flow statements.

Societal obligations of accounting.

References:

Khan & Jain : Management Accounting
I.M. Pandey : Management Accounting
R.K. Mittal : Management Accounting

BBA-110:

Managerial Economics-II

Max. Marks: 100
External Assessment: 90
Internal Assessment: 10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks

Economy as a circular flow of income and expenditure.

National income; Concepts and measurement. Classical theory of output and employment, Say's law of markets.

Keynesian theory of income determination, determinants of Macro equilibrium with aggregate demand and aggregate supply functions under employment equilibrium. Concept of multiplier.

Consumption: Meaning determinants and importance. Theory of consumption: Absolute income hypothesis, relative income hypothesis, permanent income hypothesis, life cycle hypothesis.

Theory of investment: Types of investment determinants of investment, marginal efficiency of capital, interest rate determination, classical, neoclassical and Keynesian theories.

Inflation: Meaning, types, and theories. Stabilization policies: Monetary and fiscal policies.

References:

1. **Dornbusch & Fisher:** Macroeconomics.
2. **Branson:** Macroeconomic Theory.
3. **Shapiro:** Macroeconomics Analysis.
4. **Dwivedi:** Macroeconomics.
5. **Ackley:** Macroeconomic Theory and Policy.

BBA-111:

Understanding Social Behaviour

Max. Marks: 100

External Assessment: 90

Internal Assessment: 10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks

Introduction : Nature and Scope of Sociology. The Methods of Sociology; Fundamental Concepts of Sociology. The Relationship Between Man and Society.

Social Structure and Processes – Social Structure: Meaning, Elements and Types; Social Institutions and Their Functions, Social Process: Co-operation, Conflict, Competition and Assimilation.

Socialization and Social Action : Meaning of Socialization; Socialization as a Process of Learning; Stages and Agencies of Socialization. Social Action: Elements, Rationality of Means; Economic, Political and Religious Integration of Ends.

Social Change and Institution: Meaning, Types and Factors in Social Change; Social Problems: Meaning, Causes and Remedies. Social Institution: Family, Religion and Marriage; Social Stratification in India. Attitude Formation and Change. Morale Audit; Values and Norms; Power and Politics; Bureaucracy.

Suggested Readings :

1. Miller & Form : Industrial Sociology
2. Sheth (N.R.) : Industrial Sociology in India
3. Sachadeva, V.B. : Introduction to Sociology
4. Mike O' Donnell : Introduction to Sociology

BBA-112: Business Mathematics-II

Max. Marks: 100
External Assessment: 90
Internal Assessment: 10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks

Plane Analytical Geometry: Cartesian Coordinate system, Length of line segment, section formula (Ratio), equation of straight line.

Arithmetic, geometric and harmonic progressions.

Integral calculus: Integration as an inverse of derivative, integration by substitution method and by parts, indefinite integral and definite integral and its application in business.

Logarithm, Law of operations, log tables, compound interest, documentation.

References:

1. Gorakh Prasad :Differential Calculus
2. Shanti Narayan : An Integral Calculus
3. Gorakh Prasad : Integral Calculus

BBA-113: Business Communication-I

Max. Marks: 100
External Assessment: 90
Internal Assessment: 10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of three parts. All question shall carry equal marks.

Business Communication – its meaning & importance. Barriers to effective

communication, basic model & communication. Essentials of effective business communication.

Basic parts of speech – Noun, pronoun, verb, adjective, adverb, preposition, article and conjunction. Active & passive voice, paragraph writing, précis, translation (from vernacular to English & English to vernacular)

Correct word usage – Homonyms, Antonyms and Synonyms.

Writing applications – for business (e.g. applying for a loan, salary advance, refund etc.);
job application, leave application.

Importance of non-verbal communication – positive gestures, symbols and signs, physical appearance & the art of self-presentation & conduct.

References:

Hewings, Martin: Advanced English Grammar
Cambridge University Press

BBA-114:

Viva-Voce

Max. Marks: 50

BBA-201: Understanding Human Behaviour

Max. Marks: 100

External Assessment: 90

Internal Assessment: 10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Understanding Human Behaviour: Nature, Meaning; Approaches for studying Human Behaviour: Behavioural Approach, Cognitive Approach, Psychoanalytic Approach
Personality-Nature and Meaning, Theories of personality- Trait Theory, Psychoanalytic Theory, Social learning Theory.

Emotions-Nature and Meaning, Physiological responses in emotions, Theories of emotions. Motivation-Nature and Meaning, Theories of motivation-Maslow's hierarchy of needs, Theory X and Y, Two Factor Theory.

Perception-Nature and Meaning, Laws of Perceptual Organization, Attention and Perception;

Learning-Nature and Meaning, Theories of learning-Classical conditioning, Operant conditioning, Memory and Forgetting.

Suggested Readings:

1. Davis, K. : Human Behaviour at Work, Organizational Behaviour, Tata McGraw Hill Publishing Co., New Delhi.
2. Luthans, F. : Organizational Behaviour, McGraw-Hill Book Company.
3. Robbins, S.P. : Organizational Behaviour, Prentice Hall of India, New Delhi.
4. Dwivedi, R.S. : Human Relations and Organizational Behaviour, Oxford & IBH Publishing Co., New Delhi.
5. Dwivedi, R.S. : Corporate Excellence: An External Search, McMillan India Ltd., 1998, New Delhi.
6. Schermerhorn : Managing Organizational Behaviour, et al. John Wiley & Sons, New Delhi.
7. Kreitner and New Kinicki : Organizational Behaviour, Tata McGraw Hill Publishing Co., Delhi
8. Hilgard & Pvt.Ltd. Atkinson : Introduction to Psychology, Oxford & IBH Publishing Company

BBA-202: Micro Business Environment

Max. Marks: 100

External Assessment: 90

Internal Assessment: 10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Business environment: concept, nature and significance. Economic, social, political forces affecting business operations & growth. Types of business environment.

Environmental scanning. Risk in business environment- country risk and political risk.

. Economic systems: capitalism, socialism & mixed economy. Economic planning in India: objectives, strategy and problems. Impact of economic planning in India.

Economic roles of government: regulatory role, promotional role, entrepreneurial role, planning role, economic role in Indian context. The constitutional environment and state intervention in business.

Social responsibility of business: concept, rationale, dimensions and its disclosure by Indian business. Professionalisation and business ethics.

Competitive environment of business with reference to MRTP Act and Competition Act.

Suggested Readings:

1. Francis Cherunillam: Business Environment, Himalaya Publications
2. Suresh Bedi: Business Environment, Excel Books
3. Alok Goyal: Environment for Managers, V.K. Publications
4. Justin Paul Business Environment, Tata Mc-Graw Hill

BBA-203: Business Statistics-I

Max. Marks: 100
External Assessment: 90
Internal Assessment: 10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

COURSE CONTENTS:-

Introduction, definition, scope, functions, importance, limitations and distrust of statistics; types of statistical methods; data collection and analysis; types of data: primary and secondary data; characteristics of a graph: types of graph and their merits and demerits.

Measures of central tendency: meaning and definition; Types of averages, median, mode, arithmetic mean, geometric mean, harmonic mean, quadratic mean, moving average, progressive average; relation between mean, median and mode.

Measures of dispersion and skewness : absolute and relative measures of dispersion range, quartile deviation, mean and standard deviation; difference between skewness and dispersion , empirical relation among various measures of dispersion, moments and kurtosis.

Sampling: introduction, census versus sample errors in sampling, types of sampling, judging reliability of sample. Business forecasting: meaning, steps in business forecasting and methods of forecasting

Index numbers: introduction, types of index numbers, methods of constructing index numbers, uses of index numbers.

Computation of above mentioned statistical techniques with Microsoft excel.

Suggested Readings:

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|--------------------|--|
| (1) D.N Elhance | Fundamental of statistics <u>Kitab mahal</u> |
| (2) R.S Bhardwaj | Business statistics <u>Excel Books</u> |
| (3) T.N Srivastava | Statistics for management <u>McGraw Hill</u> |
| (4) S.C Gupta | Fundamental of statistics <u>Himalaya publishing house</u> |
| (5) B.M Aggarwal | Business statistics <u>Sultan chand</u> |
| (6) Levine | Business statistics- A first course Pearson
education |
| (7) S.P Gupta | Statistics <u>Sultan chand & sons</u> |

BBA-204: Management Accounting

Max. Marks: 100
External Assessment: 90
Internal Assessment: 10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Course contents:

Management Accounting : meaning, nature, usefulness, functions, scope, conventions, techniques and limitations.

Management Accounting Vs. Financial Accounting, Ratio Analysis; meaning, types, nature and limitations.

Cost Accounting: meaning, uses of cost accounting; various cost concepts; organization of cost accounting department; Classification of Cost, Cost-Sheet and Costing methods.

Budgets and Budgetary Control : meaning, nature, kinds, preparation of various types of budgets, advantages and limitations of budgetary control.

Marginal Costing: Break- even -analysis and Decision Involving alternate choices.

Standard Costing : Types of variances and their implementation. Management Accounting and Control Techniques : Activity based costing, Uniform Costing, Target Costing, Balanced Score Card.

Suggested Readings:

1. S.N. Maheshwari : Cost and Management Accounting, Sultan Chand & Sons, New Delhi.
2. M.Y. Khan : Management Accounting, Tata Mc-Graw Hill Publishing
3. I.M. Pandey : Management Accounting, Vikas Publishing Ltd.
4. R.K. Mittal : Management Accounting, V.K. Publishers, New Delhi

BBA-205: Fundamentals of DBMS and ORACLE

Max. Marks: 60

External Assessment: 50

Internal Assessment: 10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of five short answer questions. All questions shall carry equal marks.

Basic Concepts – Traditional file oriented approach, Disadvantages of simple file system, Database approach, Advantages of Database approach, Database Management Systems(DBMS), Components of DBMS Environment, Advantages and Disadvantages of DBMS, DBMS Architecture, Data Independence, Data Models, Keys.

Computers: An introduction, use of computer in business, advantages and disadvantages, computerized system for inventory control, payroll order, banking and accounting.

SQL using ORACLE: Introduction to SQL, Components of SQL: DDL, DML & DCL, Data types in SQL, DDL Commands: Create, Alter, Drop, Truncate. Creating queries with DDL commands and implementing constraints. DML Commands: Insert, Delete, Update, Select, Select with Group by and Order by. Creating queries with DML commands. Operators: Set and Logical, SQL functions: Numeric functions, Scalar functions and Group functions

Report-Writing: Commands, advantages of Report writing..

Suggested Readings:

1. Fundamentals of Database Systems by Elmasri & Navathe (Pearson Education).
2. An Introduction to Database Systems by C. J. Date (Addison Wesley N. Delhi).
3. ORACLE 8I computer References by Tata Mc-Graw Hill.

4. SQL, PL/SQL- The programming language of Oracle by Ivan Bayross (BPB Publications).

PRACTICAL

Max. Marks: 40 Marks

SQL and PL/SQL using Oracle: Introduction to SQL PLUS environment, Executing and Editing SQL Commands, Creating and executing simple PL/SQL programs.

OR

Any RDBMS Package like MS-Access

BBA-206: Business Communication-II

Max. Marks: 100

External Assessment: 90

Internal Assessment: 10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Course Contents:

Importance and Nature of Business Communication; Effective Communication Skills; Process of Communication; Oral and Non-Verbal Communication; Barriers and Gateways in Communication; Do's and Don't of business writing; commercial letters; Writing business and academic reports; presentations of reports; public speaking, listening and Negotiation; conducting and attending interview and meetings.

Mechanics of Writing: Punctuation, Abbreviation, Numbers, References; Effective Listening; Face to Face Conversation, Telephonic conversation, Interviews. Organization Communication: components of organization communication, Internal and external communication in organization, Importance of communication management, and communication structure in an organization.

Suggested Readings:

1. Petett & Lesikar : Business communication.
2. Petett & Lesikar : Essential of business Communication.
3. Bowman, Joel and Branchaw, Bemadine P : "Business Communication: From process to Product", 1987, Dryden press, Chicago.
4. Hatch, Richard: "Communication in Business", 1977, Science Research Associates, Chicago.
5. Murphy, Herta A and peck, Charrles E: "Effective Business communication", 2nd ed, 1976, Tata McGraw Hil, New Delhi.
6. Pearce, C Glenn etc.: "Business Communication: Principles and Application", 2nd ed., 1988, john Wiley, New York.
7. Treece, Maira," Successful business communication", 3rd Ed, 1987, Allyn and Bacon, Boston.

BBA-207:

Seminar

Max. Marks: 50

BBA-208: Human Behaviour at Work

Max. Marks: 100

External Assessment: 90

Internal Assessment: 10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Behaviour at Workplace: Nature , Meaning. Group as a medium of learning :Group Development Process; Group Dynamics in Workplaces: Group Cohesiveness; Group Think; Group Conformity; Group Obedience; Group Morale; Group Performance, Group decision-making; Group synergy; Team building.; Interpersonal Influence Processes: Social Loafing, Social Facilitation, Interpersonal Communication; Interpersonal awareness and feedback process; Interpersonal trust; Career roles and identity; Competition and cooperation.

Suggested Readings:

1. Bennis, W.G. : Essay in Interpersonal Dynamics, U.S.A., Dorsey Press, 1979.
2. Kolb, D. et al. : Organizational Behaviour: An Experiential Approach 5th ed., Englewood Cliffs, New Jersey, Hall Inc., 1991.
3. Kolb, D. et al. : Organizational Behaviour : Practical Readings for Management, 5th ed., Englewood Cliffs, New Jersey Prentice Hall Inc.,1991.
4. Mainiero, L.A. & Tromley C.L. : Developing Managerial Dkills in OB, New Delhi, Prentice Hall of India, 1985.
5. Moore, M.D. et al. : Inside Organizations : Understanding the Human dimensions, London, Sage, 1988.

BBA-209: Macro Business Environment

Max. Marks: 100
External Assessment: 90
Internal Assessment: 10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Economic Reforms- Liberalisation, privatization, and globalization. Industrial policy of India- Meaning, Current Industrial Policy.

Foreign capital and technology: foreign investment policy, multinational corporations, foreign investment in India. Regulation and promotion of foreign trade.

Nature & operations of multilateral economic institutions- World Bank, World Trade Organisation and International Monetary Fund.

Monetary & Fiscal Policy of India: Meaning and significance & latest policy.

Exim policy of India and its impact on Indian exports & imports in various sectors.

Suggested Readings:

- | | |
|-------------------------|---|
| 1. Francis Cherunillam: | Business Environment, Himalaya Publications |
| 2. Suresh Bedi: | Business Environment, Excel Books |
| 3. Alok Goyal: | Environment for Managers, V.K. Publications |
| 4. Justin Paul | Business Environment, Tata Mc-Graw Hill |

BBA-210: Business Statistics-II

Max. Marks: 100
External Assessment: 90
Internal Assessment: 10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

COURSE CONTENTS:-

Correlation: Introduction; Importance; Types of correlation; Methods of Studying correlation.

Linear regression: Introduction; Importance; Comparison of correlation and regression analysis; Methods of studying regression; Properties of regression lines; Error of

estimate; Total variance; Explained variance; Unexplained variance; Coefficient of determination.

Probability: Introduction and significance; Definition of probability; Joint, marginal and conditional probabilities; Independent, Dependent, Mutually exclusive; Exhaustive and Complementary events; Theories of probabilities: Bayes's theories.

Time series: Definition; Components; Analysis; Measurement of trend, seasonal, cyclical and random variation.

Hypothesis testing: Procedure for testing hypothesis tests in attributes; Tests in variables (small and large samples).

Computation of above mentioned statistical techniques with Microsoft excel.

Suggested Readings:

- | | |
|--------------------|--|
| (1) D.N Elhance | Fundamental of statistics <u>Kitab mahal</u> |
| (2) R.S Bhardwaj | Business statistics <u>Excel Books</u> |
| (3) T.N Srivastava | Statistics for management <u>McGraw Hill</u> |
| (4) S.C Gupta | Fundamental of statistics <u>Himalaya publishing house</u> |
| (5) B.M Aggarwal | Business statistics <u>Sultan chand</u> |
| (6) Levine | Business statistics- A first course Pearson |
| Education | |
| (7) S.P Gupta | Statistics <u>Sultan chand & sons</u> |

BBA-211: Marketing Management

Max. Marks: 100
External Assessment: 90
Internal Assessment: 10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Course Contents:-

Marketing Management- Meaning, Nature and Scope. Concepts of Marketing .Marketing Environment, Marketing Mix, STP (segmenting, targeting and positioning) approach to marketing.

Marketing Information System- Meaning and Components. Marketing Research. Consumer Behaviour-Meaning and Importance of study for Marketers.

Product –Meaning, levels and product Mix. New Product development, Product Life Cycle, Branding and Packaging decision.

Pricing-Meaning, procedure for setting a price. Price variation.

Distribution Channels- Levels and Roles. Management of Physical Distribution.

Promotion- promotion Mix- A study of advertising, sales promotion, personal selling, direct marketing and public relations.

Marketing organization and control.

Suggested Readings:

- | | |
|-----------------------------|---|
| 1. Mc Carthy; E.J. | : Basic marketing -A Managerial Approach |
| 2. Rama Swamy & Nama Kumari | : Marketing Management |
| 3. Kotler, Philip | : Marketing Management Analysis Planning and Control. |

4. Still and Cundiff : Basic Marketing.
5. Stanton et. al. : Marketing Management.

BBA-212: Financial Management

Max. Marks: 100
External Assessment: 90
Internal Assessment: 10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

COURSE CONTENTS:-

Financial Management: Meaning, Nature, Scope & Objectives, Finance functions.
Financial Planning: Meaning, Nature, Features, Determinants & Process.

Investment Decisions: Capital Budgeting; Nature, Significance, Process, Methods of Evaluation,

Cost of Capital; Concept, Significance, Computation of Cost of Capital, weighted average Cost of Capital.

Financial Decisions: Capitalization, Capital Structure Decisions, Theories of Capital Structure.

Dividend Decisions: Nature, Concept, Significance, Dividend Models.

Working Capital Management: Concept, Nature, Significance, Components

Sources of Finance: Short term, Medium term & Long term.

Suggested Readings:

1. Prasanna Chandra : Financial Management. Tata McGraw-Hill Publishing Co.Ltd.,
New Delhi
2. Hampton, John J. : Financial Decision-making, Prentice hall of India Ltd., New
Delhi.
3. Khan, M.Y., Jam, : Financial Management and Policy, Tata McGraw-Hill Company
Ltd.,
P.K. New Delhi.
4. Van Horn, Jamme : Financial Management and Policy, Prentice Hallof India Ltd.,
New Delhi.
5. Brigham, E.F. : Fundamentals of Financial Management, The Dryden Press, New
Delhi.

BBA-213: Principle of Material Management

Max. Marks: 100
External Assessment: 90
Internal Assessment: 10

~~Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.~~

Course Contents

Material Management: Meaning, Objectives. Nature and Scope. Organization of Material Management.

System Approach to Material Management: The process of Management and the Material Function. An Overview of the System Concept. Benefits of the Integrated Systems Approach.

Material Planning: Making the Material Plan Work. The Material Cycle and Flow Control System. Material Budget. Purchasing: Principles, Procedure, and Practices. Fundamental Objectives of Purchasing. Legal Aspects of Purchasing.

Value Analysis and Value Engineering. Quality Assurance. Incoming Quality Control. Statistical Quality Control. Purchasing Capital Equipment, Plant and Machinery. Government Purchasing Practices and Procedures.

Inventory Management and Control System. Stores Management and Operation. Material Handling. Physical Distribution Logistics. Transportation. Operation research. Material Management Information System.

Suggested Readings:

1. Dobler, Donald W and Lee, Lamar: Purchasing and Material Management, New York, McGraw Hill, 1984
2. Tony Arnold.J.R, Stephen, Chapman: Introduction to Material Management, Prentice Hall, 2003
3. Datta.A.K : Material Management, Prentice Hall of India

BBA-214:

Seminar

Max. Marks: 50

BBA-301: BUSINESS LAW-I

Max. Marks: 100
External Assessment: 90
Internal Assessment: 10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

BUSINESS LAWS - I

The Indian Contract Act, 1872: Major Provisions of the Act relating to Contracts, Indemnity and Guarantee, Bailment and Agency.

Indian Sales of Goods Act, 1930: Legal Aspects relating to Formation of Contract of Sales and their classification; Prices; Conditions and Warranties; Transfer of property in goods. Performance of the contract of Sales, Unpaid seller and his rights.

Negotiable Instruments Act 1981: Important Legal provisions and Implications.

Suggested Readings:

- M.C. Kuchhal: Mercantile Law, Vikas Publishing House, New Delhi,
- N.D. Kapoor: Business Law. , Sultan Chand & Sons, New Delhi
- Gogna PPS: Business Law. New Age Publishing Company.
- P C Tulsian, Business Law. Taxmann Publications
- Ashok Goel, Business Law, V K Publications .
- Avtar Singh, Mercantile Law, Eastern Book Company.

BBA-302: PRINCIPLES OF RETAILING

Max. Marks: 100
External Assessment: 90
Internal Assessment: 10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Principles of Retailing

Retailing : Definition, nature and importance of retailing in the Indian economy, functions of retailers, classification of retailers. The concept of organised retail, difference between organized retailing and unorganized retailing. Nonstore retailing and service retailing. Retailing as a career. Retail Customer; stages of the customer buying process , types of consumer buying behaviours , factors affecting buying decision process, consumer decision making procedure in retail perspective .Store Location; meaning, types of retail locations, factors for choosing a location. Store layout and

Design; key considerations in store layout, factors of design decisions, importance of layout, steps for designing layout. The Retailing Organisations; organisation structures and HR functions in these organizations. Retail Merchandising; meaning, the process of merchandise planning, merchandise budget, methods of merchandise procurement, controlling the merchandise. Technology in retailing.

Suggested Readings:

1. Pradhan, Swapna. Retailing Management, Tata McGraw-Hill Publishing Company Ltd.
2. Sheikh, Arif. Fatima, Kaneez. Retail Management, Himalaya Publishing House Pvt. Ltd.
3. Cox, Roger. Brittan Paul. Retailing- An Introduction, Pearson Education
4. Bajaj, Chetan. Tuli, Rajnish. Srivastava Nidhi V. Retail Management, Oxford University Press.
5. Hasty, Ron. Reardon, James. Retail Management, The McGraw-Hill Companies, Inc.
6. Sidhpuria, Manish V. Retail Franchising, The McGraw-Hill companies.
7. Gilbert, David. Retail Marketing Management, Pearson Education.
8. Dhotre, Meenal. Channel Management and Retail Marketing, Himalaya Publishing House Pvt. Ltd

BBA-303: PRINCIPLES OF BANKING

Max. Marks: 100
External Assessment: 90
Internal Assessment: 10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Bank – Concept, Classification their objectives & functions. Bank Management concept, Functions, Importance.

Legal framework of regulation of banks: Banking Regulation Act 1949 and main amendments, RBI Act 1934 and main amendments. Functions of RBI.

Banking forms - Corporate Banking, Rural Banking, Retail Banking, International Banking, e- Banking reforms in banking after 1991.

Banker-customer relationship: Payment and collection of cheques; special services Rendered by Banks. . .

Banking technology: computerization, internet, mobile and ATMs, security issues, priority Sector lending; performance analysis of banks

Suggested Readings:

1. Justin Paul and Padmalatha Suresh, 'Management of Banking and financial services'. TMH 2009.
2. M. Ravathy Sriram and P.K. Bamanan, 'Core banking solution' PHI 2008
3. Jyotsna Sethi and Nishevan Bhatia, 'Elements of Banking and Insurance' PHI 2008.
4. Vijayaragavan Iyengar, 'Introduction to Banking' Excel Books Pvt. Ltd. 2007.
5. Viganim, BML, 'Banking, law and practice' Konak Publication 2005
6. K.C. Shekhar, Lakshmy Shekhar, 'Banking, theory and practice' Pearson publications, 2009

BBA-304: FUNDAMENTALS OF E COMMERCE

Max. Marks: 100
External Assessment: 90
Internal Assessment: 10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Overview of e-commerce:- Definition, benefits of e-commerce, role of internet in e-commerce, implications of e-commerce for accounting professionals.

Regulatory environment:- cryptography issues, privacy issues (children's issues, adults rights), domain name disputes, electronic agreements & digital signatures, internet service provider, firewalls, tcp/Ip, OSI, components of firewall, limitations of the security preventions provide by firewalls.

EDI e-commerce & internet:- traditional EDI systems(origin, non EDI systems), value added networks, partially & fully integrated EDI systems, benefits of EDI systems, financial EDI & EDI systems & internet.

Intelligent agents, web based marketing, risk management paradigm, role of internet, controls in risk management.

Suggested Readings

- E-Business Revolution by Daniel Ama.
- E-Commerce, A manager, Guide by Ravi kalakota & Andrew B.Whinstron
- E- Commerce in Indian Banking by T.M Bhasin Authors press, New delhi.

BBA-305: EXPORT PROCEDURES AND DOCUMENTATION

Max. Marks: 100
External Assessment: 90
Internal Assessment: 10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Entering Export Business- Procedures and Formalities.

Key Documents Required in Export Business- A Detailed Discussion.

Aligned Documentation System.

Processing of an Export Order- Stages and Roles Played by Various Parties.

Methods of Payment in International Business.

INCOTERMS.

Institutional Infrastructure for Indian Exporters.

Export Incentives and Schemes.

EXIM Policy.

Management of Risk in Export Business.

SUGGESTED READINGS

- Khurana, P.K., Export Management, Galgotia Publishing Company.
- Joshi, R.M. International Marketing, Oxford Publications
- Varshney, Bhattacharya, International Marketing, Sultan Chand & Sons.
- Pepsi Handbook of Indian Exports, Global Business Press.
- Rathore, B.S., Export Marketing, Himalaya Publishing House.

BBA-306: PRINCIPLES OF PRODUCTION MANAGEMENT

Max. Marks: 100
External Assessment: 90
Internal Assessment: 10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Principles of Production Management

Product-nature and types. Production as a System- Nature, Types and Significance. Decision making in production function, importance and organisation of production function. Production Management- production planning and control; factors determining. Production Process- requisition, ordering, purchasing, warehousing, methods of production, storing and placing. Make or Buy decision, Inventory management techniques-EOQ, FIFO, LIFO, ABC and VED analysis. Inspection and Quality control in production. ISO certification and Statistical Quality Control in Production.

Suggested Readings:-

1. K. Aswathappa and K. Shridhara Bhat, Production and operations management, Himalaya publishing House.
2. S. N. Chary, Production and operations management, Tata McGraw Hill companies.
3. Richard B. Chase, Jacobs, Aquilano and Aggarwal, 'Operations Management', The McGraw Hill Companies.
4. Chunawalla, Production and Operation Management, Himalaya Publishing House.
5. Faizer, Operations Management, Cengage Publications.

BBA-308: ENTREPRENEURSHIP DEVELOPMENT

Max. Marks: 100
External Assessment: 90
Internal Assessment: 10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks

Entrepreneurship- Meaning, Nature and Scope. Characteristics and Qualities of a Successful Entrepreneur. Relationship between Entrepreneurship Development and Economic Development. Entrepreneurship and Society. New Venture Development- Meaning and Stages. Sources of Financing Entrepreneurship. Evaluation of Role of Government and Non Government Agencies in Promoting Entrepreneurship in India. Entrepreneurial Strategies and Business Plan. Future of Entrepreneurship in India.

Suggested Readings

- Dollinger, MJ, Entrepreneurship- Strategies and Resources, Pearson Education.
- Slevenson, Roberts And Groasbeck, New Business Venture and Entrepreneurs.
- Desai, Vasant, Entrepreneurship Development, Himalaya Publishing House.
- Gupta, C.B. and Srinivasan, P., Entrepreneurship Development, Sultan Chand & Sons.
- Charanthimath, P.M., Entrepreneurship Development and Small Business Enterprise, Pearson Education.

BBA-309: BUSINESS LAW-II

Max. Marks: 100
External Assessment: 90
Internal Assessment: 10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

BUSINESS LAW -II

Indian Companies Act 1956- Legal Aspects relating to Promotion and Establishment of Joint Stock Companies in India; Memorandum of Association; Article of Association; Prospectus, Shares and Share Capital; Allotment of Shares; Legal Rules regarding Membership and Borrowing Powers; Debentures - their issue, floating and fixed charges; Powers, Functions and Duties of Directors and Managing Directors; Prevention of Mismanagement and Oppression. Winding Up of company. Aspects relating to Company Meetings.

Securities Exchange Board of India Act 1992: Important Legal Provisions and implications.

SUGGESTED READINGS

- Singh Avtar: Company Law, Eastern Book Co., Lucknow.
- Kuchhal M.C.: Modern India Company Law: Shri Mahavir Books,
- Bagrial A.K: Company Law; Vikas Publishing House, New Delhi
- PPS Gogna, Business Law. New Age Publishing Company. New Delhi.

- Ashok Goel, Company Law, V K Publications.
- Avtar Singh, Mercantile Law, Eastern Book Company.

BBA-310: LOGISTICS MANAGEMENT

Max. Marks: 100
External Assessment: 90
Internal Assessment: 10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Logistics management:

Logistics: Definition, Concept , Scope, Role & Importance , Coordination function of logistics, Total cost concept System approach to logistics, objectives of logistics management.

Customer Service: concept & practices

Supply chain management: Definition, Components, Role of logistics in SCM, Difference between Physical Distribution, logistics & SCM,

Order processing

Warehousing: Meaning , types & functions

Inventory Management: Definition, functions, cost and cost control

Transportation: types & transportation networks

Logistics packaging: packaging material & packaging cost

Role of technology in logistics, logistics performance measurement & control

Reference Books:

- Bower Sox D.J & Closs D.J , Logistical Management, TMG
- Kapoor Satish & Kansal P. Basics of Distribution Management , PHI
- Lambert D, Stock JR & Ellram LM, Strategic logistics management, TMG
- Panda TP, Sahadev, Sales & Distribution Management, Oxford University Press
- Sahay B.S, Supply Chain Management: For Global Competitiveness, 1st Edition, Mc Millan
- Bhattacharyya S.K. , Logistics Management , S. Chand & Co. ltd
- Sople Vinod V, Logistics Management, Pearsons Education

BBA-311: PRINCIPLES OF INSURANCE

Max. Marks: 100
External Assessment: 90
Internal Assessment: 10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Insurance-Concept, Nature, Classification-Life & Non-life, Functions, Importance and evolution of Insurance. Principles of Insurance.

Life Insurance –Concept; Public & Pvt. Sector companies in India – their products, schemes & plans; LIC Act 1956-An overview.

General Insurance – Concept, Types; Public & Pvt. Sector companies in India – their products, schemes & plans. IRDA Act 1999 – Organization, guidelines for life & Non-life insurance

Distribution channel in Insurance-Introduction, Individual Agents-Appointment, functions, code of conduct and remuneration; Eligibility, functions, code of conduct and remuneration of corporate agents and brokers,

Life Insurance, Documentation in Life insurance contract, Claims settlement in Life Insurance, Documentation in General insurance contract, Claims settlement in General Insurance.

Suggested Readings:

1. Karampal, B.S.Bodla,and Mahesh Garg, 'Insurance Management-Principles and Practice', Deep & Deep Publication,2006.
2. M.N.Mishra, 'Insurance-Principles and practice,' S. Chand and co. Ltd., 2003
3. Nalini Prave Tripathy, Prabir Pal, 'Insurance theory and practice' TMH 2007.
4. Neelam C. Gulati, 'Principles of Insurance Management', Excel Books, 2007

BBA-312: INTRODUCTION TO FINANCIAL SERVICES

Max. Marks: 100
External Assessment: 90
Internal Assessment: 10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Financial services

Meaning, importance of financial services, types of financial services, financial services and economic environment, players in financial services

Merchant banking, functions & activities, Issues management: managing new issues, Equity issues – Rights issues ,underwriting :functions, bankers to an issue, book building and reverse book building, debenture trustees, portfolio managers. An overview of role of SEBI .

Leasing and hire purchase, concepts and features, types of lease accounts
Factoring & Forfaiting, Mutual funds - Structure of Mutual Funds- Types Mutual Funds – Advantages of mutual funds - Exchange Traded Funds, Credit rating. Stock broking, Consumer finance, Credit Cards.

Reference Books:

1. Financial Services—M.Y.Khan – Tata Mc Graw Hill
2. Merchant Banking Principles and Practice : H.R,Machiraju – New Age International
3. Financial Services – Gorden & Nataraju – HPH
4. Merchant banking and financial services – N. Mohan – Excel books
5. Indian Financial System – Pathak - Pearson Education
6. Corporate Finance- Principles and Problems- P V Kulkarni.