

Title of Programme: Bachelor of Business Administration

I. Programme's Mission & Objectives

This programme aims;

- To equip learners for using analytic and reflective techniques to identify and analyze problem, develop viable alternatives and make effective decisions.
- To acquaint them with appropriate quantitative and qualitative techniques in solving business problems.
- To inculcate the skills for preparing and delivering effective business presentations using a variety of appropriate technologies.

II. Relevance of the program with HEI's Mission and Goals:

The programme aims at explaining the business environment in which the public and private sectors operate. It helps learners to develop decision making ability in real time business situations. It also focuses on developing operational and analytical skills in learners to tackle business problems in different sectors.

The program helps learners to understand different business environments in which various organizations operate. The case studies discussed provides an exposure to the learners to real time business situations and challenges faced by the business leaders.

The successful completion of the course leads the management graduates to get basic knowledge of various fields such as general managerial principles, processes and concepts. These are building blocks for working in different type of organizations in diverse business conditions. A wide range of opportunities open in front of the learners once the course is completed. Thus, the Programme has been fulfilling the University's objective to provide professional education to the distant learners of Uttarakhand.

III. Nature of prospective target group of learners:

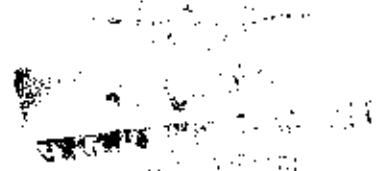
The programme shall also be useful for the professionals who want to advance and improve in their current job profile. Further, the programme is also for young aspirants who wish to enhance their professional skills with a sound management qualification.

Accordingly, the target learners of the programme are;

- Intermediate pass learners
- Graduates through conventional programmes of study
- Government Employees
- Businessmen
- Budding Entrepreneurs
- Professionals working in various private sectors

IV. Appropriateness of programme to be conducted in Open and Distance Learning mode to acquire specific skills and competence:

The programme has been designed strictly in accordance with the norms and standards specified for management education. The programme provides conceptual understanding of business administration, managerial skills, research skills, information technology, industrial and global trends, thereby equipping the learners with tools and techniques to lead and manage in today's ever-changing business environment. Adequate attention is also being paid to the application of knowledge, self awareness among learners and development of problem solving, and decision making skills. The appropriateness of the BBA programme offered in the ODL mode is ensured in terms of curriculum design, eligibility criteria, admission procedures, duration, evaluation, project work etc. are Because of its inherent



flexibility in terms of entry, method, pace and place of learning, methods of evaluation, the BBA Programme in ODL Mode is suitable for the Early- and mid-career professionals working in Uttarakhand. The Programme offered by the School is useful and geared to fulfill identified gaps in the corporate and business world.

The learning upshots of this qualification are described in four areas:

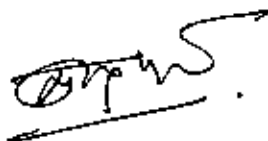
- Knowledge and understanding
- Cognitive skills
- Practical and professional skills
- Key skills

V. Instructional Design :

Instructional design is a scientific system that includes the principles of the effective design and implementation of a programme. In distance learning, instructional design has its own relevance. The successful distance learning design incorporates the unique learning requirements of adult learners. Prior to the development of the courses, curriculum assessment has been done and access devices and pedagogical tools have been applied for making curriculum. The contents of each course are divided into Blocks and Units. The entire study material is divided into small and manageable chunks to facilitate distance learners. For self assessment of learners Self Check Exercises are provided to recapitulate, consolidate and evaluate what they have learnt so far before moving on to the next stage. Further, various theories and models are referred for designing effective instructional events, some are specified as under;

- Learning objectives
- Self Check Exercises with Answers
- More Reinforcing activities
- Small chunks of learning through learning modules.
- Statement of Objectives
- Indepth learning
- Hint Answers
- Reference Texts
- Real World Contexts
- Real World Examples
- Self Appraisal Exercises
- School's Blog for enhanced learning

The programme has been developed on the basis of the following sequential steps:



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VI. Procedure for admissions, curriculum transaction and evaluation:

Admission

Admission to BBA programme is allowed to the learners who have qualified their Intermediate Level Education (10+2) from a recognized board of education.

Eligibility	Duration (Yrs)		SILM	Mode of Exam (Annual /Sem)	Year/ Sem	Programme	Project/ Workshop	Exam	Practical	Viva-Voce	Identity Card r	Learner Welfare	Degree Fee	Grand Total
	Min	Max												
10 + 2	3	6	Engli sh	SEMEST ER	I	8000	-	750	-	-	50	100	-	8900
					II	-	-	750	-	-	-	-	-	750
					III	8000	-	600	-	-	-	-	8600	
					IV	-	-	750	-	-	-	750		
					V	8000	-	750	-	-	-	8750		
					VI	-	-	600	-	-	-	300	900	

Curriculum Transaction

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 हरद्वार, उत्तराखण्ड

BBA programme consist of 26 courses and 02 foundation courses in all .Each course comprises of six credits. The total credits of the programme are 156.

BBA First Year

First Semester

- BBA 101 Principles of Management
- BBA 102 Business Mathematics
- BBA 103 Financial Accounting
- BBA 104 Computers in Management
- BBA 105 Introduction to Psychology

Second Semester

- BBA 201 Indian System of Business and Banking
- BBA 202 Microeconomic and Banking Foundation of Business
- BBA 203 Company Accounts
- BBA 204 Business Communication
- FES (B)10 Environmental Studies (Foundation Course)

BBA Second Year

Third Semester

- BBA 301 Organizational Behaviour
- BBA 302 Business Statistics
- BBA 303 Basic Costing
- BBA 304 Macroeconomic Management

Fourth Semester

- BBA 401 Business Values and Ethics
- BBA 402 Indian Business Environment
- BBA403 Business Laws
- BBA 404 Business Research Methods
- FHVA (B)10 Human Values and Ethics (Foundation Course)

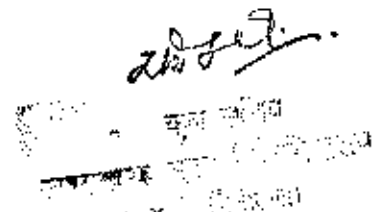
BBA Third Year

Fifth Semester

- BBA 501 Marketing Management
- BBA 502 Financial Management
- BBA 503 Production Management
- BBA 504 Personnel Management
- BBA 505 Disaster Management

Sixth Semester

- BBA 601 Taxation Laws
- BBA 602 Fundamentals of International Business
- BBA 603 Consumer Protection
- BBA 604 Introduction to Information Technology



Evaluation

Learners are evaluated on the basis of term end examination and one assignment per course. The assignment is submitted to the Coordinator of the Study Centre to which the learner is assigned or attached with. The components of evaluation for each course include the following:

- a. Assignments 20 % weightage
- b. End-term examination 80 % weightage

VII. Requirement of the laboratory support and Library Resources:

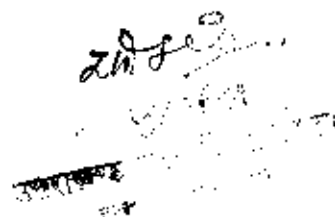
A well equipped library having sufficient number of books and resource material to supplement the learners and faculty requirements are needed. Further, for the programme it is essential that every study centres should have sufficient computers with proper internet connectivity to support learners requiring IT facilities.

VIII. Cost estimate of the programme and the provisions:

Cost Estimation		
Particulars	Details	Amount (in Rs.)
INSTRUCTIONAL SERVICES		-
Development of In-house SLM	Payment to course writers	1955000
	Payment to Editors	1173000
	Total Cost	3128000

IX. Quality assurance mechanism and expected programme outcomes :

The Department reviews its programme time to time through its expert committee and Board of Studies' meetings to enhance the standard of its curriculum and instructional design. The Board of Studies and Expert Committee comprise of renowned academicians and practitioners who design, review and update the course curriculum and the study material accordingly.



BBA Syllabus (New)

Course Name: Principles and Practices of Management

Course Credits: 6

Course Objective: The objective of this course is to acquaint the student with the fundamentals of management concepts and its application in organizations.

BLOCK I Introduction to Management

Unit I Nature and scope of Management

Unit II Management Process and Coordination

Unit III Evolution of Management Thoughts

Unit IV Management and Society

Unit V Planning

Unit VI Objectives (including MBO)

BLOCK II Organisation and Staffing

Unit VII Organisation

Unit VIII Staffing

Unit IX Managerial Decision Making

Unit X Responsibility, Delegation and Authority

BLOCK III Leadership and Direction

Unit XI Leadership

Unit XII Direction

Unit XIII Motivation

Unit XIV Communication

Block IV Controlling

Unit XV Controlling

Unit XVI Budgeting

Unit XVII Managing Work Life Balance

Unit XVIII Management Challenges and Globalization


Suggested Readings-

1. Principles of Management (McGraw Hill) - Koontz & O'Donnel
2. Essentials of Management (Prentice Hall of India) - Joseph I, Massie
3. The Practice of Management (Allied Publishers) - Peter F Drucker
4. Management (Prentice Hall of India) - Stoner, James AF
5. Organizational Behaviour (McGraw Hill - 10th Ed) - Fred Luthans
6. Human Behaviour at Work (Tata McGraw Hill-7th Ed)- Keith Davis
7. Psychological Dimensions of Organizational Behaviour- Staw BM
8. Human Relations & Organizational Behaviour - R.S. Dwivedi
9. Management-Global Perspective -Heinz Weirich, Harold Koontz
10. Principles of Management 3rd Edition P.C.Tripathi, P.N.Reddy
11. Essentials of Management-Harold Koontz, Heinz Weirich 7th Edition
12. Principles of Management-T. Ramaswamy

Course Name: Business Economics

Course Credits: 6

Course Objective: The objective of this course is to provide students the knowledge of economic concepts and its application in the corporate world.



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BLOCK I Fundamental of Business Economics

- Unit I Introduction to Economics
- Unit II Central Problems of an Economy
- Unit III Introduction to Managerial Economics
- Unit IV Basics of Micro Economics

BLOCK II Demand and Supply Analysis

- Unit V Demand Analysis
- Unit VI Demand Estimation and Forecasting
- Unit VII Utility Analysis
- Unit VIII Supply Analysis
- Unit IX Production Analysis
- Unit X Cost Analysis

BLOCK III Pricing and Market Structure

- Unit XI Pricing
- Unit XII Market Structure
- Unit XIII Basics of Macro Economics
- Unit XIV Money and Money Supply
- Unit XV Theory of Employment and Unemployment

BLOCK IV Macro Economic Framework

- Unit XVI Consumption and Investment Function
- Unit XVII Business Cycles and Theories
- Unit XVIII Inflation
- Unit XIX Fiscal and Monetary Policy
- Unit XX Budget and Fiscal Deficits

Suggested Readings:

1. Business Economics: Ahuja, M. L.
2. Principles of Economics: Jain, K. P.
3. Business Economics: Mishra & Puri.
4. Modern Micro Economics: Koutsoyianni, A.

Course Name: Financial Accounting

Course Credits: 6

Course Objective: The objective of this course is to provide students the knowledge of financial accounting tools and there application in various decision making situations.

BLOCK I Conceptual Framework of Financial Accounting

- Unit I Introduction to Accounting
- Unit II Accounting Principles and Standards
- Unit III Double Entry System and Accounting Equation
- Unit IV Journalizing, Posting and Balancing
- Unit V Subsidiary Books-I
- Unit VI Subsidiary Books-II

BLOCK II Financial Statements

- Unit VII Trial Balance
- Unit VIII Financial Statements
- Unit IX Final Accounts (with Adjustment Entries)
- Unit X Rectification of Errors
- Unit XI Bank Reconciliation Statement



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BLOCK III Valuation of Stocks and Depreciation

- Unit XII Valuation of Stocks
- Unit XIII Depreciation-Importance and Techniques
- Unit XIV Reserves and Provisions
- Unit XV Accounting of Insurance Claims
- Unit XVI Bills of Exchange

BLOCK IV Accounts of Non-Profit Making Organisations

- Unit XVII Accounts of Non-profit making organisations
- Unit XVIII Corporate Reporting
- Unit XIX Use of Computers in Accounting

Suggested Readings:

1. BS Raman, Financial Accounting
2. Grewal and Gupta, Advanced Accounting
3. Radhaswamy and R.L. Gupta, Advanced Accounting
4. S.Kr. Paul, Advanced Accounting
5. P.C. Tulasian, Pearson Editions, Introduction to Accounting
6. Jain & Narang, Financial Accounting

Course Name: Fundamentals of Computer

Course Credits: 6

Course Objective: To develop in students an appreciation of detailed working of Computers, different Software and Hardware systems available in the industry and it's utility to the business.

BLOCK I Introduction to Computer

- Unit I Introduction to Computer
- Unit II The Computer System Hardware
- Unit III Computer Memory
- Unit IV Input-Output Units
- Unit V Operating System

BLOCK II Classification of Softwares and Internet

- Unit VI System Softwares
- Unit VII Application Softwares
- Unit VIII Data Communication and Network
- Unit IX Internet and Internet Services


BLOCK III Office Automation

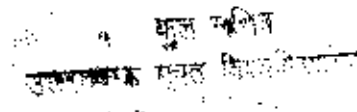
- Unit X MS Word
- Unit XI MS Excel
- Unit XII MS Power Point
- Unit XIV Introduction to Accounting Packages

BLOCK IV Information Systems

- Unit XV Data Representation
- Unit XVI Information Systems







- Unit XVII Fundamentals of Database and MS Access
- Unit XVIII Multimedia
- Unit XIX Computing Environment

Suggested Readings-

1. David, Van Over : Foundations of Business Systems.
2. Jain , Satish : Computer fundamentals.
3. Laudon & Laudon : Working Information System.
4. Mansfield, Ron : Working in Microsoft Office.
5. Malhatra : Computer in Management.
6. Raja Raman, V. : Computer Fundamentals.
7. Sinha, P.K. : Computer Fundamentals.
8. Taxali : PC Software made easy.
9. Waswani, Kakar : Fundamentals of computer Science.
10. Zxivier, C. : Introduction to Computers.

Course Name: Business Statistics

Course Credits: 6

Course Objective: Basic aim of this course is to enable students to grasp the fundamentals of Statistics for interpreting business data.

Block I Introduction to Statistics

- Unit I Introduction to Statistics
- Unit II Collection of Data
- Unit III Presentation Data in Tables and Charts
- Unit IV Measures of Central Tendency
- Unit V Measures of Variation
- Unit VI Skewness, Moments and Kurtosis

Block II Correlation and Regression Analysis

- Unit VII Correlation Analysis
- Unit VIII Regression Analysis
- Unit IX Index Numbers: Concepts and Applications
- Unit X Business Forecasting and Time Series Analysis

Block III Probability and Sampling

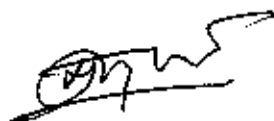
- Unit XI Probability
- Unit XII Probability Distributions
- Unit XIII Sampling and Sampling Distributions
- Unit XIV Tests of Hypothesis
- Unit XV Small Sampling Theory

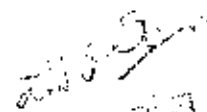
Block IV Statistical for Decision Making

- Unit XVI Chi-Square Test and Goodness of Fit
- Unit XVII Analysis of Variance
- Unit XVIII Non-Parametric Test
- Unit XIX Statistical Applications In Quality and Productivity Management
- Unit XX Statistical Decision Theory

Suggested Readings-

1. S P GUPTA: Statistical Methods- Sultan Chand, Delhi





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2. Dr. B N GUPTA: Statistics (Sahitya Bhavan), Agra.
3. C B GUPTA: Statistics, Himalaya Publications.
4. Dr. Asthana: Elements of Statistics, Chaitanya.
5. Dr. Sancheti & Kapoor : Statistics Theory, Methods and Application.
6. Chikkodi & B.G. Satya Prasad: Business Statistics, Himalaya Publications.
7. J.S. Chandan, Business Statistics.
8. Agarwal, Business Statistics.
9. Sharma, Business Statistics, Pearson

Course Name- Business Communication

Course Credits: 6

Course Objective: The objective of this course is to cultivate effective communication skills oral as well as written in the students.

BLOCK I Introducing Business Communication

- Unit I Introduction to Business Communication**
- Unit II Meaning and Nature of Business Communication**
- Unit III Importance and Purpose of Communication**
- Unit IV Dimensions and Channels of Communication**
- Unit V Barriers and Breakdowns in Communication**

BLOCK II Oral and Non Verbal Communication

- Unit VI Oral Communication**
- Unit VII Effective Listening**
- Unit VIII Presentation and Speeches**
- Unit IX Group Communication and Interviews**

BLOCK III Written Communication

- Unit X Written Communication**
- Unit XI English for Effective Communication**
- Unit XII Business Correspondences**
- Unit XIII Intra Organizational Communication**
- Unit XIV External Communication**
- Unit XV Technology based Communication**

BLOCK IV Other Aspects of Communication

- Unit XVI Report Writing**
- Unit XVII Effective Advertisements**
- Unit XVIII Legal Aspects of Business Communication**
- Unit XIX Cross-cultural Communication**

Suggested Readings-

1. R.C. Sharma & Krishna Mohan: Business Communication & Report Writing, TMH, New Delhi.
2. Raman. S & Swami. R: Business Communication – A Practical Approach, Professional Publications, Madras.
3. Ramesh & Pattanashetti: Effective Business English & Correspondence.
4. Majumdar: Commercial Correspondence.
5. Urmila Rai: Commercial Correspondence.
6. Pink and Thomsan: English Grammar, Composition and Correspondence.
7. P N Reddy and Appannah: Essentials of Business Communication.

Course Name: Values & Ethics in Business

Course Credits: 4

Course Objective: This paper aims at providing the students the understanding of ethical issues related to business.

Block I Business Ethics

- Unit I Business Ethics
- Unit II Importance of Business Ethics
- Unit III Ethics & Moral Decision Making

Block II Ethical Issues and Dilemmas

- Unit IV Ethical Issues and Dilemmas in Organizations
- Unit V Ethical Issues related with Advertisements, Finance, Investment and Technology
- Unit VI Values, Work Ethics and Work Culture
- Unit VII Ethical Theories

Block III Indian Ethos for Management

- Unit VIII Indian Ethos for Management
- Unit IX Karma Yoga and Role of Gita in Management
- Unit X Spirituality and Humanism-Principles and Values
- Unit XI Organisation Culture-Building and Maintenance

Block IV Corporate Governance

- Unit XII Corporate Governance and Audit Committee
- Unit XIII Corporate Social Responsibility
- Unit XIV Promoting Value-Based Governance in Organizations

Suggested Readings-

1. Buchholz and Rossthal, Business Ethics, Prentice Hall
2. David Stewart, Business Ethics, McGraw Hill
3. Stoner, Freeman, Gilbert, Management
4. Corporate Governance and Business Ethics – AIMA; Excel Books
5. S.A. Sherletar, Ethics in Management, Himalaya Publishers

Course Name Marketing Management

Course Credits: 6

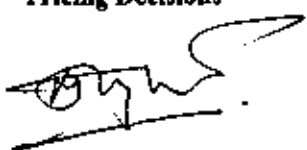
Course Objective: The objective of this paper is to help students to understand the concept of marketing and its applications and also to expose the students to the latest trends in marketing.

BLOCK I Foundations of Marketing

- Unit I Fundamentals of Marketing
- Unit II Approaches to Marketing
- Unit III Marketing Environment
- Unit IV Marketing Planning
- Unit V Market Segmentation, Targeting and Positioning

BLOCK II Product and Pricing Decisions

- Unit VI Consumer Behaviour
- Unit VII Organisational Buying Behaviour
- Unit VIII Marketing Research
- Unit IX Product Decisions
- Unit X Brand Decisions
- Unit XI Pricing Decisions



BLOCK III Delivering and Communicating Values to Customers

- Unit XII Distribution Decisions**
- Unit XIII Communication Decisions**
- Unit XIV Retailing, Wholesaling and Logistics**
- Unit XV Advertising Management and Sales Promotion**
- Unit XVI Direct Marketing**
- Unit XVII Personal Selling and Sales Management**

BLOCK IV Contemporary Issues in Marketing

- Unit XVIII Marketing of Services**
- Unit XIX International Marketing**
- Unit XX Online Marketing**
- Unit XXI Latest Concepts in Marketing**

Suggested Readings-

1. J.C. Gandhi - Marketing Management
2. William M. Pride and O.C. Ferrell – Marketing.
3. Stanton W.J. et al Michael & Walker, Fundamentals of Management.
4. Armstrong & Kotler, Marketing : An Introduction, Pearson.
5. P N Reddy & Appanniah, Essentials of Marketing Management.
6. R.S. Davar, Marketing Management, Progressive Corporation.
7. Joel R. Evans and Barry Berman, Marketing, Biztantra publications.
8. Neelamegham, Marketing in India

Course Name Human Resource Management

Course Credits: 6

Course Objective: The course aims at providing the students various human resource management interventions that may be required when dealing with the work environment, people, and problems.

BLOCK I Human Resource Management-An Overview

- Unit I Introduction and Scope of Human Resource Management**
- Unit II Managing Human Resources –The Evolution**
- Unit III Powers and Responsibilities of Personnel Manager**
- Unit IV Opportunities and Challenges of Human Resource Management in India**
- Unit V Impact of Globalisation on HR Practices**

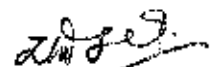
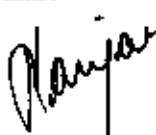
BLOCK II Selection of Human Resources

- Unit VI Job analysis: Job Description, Job Specification**
- Unit VII Human Resource Planning**
- Unit VIII Recruitment – Sources & methods**
- Unit IX Selection – criteria and process**

BLOCK III Managing Human Resources

- Unit X Placement and Induction**
- Unit XI Performance Management and Appraisal**
- Unit XII Training and Development**
- Unit XIII Management Development – Nature & purpose**
- Unit XIV Managing Job Satisfaction –Enrichment, Enlargement, Promotion and Transfer**

BLOCK IV Human Resource Development



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- Unit XV Introduction to HRD
- Unit XVI Career Planning-Succession Planning.
- Unit XVII Compensation Management
- Unit XVIII Industrial Relations
- Unit XIX HRM Policies and Practices in India

Suggested Readings-

1. Diwedi, R.S. Personnel Management, Oxford & IBH Publishing Co. 1992.
2. Dessler Gary, Human Resource Management, Prentice Hall Inc. Englewood Cliffs, 1994.
3. Aswathappa, K., Human Resource & Personnel Management, Tata Mc Graw Hill, New Delhi, 1999.

Course Name Financial Management

Course Credits: 6

Course Objective: The objective of this course is to acquaint the students of management with the basic knowledge of finance function in a corporate enterprise.

BLOCK I Fundamentals of Financial Management

- Unit I Financial Management: An Introduction
- Unit II Financial Decision Making
- Unit III Time Value of money
- Unit IV Financial Planning

BLOCK II Investment and Financing Decisions

- Unit V Investment Decisions
- Unit VI Financing Decisions
- Unit VII Cost of Capital
- Unit VIII Leverages
- Unit IX Capital Structure
- Unit X Capital Structure: Planning and Designing

BLOCK III Working Capital Management

- Unit XI Working Capital Management
- Unit XII Cash Management
- Unit XIII Receivables Management
- Unit XIV Inventory Management

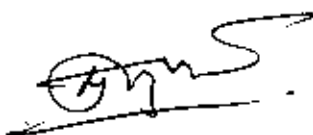
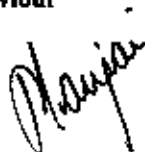
BLOCK IV Dividend Decisions

- Unit XV Dividend Decisions
- Unit XVI Valuation of Securities
- Unit XVII Emerging Issues in Financial Management

Suggested Readings-

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

Course Name Organizational Behaviour

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Course Credits: 6

Course Objective: The objective of this course is to provide students the knowledge of organizational behaviour and its practical application in the organization.

BLOCK I Behaviour in an Organisation

- Unit I Organizational Behaviour - Definition and Importance**
- Unit II Different models of OB**
- Unit III Introduction to Human Behaviour and Individual Differences**
- Unit IV Values, Attitude and Job Satisfaction**
- Unit V Personality and Emotions**

BLOCK II Individual and Group Behaviour

- Unit VI Perception Process**
- Unit VII Learning**
- Unit VIII Motivation: Basic Concepts**
- Unit IX Motivation: From Concepts to Applications**
- Unit X Foundations of Group and Interpersonal Behaviour**
- Unit XI Understanding Work Teams**
- Unit XII Group Dynamics**

BLOCK III Leadership

- Unit XIII Leadership: Functions and Importance**
- Unit XIV Contemporary Issues in Leadership**
- Unit XV Power and Politics**
- Unit XVI Conflict and Negotiation**
- Unit XVII Group Dynamics**

BLOCK IV Organisation System

- Unit XVIII Organizational Design**
- Unit XIX Organizational Climate**
- Unit XX Organizational Culture**
- Unit XXI Management of Organisational Change**
- Unit XXII Organizational Development**

Suggested Readings:

1. Luthans, Fred, Organizational Behaviour McGraw Hill, 1998.
2. Robbins, Stephan, Organizational Behaviour Prentice Hall of India, New Delhi, 1995.
3. Sekran, Uma, Organizational behaviour Tata McGraw Hill, New Delhi, 1994.
4. Chandan, Jit S, Organizational Behaviour Vikas Punishing House, New Delhi, 1994.
5. Davis, Keith, Human Behaviour at work McGraw Hill Inc.
6. Feldman & Arnold, Managing individual and Group Behaviour in Organization, McGraw Hill Inc.
7. Wegner, John A and Hullen Beck, John R, Management of Organizational Behaviour, Prentice Hall Inc, Englewood Cliffs, 1992

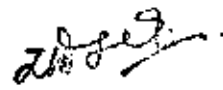
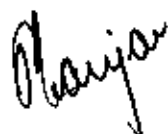
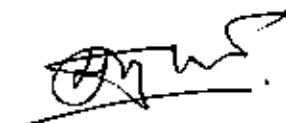
Course Name Research Methodology

Course Credits: 6

Course Objective: The objective of this course is to have a general understanding of Research Methodology and Statistics as applicable to Business Management and its use and relevance in areas of Management Research.

BLOCK I RESEARCH METHODOLOGY: AN INTRODUCTION

- Unit I Basics of Research Methodology**



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श्रीगंगोत्री (विभाग)

- Unit II Research Process
- Unit III Problem Formulation and Statement of Research objectives
- Unit IV Research Designs
- Unit V Hypothesis- Formulation and Testing

BLOCK II DATA COLLECTION AND PROCESSING

- Unit VI Sources of Data-Primary and Secondary Sources
- Unit VII Methods of Data Collection
- Unit VIII Sampling Fundamentals
- Unit IX Sampling: Types and Errors
- Unit X Processing and Analysis of Data

BLOCK III Data Analysis

- Unit XI Descriptive Data Analysis-I
- Unit XII Descriptive Data Analysis-II
- Unit XIII Inferential Data Analysis-I
- Unit XIV Inferential Data Analysis-II

BLOCK IV Report Writing and Presentation

- Unit XV Intricacies of Report Writing
- Unit XVI Presentation of Report
- Unit XVII Use of Statistical Softwares

Suggested Readings-

1. C.R. Kothari, Research Methodology – Methods and Techniques, Wiley International Ltd., New Delhi
2. William J. Goode & Paul K. Hatt, Methods in Social Research McGraw- Hill, New Delhi
3. C.A. Moser & G. Kalton, Survey Methods in Social Investigation
4. P.L. Bhandar Kar & T.S. Wilkinson, Methodology and Techniques of Social Research, Himalaya Publishing House, Delhi
5. V.P. Michael, Research Methodology in Management, Himalaya Publishing House, Delhi
6. V.P. Michael, Communication and Research for Management, Himalaya Publishing, Delhi
7. S.R. Bajpal, Methods of Social Survey and Research, Kitab Ghar, Kanpur
8. M.H. Gopal, An Introduction to Research Procedure in Social Sciences, Asian Publishing House, Bombay.

Course Name: Business Mathematics

Course Credits: 6

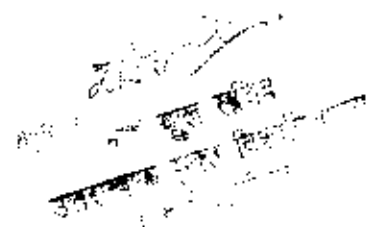
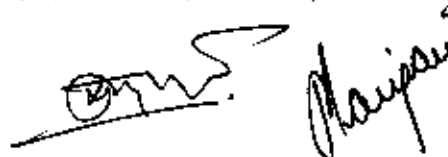
Course Objective: - This course aims at providing the students the basic mathematics necessary for making the analytical evaluation of business situations and develop solutions to it.

BLOCK I Theory of Sets and Geometry

- Unit I Sets: An Introduction
- Unit II Workings with Sets
- Unit III Application of set Theory
- Unit IV Introduction to Coordinate Geometry, Straight lines and Circles

BLOCK II Indices and Logarithms

- Unit V Functions
- Unit VI Limits and Continuity
- Unit VII Indices and Logarithms
- Unit VIII Progressions and their business applications
- Unit IX Permutation, Combination and Binomial Theorem



Block III Matrices and Differentiation

- Unit X Matrix Algebra, Multiplication, Transpose and Differentiation
Unit XI Business Applications of Matrices
Unit XII Differentiation
Unit XIII Application of Differentiation in Business Decisions

BLOCK IV Integration and Probability

- Unit XIV Integration
Unit XV Techniques of Integration - Substitution, Integration By Parts
Unit XVI Basic Concepts of Probability
Unit XVII Conditional Probability and Bayes' Theorem
Unit XVIII Linear Equations (with two and three variables) and Quadratic Equations

Suggested Readings-

1. Business Mathematics - D.C.Sancheti, A.M.Malhotra, and V.K.Kapoor, Sultan Chand & Sons, New Delhi.
2. Business Mathematics - Qazi Zameerudin, V.K.Khanna and S.K.Bhambri, Vikas Publishing House, Pvt. Ltd., New Delhi.
3. A text Book of Business Mathematics - Dr. R.Jaya Prakash Reddy and Y. Mallikarjuna Reddy, Ashish Publishing House, New Delhi.

Course Name : Company Law

Course Credits: 6

Course Objective: The objective of the course is to provide basic knowledge and equip students with company law.

Block I Company and its Formation

- Unit I Company-Meaning, Nature and Kinds
Unit II Formation and incorporation of Company
Unit III Promoters

Block II Memorandum and Articles of Association and Prospectus

- Unit IV Memorandum of Association
Unit V Articles of Association
Unit VI Prospectus
Unit VII Statutory Books

Block-III Issue of Shares and Debentures

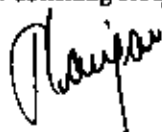
- Unit VIII Share and Share Capital
Unit IX Share Certificate and Share Warrant and Demat Account
Unit X Transfer and Transmission of Shares
Unit XI Debentures and Borrowing Powers
Unit XII Membership of Company

Block-IV Management and Winding Up of Company

- Unit XIII Director
Unit XIV Managerial Remuneration
Unit XV Meetings, Agenda, Resolutions and Minutes
Unit XVI Company Secretary
Unit XVII Winding Up and Dissolution of Companies

Suggested Readings:

1. Avtar Singh, Indian Company Law, Eastern Book Company, Lucknow.
2. N. D. Kapoor, Elements of Company Law, Sultan Chand & Sons, New Delhi.
3. M.C. Kuchhal, Company Law, Vikas Publishing House Pvt. Ltd., Delhi.



4. P.C. Tulsian, Business and Corporate Laws, Tat McGraw Hill, New Delhi.

Course Name Production and Operations Management

Course Credits: 6

Course Objective: The objective of this course is to provide an understanding of operational issues in production.

BLOCK I Production/Operations Management

Unit I Introduction of Production and Operations Management

Unit II Manufacturing System

Unit III Product Design

Unit IV Plant Location

Unit V Layout Planning

BLOCK II Production Planning and Control

Unit VI Productivity and Production Order

Unit VII Productivity and Work Study, Method Study, Work Measurement

Unit VIII Production Planning Techniques

Routing and Scheduling

Unit IX Production Control

Unit X PERT and CPM

Block III Materials Management and Inventory Control

Unit XI Materials Management

Unit XII Materials Planning and Control

Unit XIII Materials Handling

Unit XIV Inventory Control

Unit XV Enterprise Resource Planning

BLOCK IV Quality Assurance and Production Management

Unit XVI Demand Forecasting

Forecasting as a planning tool, Forecasting types and methods, Exponential smoothing, Measurement of errors, Monitoring and Controlling forecasting models, Box- Jenkins Method

Unit XVII Quality Control

Unit XVIII Linear Programming and Game Theory

Unit XVII Break Even Analysis

Unit XIX Plant Maintenance

Suggested Readings-

1. Buffa E.D.: Modern Production Management, New York. John Wiley 1987.
2. Chary S.N. : Production and Operations Management New Delhi, Tata McGraw Hill,
3. Moore F.G. and Hendrick T.E. Production Operations Management, Homewood Illinois, Richard D Irwin, 1982
4. R.Paneer Selvam, Production and Operations Management, Prentice Hall of India, 2002.
5. Thomas E Morton, Production and operations management, Vikas Publishing House, First Indian reprint 2003.
6. Mahapatra P B, Computer Aided Production Management, Prentice Hall of India, 2001.
7. Martand T Telsang, Production Management, S Chand and Company, First edition 2005

Course Name: Business Environment

Course Credits: 6



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बुल टेलिव
उत्तराखण्ड मुक्त विश्वविद्यालय
शुभ (सिमला)

Course Objective: This course aims at providing the students the knowledge of basic framework and intricacies of Indian business environment.

BLOCK I Determinants of Business Environment

- Unit I Business Environment—An Overview
- Unit II Economic Environment
- Unit III Political and Legal Environment
- Unit IV Natural and Technological Environment
- Unit V Demographic Environment

BLOCK II Economic Policy

- Unit VI Industrial Policy
- Unit VII Monetary Policy
- Unit VIII Fiscal Policy
- Unit IX Foreign Trade Policy
- Unit X Development Planning
- Unit XI Small Scale Industries

BLOCK III Legal Framework

- Unit XII Company Law
- Unit XIII Industries (Development and Regulation) Act, 1951
- Unit XIV Competition Act
- Unit XV FEMA
- Unit XVI Consumer Protection
- Unit XVII Industrial Financial Institutions

BLOCK IV Indian Financial System

- Unit XVIII Indian Financial System
- Unit XIX Money Market and Capital Market
- Unit XX Stock Exchanges and Its Regulation

Suggested Readings:

1. Sundaram & Black, International Business Environment – Text & Cases, PHI, N.Delhi.
2. F.Chernilum, Business Environment, Himalaya Publishing house, New Delhi
3. Shaw, Business Ethics, Thomson Learning, Bombay.
4. Biswanath Ghosh, Economic Environment & Business, Vikas Publishing House, New Delhi.
5. N.K.Sengupta, Government and Business, Vikas Publishing House, New Delhi.
6. K. Aswathappa, Business Environment for Strategic Management, Himalaya Publishing House, New Delhi
7. Govt. of India, Economic Survey (latest year).

Course Name Cost and Management Accounting

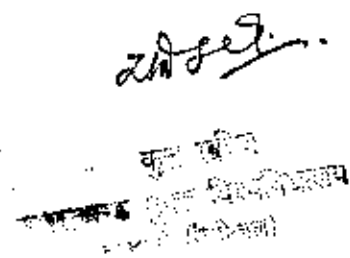
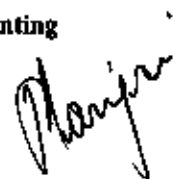
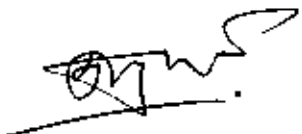
Course Credits: 6

Course Objective: The objective of this course is to provide students the knowledge of cost and management accounting tools and there application in various decision making situations.

BLOCK I Introduction to Management Accounting

- Unit I Nature of Management Accounting
- Unit II Financial Statement Analysis
- Unit III Ratio Analysis
- Unit IV Funds Flow Analysis
- Unit V Cash Flow Analysis

BLOCK II Introduction to Cost Accounting



- Unit VI Cost Concepts
- Unit VII Element of Cost
- Unit VIII Costing Methods
- Unit IX Marginal Costing and Cost-Volume-Profit Analysis
- Unit X Standard Costing and Variance Analysis

BLOCK III Budgeting and Budgetary Control

- Unit XI Budgeting and Budgetary Control
- Unit XII Inflation Accounting
- Unit XIII Activity based Costing
- Unit XIV Managerial Reporting

BLOCK IV Decision Making

- Unit XV Responsibility Accounting and Divisional Performance Measurement
- Unit XVI Neo Concepts for Decision Making
- Unit XVII Value Chain Analysis, Target Costing & Life Cycle Costing
- Unit XVIII Contemporary Issues in Management Accounting

Suggested Readings:

1. Horngren et al- Introduction to Management Accounting (Pearson, 12th edition), 2002
2. Khan and Jain- Management Accounting (Tata McGraw-Hill, 2000) 3rd ed.
3. Pandey I M- Management Accounting (Vikas, 3rd edition), 2004.
4. Bhattacharyya S K and Dearden J- Accounting for Management (Vikas), 1987, 8th ed.
5. Sahaf M A- Management Accounting: Principles and Practice (Vikas), 2000.

Course Name- Business Laws

Course Credits: 6

Course Objective: The aim of this course is to provide the students the understanding of the legal framework in which the business has to operate.

BLOCK I The Indian Contract Act, 1872

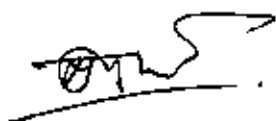
- Unit I Meaning and Essentials of Contract
- Unit II Offer and Acceptance
- Unit III Capacities of Parties, Consideration and Free Consent
- Unit IV Void Agreements and Contingent Contracts
- Unit V Performance of Contract and Discharge of Contract
- Unit VI Quasi-Contracts, Indemnity and Guarantee, Bailment and Pledge

BLOCK II THE SALE OF GOODS ACT, 1930

- Unit VII Contract of Sale of Goods
- Unit VIII Conditions and Warranties
- Unit IX Transfer of Property
- Unit X Remedial Measures
- Unit XI Consumer Protection Act, 1986
- Unit XII Laws relating to Patents, Trademarks and Copyrights

BLOCK III INDIAN PARTNERSHIP ACT, 1932

- Unit XIII Partnership-Meaning and Essentials
Elements of Partnership, Partner, Firm, Firm Name




2/10/2023
 कुल सचिव
 उत्तराखण्ड मुक्त विश्वविद्यालय
 देहरादून (U.S.)

- Unit XIV Partnership and HUF
- Unit XV Registration, Duration and Types of Partnerships
- Unit XVI Position of Minor as a Partner and Property of the Firm
- Unit XVII Mutual Rights and Duties, Rational Partner and Third Parties

BLOCK IV THE NEGOTIABLE INSTRUMENTS ACT, 1881

- Unit XVIII Negotiable Instruments
- Unit XIX Parties to Negotiable Instruments
- Unit XX Presentment and Negotiation of Negotiable Instruments
- Unit XXI Dishonor and Discharge
- Unit XXII Banker and Customer

Suggested Readings-

1. N.D. Kapoor Commercial Law
2. Avtar Singh Company Law
3. M.G. Shukla Mercantile Law

Course Name-Business Policy and Strategic Management

Course Credits: 6

Course Objective: The objective of the course is to provide the students the conceptual understanding of strategy and its application in various decision making situations.

BLOCK I Introduction to Business Policy & Strategic Management

- Unit I Strategic Management - An Introduction
- Unit II Evolution of Business Policy and Strategic Management
- Unit III Defining Strategy
- Unit IV Strategic Decision Making
- Unit V Establishment of Strategic Intent

BLOCK II Strategy Formulation

- Unit VI Environmental Appraisal
- Unit VII Organisational Appraisal
- Unit VIII Corporate Level Strategies-I
- Unit IX Corporate Level Strategies-II
- Unit X Business Level Strategies

BLOCK III Strategic Choice and Implementation

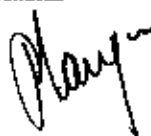
- Unit XI Strategic Analysis
- Unit XII Strategic Choice
- Unit XIII Strategy Implementation
- Unit XIV Structural Implementation
- Unit XV Behavioral Implementation
- Unit XVI Functional and Operational Implementation

BLOCK IV Strategic Evaluation and Control

- Unit XVII Strategy Evaluation
- Unit XVIII Strategic Control
- Unit XIX Emerging Issues in Strategic Management

Suggested Readings

1. Business Policy, 2nd Ed. - Azhar Kazmi


2. Management Policy and Strategic Management (Concepts, Skills and Practices) – R.M.Shrivastava
3. Business Policy and Strategic Management - P.Subba Rao
4. Strategy & Business Landscape - Pankaj Ghemawat
5. Strategic Planning Formulation of Corporate Strategy – Ramaswamy

Course Name: Entrepreneurship Development

Course Credits: 4

Course Objective: The objective of the course is to impart knowledge to the learners about entrepreneurship and its importance in socio-economic development of the nation and to create interest among them for starting their own business.

BLOCK I Foundations of Entrepreneurship Development

- Unit I Entrepreneurship: Definition and Concepts**
- Unit II Entrepreneurial Values and Attitudes**
- Unit III Innovation and Entrepreneurship**

BLOCK II Entrepreneurial Motivation

- Unit-IV Entrepreneurial Motivation**
- Unit-V Women Entrepreneurship and Intrapreneurship**
- Unit VI Creating Entrepreneurial Venture**
- Unit VII Business Planning Process**

BLOCK III Entrepreneurial Business and Management

- Unit VIII Marketing and Operations Management**
- Unit IX Financial Management**
- Unit X Sources of Finance**
- Unit XI Human Resource Management for new ventures**

BLOCK IV Franchising and Entrepreneurial Buy-Ins

- Unit- XII Franchising and Entrepreneurial Buy-Ins**
- Unit XIII Institutional Support for new ventures**
- Unit XIV Entrepreneurship and Government including the legal issues**

Suggested Readings:

1. Poornima Charantimath, Entrepreneurship Development-Small Business Enterprise, Pearson Education, 2007
2. Robert D Hisrich, Michael P Peters, Dean A Shepherd, Entrepreneurship, 6th Edition, The McGraw-Hill Companies, 2007
3. Dr. Mathew J. Manimala, Entrepreneurship theory at crossroads, Biztantra, 2007.
4. Vasant Desai, Entrepreneurial Development and Management, Himalaya Publishing House, 2007.
5. Maddhurima Lall, Shikha Sahai, Entrepreneurship, Excel Books, 2006
6. Kurakto, Entrepreneurship-Principles and practices, 7th Edition, 2007, Thomson publication

Course Name Income Tax

Course Credits: 6

Course Objective: The course aims to provide basic knowledge and equip students with application of principles and provisions in Income-tax Act, 1961.

Block-1 Income Tax Concept and Income From Salary

- Unit-1 Introduction and Basic Concepts
Unit-2 Residential Status and Incidence of Tax
Unit-3 Exempted Incomes
Unit-4 Income from Salary

Block-2 Income From House Property and Income From Business or Profession

- Unit-5 Income from House Property
Unit-6 Depreciation
Unit-7 Income from Business or Profession
Unit-8 Income from Capital Gains
Unit-9 Income from Other Sources

Block-3 Deductions From Gross Total Income and Aggregation of Income

- Unit-10 Deductions from Gross Total Income
Unit-11 Set-off and Carry Forward,
Unit-12 Clubbing and Aggregation of Income
Unit-13 Assessment of Individuals
Unit-14 Assessment of Firms

Block-4 Authorities and Assessment Procedures and Tax Planning

- Unit-15 Authorities and Assessment Procedures
Unit-16 Deduction of Tax at Source
Unit-17 Penalties, Offences and Prosecutions
Unit-18 Advance Payment of Tax

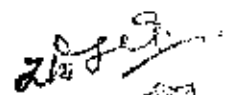
Suggested Readings:

1. Lal, B.B., (2009), *Income Tax and Central Sales tax Law and Practice*, 30th edition, Pearson Education.
2. Vinod K. Singhania and Monica Singhania, *Students' Guide to Income Tax*, Taxmann Publications Pvt. Ltd., New Delhi.
3. Mahesh Chandra, S.P. Goyal and D.C. Shukla, *Income Tax Law and Practice*, Pragati Prakashan, Delhi.
4. Dinkar Pagare, *Law and Practice of Income Tax*, Sultan Chand and sons, New Delhi.

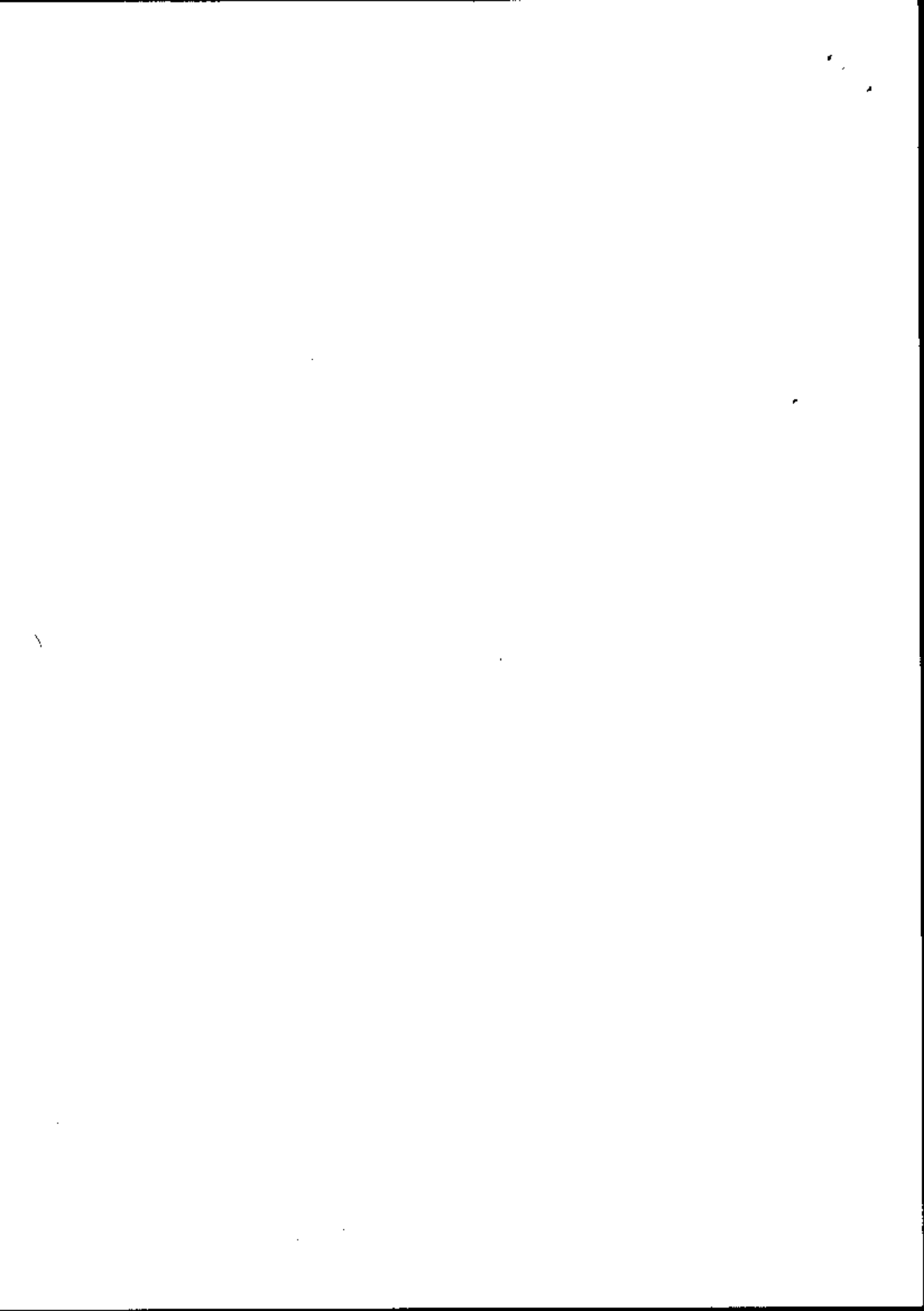








उपरोक्त पुस्तकें विद्यार्थियों के लिए सिफारिश की जाती हैं।
दस्तावेज संख्या: 10/1/2011



Bachelor of Business Administration (BBA) (Old Syllabus)

Course Name- PRINCIPLES OF MANAGEMENT
Course Code- BBA 101

Course Objective- The objective of this course is to acquaint the student with the fundamentals of management concepts and its application in organizations.

Course Contents-

Concept and Nature of Management:- Significance of Management; Meaning of Management; Changes in Management Concepts; Nature of Management; Management a Science or an Art or a Profession; Functions of Management; Managerial Hierarchy; Management skills; Social Responsibilities and Ethics. **Management Thought:-** Approaches to Management - Max Weber's Bureaucracy; F.W.Taylor's Scientific Management; Henry Fayol's Process and Operational Management; Human Relations Approach; Behavioral Approach; System Approach and Contingency Approach. **Planning and Decision Making:-** Concept, Nature and Elements of Planning; Kinds of Plans; Levels of Planning; Various Stages (steps) in Planning; Decision Making and Process of Rational Decision Making; Concept of Organizational Structure; Bases of Organizing; Delegation and Decentralization of Authority. **Leading Management Control:-** Meaning and Significance of Leadership; Leadership Styles; Essentials of Successful Leadership; **COMMUNICATIONS:-** Importance and Process of Communication; Barriers to Communications and Overcoming these Barriers; Principles of Effective Communication. **MOTIVATION:-** Definition, Motives and Motivation, Models of Motivation-Maslow's Need Hierarchy Model, M.C.Greger's Participation Model, Herzberg's Model Varoom's Model, Alderfer's and Mc Clelland's Models. **CONTROLLING:-** Definition and Elements of Control Process; Kinds of Control System; Pre-Requisites of Effective Control System; An Overview of Budgetary And Non-Budgetary Control Devices.

Suggested Readings-

1. Principles of Management (McGraw Hill) - Koontz & O'Donnel
2. Essentials of Management (Prentice Hall of India) - Joseph I, Massie
3. The Practice of Management (Allied Publishers) - Peter F Drucker
4. Tasks, Management, Responsibility & Practice - Peter F Drucker
5. Management (Prentice Hall of India) - Stoner, James AF
6. Organizational Behaviour (McGraw Hill - 10th Ed) - Fred Luthans
7. Human Behaviour at Work (Tata McGraw Hill-7th Ed)- Keith Davis
8. Organizational Behaviour - Robins SP
9. Psychological Dimensions of Organizational Behaviour- Staw BM
10. Human Relations & Organizational Behaviour - R.S. Dwivedi
11. Management-global perspective -Heinz Weirich, Harold Koontz
12. Principles of Management 3rd Edition P.C.Tripathi, P.N.Reddy
13. Essentials of Management-Harold Koontz, Heinz Weirich 7th Edition
14. Principles of Management-T. Ramaswamy

Course Name- BUSINESS MATHEMATICS
Course Code- BBA 102

Course Objective- This course aims at providing the students the basic mathematics necessary for making the analytical evaluation of business situations and develop solutions to it.

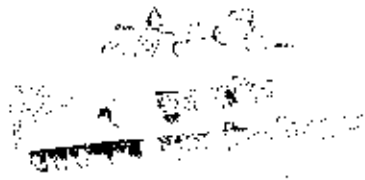
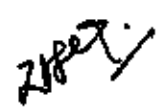
Course Contents-

Theory of Sets: Meaning, elements; types, presentation and equality of sets. Union, intersection, compliment & difference of sets, Venn diagrams. Cartesian product of two sets. Applications of Set theory. Indices & Logarithms, Arithmetic, Geometric and Harmonic progressions and their business applications; Sum of squares and cubes of first natural numbers. Permutations, combinations and Binomial Theorem (positive index). **Matrices -** Types, properties, addition, multiplication, transpose and inverse of matrix. Properties of determinants, solution of simultaneous Linear Equations. Differentiation of Standard Algebraic Functions. Business Applications of Matrices and Differentiation.

Suggested Readings-

1. Business Mathematics - D.C.Sancheti, A.M.Malhotra, and V.K.Kapoor, Sultan Chand & Sons, New Delhi.
2. Business Mathematics - Qazi Zameerudin, V.K.Khanna and S.K.Bhambri, Vikas Publishing House, Pvt. Ltd., New Delhi.
3. A text Book of Business Mathematics - Dr. R.Jaya Prakash Reddy and Y.
4. Mallikarjuna Reddy, Ashish Publishing House, New Delhi.

Course Name- FINANCIAL ACCOUNTING
Course Code- BBA 103



Course Objective- The objective of this course is to acquaint students with the accounting concepts, tools and Techniques influencing business organizations

Course Contents-

Accounting - Meaning, Nature, Functions and Significance. Types of Accounting, Accounting Equation, Concepts & Conventions. Review of Accounting cycle: Recording, Posting and Accounting Process, Journal, Ledger, and Trial Balance; Preparation of Trial Balance; Bank Reconciliation Statement, Preparation of Final Accounts of Sole Trader. Depreciation Accounting: Concepts and Methods (Straight Line and Written Down Methods only); Receipt and Payments Accounts; Income and Expenditure Accounts.

Suggested Readings-

2. BS Raman, Financial Accounting
3. Grewal and Gupta, Advanced Accounting
4. Radhaswamy and R.L. Gupta, Advanced Accounting
5. S.Kr. Paul, Advanced Accounting
6. P.C. Tulasian, Pearson Editions, Introduction to Accounting
7. Jain & Narang, Financial Accounting

Course Name- COMPUTERS IN MANAGEMENT

Course Code- BBA 104

Course Objective- Objective: To develop in students an appreciation of detailed working of Computers, different Software and Hardware systems available in the industry and it's utility to the business.

Course Contents-

Introduction to Computers: Classification, Evolution, Computer System Organization (Hardware, Software & User), Capabilities, Characteristics & Limitations of Computer System, Operating System - Types & Features, Multiprogramming, Multi User system. Number System & Programming Languages: Binary Number System, Computer Languages and its types, Generation of Computer Languages. Character Codes (ASCII, EBCDIC, ISCII) Data Processing Cycle, Business Information and Automation, Classification of Information, Characteristics of Information. Impact of Computers on Society, Computer Applications in Offices, Communication, Education, Medical field, Banks.

Suggested Readings-

1. David, Van Over : Foundations of Business Systems.
2. Jain , Satish : Computer fundamentals.
3. Laudon & Laudon : Working Information System.
4. Mansfield, Ron : Working in Microsoft Office.
5. Malhatra : Computer in Management.
6. Raja Raman, V. : Computer Fundamentals.
7. Sinha, P.K. : Computer Fundamentals.
8. Taxali : PC Software made easy.
9. Waswani, Kakar : Fundamentals of computer Science.
10. Zxivier, C. : Introduction to Computers.

Course Name- INTRODUCTION TO PSYCHOLOGY

Course Code- BBA 105

Course Objective- The objective of this course is to provide the students the knowledge of Psychology and its application in organizational context.

Course Contents-

Nature of Psychology: Approaches to Psychology, Scope of Contemporary Psychology, Research Methods in Psychology, Measurement in Psychology, Perceptions; Concept, Process, Absolute Threshold, Differential, Subliminal Perception. Dynamics of Perception: Perceptual Selection, Organization and Interpretation. Learning and Memory: Classical conditioning, Operant Conditioning, Concept of reinforcement, Cognitive learning, Short-term memory, Long-term memory, Improving memory. Personality and its assessment: Shaping of personality-Trait Approach, Social approach, Psychoanalytic approach, Phenomenological approach, Personality assessment. Emotion: Theories of Emotions, Optimal level of arousal, Stress Frustration, Reaction of Frustration, Anxiety, Defence Mechanism, Stress, Attitude formation and change.

Suggested Readings-

1. Atkinson, R.L., Atkinson, R.L., Hilgard E.R., Introduction to Psychology, New York, Harcourt Brace, Joanovich.
2. Smith R.R., Sarason I.G., Sarason B.R., Psychology. The frontiers of Behaviour, New York, Harper & Row, Publishers.
3. Mc Connell, J.V. Understanding Human Behaviour, New York, Halt Rinehart and Winston.



4. Hotersall, D. Psychology, London, Charles & Merrill.
5. Clifford T. Morgan & Others: Introduction to Psychology.
6. Robert A. Barons; Psychology, Prentice Hall of India, Ltd., India, New Delhi.

Course Name- INDIAN SYSTEM OF BUSINESS AND BANKING

Course Code- BBA 201

Course Objective- The objective of this course is to familiarise the students with regard to structure, organization and working of business and financial system in India.

Course Contents-

Introduction: Concept of Business and Business Organization Forms of Business Organization, Sole Proprietorship, Partnership, Joint Hindu Family, Cooperative Societies, Joint Stock Companies and Multinational Corporations. Distribution and Insurance System: Distribution Channel, Life Insurance Corporation of India and General Insurance Corporation of India. Indian Banking System: Reserve Bank of India and Commercial Banking System. Industrial Financing Institutions, Export-Import Bank of India.

Course Name- MICROECONOMIC AND BANKING FOUNDATIONS OF MANAGEMENT

Course Code- BBA 202

Course Objective- This course aims at providing the students the knowledge of microeconomic concepts and their applications in various decision making situations.

Course Contents-

Nature and scope of economics; functional areas of microeconomics; demand, supply and competitive equilibrium; law of demand; elasticity of demand and supply; consumer's equilibrium – utility and indifference curve approaches. Short and long run production function; laws of return; optimal input combination; cost classification; cost curves and their interrelationships; plant size and economics of scale; location of industries; growth of a business firm-motives and methods; optimum size of the firm. Basic characteristics of perfect competition; monopoly, monopolistic competition and oligopoly; measurement of market concentration and monopoly power; diversification; vertical integration and merger of firms; aspects of non-price competition. Characteristics of various factors of production; mobility and productivity of factors; determination of rent, interest and wages; alternative theories of profit; marginal productivity theory of distribution.

Suggested Readings-

1. P.A. Samuelson, Economics
2. Dominic Salvatore, Theory and Problem of Managerial Economics, McGraw Hill, NY.
3. R.R. Barthwal, Industrial Economics-An Introductory Textbook, Wiley Eastern, N. Delhi
4. P.L. Mehta, Managerial Economics, S. Chand, N. Delhi

Course Name- COMPANY ACCOUNTS

Course Code- BBA 203

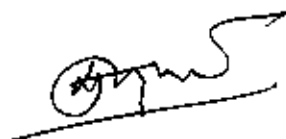
Course Objective- This course aims at providing the students the knowledge of theories and practices of keeping account in the company.

Course Contents-

Accounting for share capital transaction. Issue of shares at par, at premium and at discount. Forfeiture of shares. Re-issue of forfeited shares; Redemption of preference shares. Debentures; Issue of debentures, provision for redemption of debentures and redemption of debentures. Preparation of final accounts of companies having regard to the provisions of companies Act., 1956 in general and Schedule VI to the Companies Act in particular. Underwriting Commission and Underwriting Agreement, Accounting treatment and determination of the liability of underwriters. Simple problems of amalgamation, Absorption and External Reconstruction.

Suggested Readings-

1. Advanced Accounting Vol II: R.L. Gupta, S. Chand & Sons, New Delhi
2. Advanced Accounting by T.S. Grewal and M.C. Shukla, S. Chand & Sons, N. Delhi
3. Advanced Accounting by S.P. Jain & K.L. Narang, Kalyani Publishers, N. Delhi
4. Company Accounts by J.R. Monga
5. Company Accounts by R.L. Gupta




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कुल सचिव
उत्तराखण्ड मुक्त विश्वविद्यालय
दरभंगा (विशेष)

Course Name- BUSINESS COMMUNICATION

Course Code- BBA 204

Course Objective- The object of this subject is to cultivate effective communication skills oral as well as written in the students.

Course Contents-

Introducing the Concept: Meaning, Nature and scope of communication, Process of Communication, Characteristics of Business Communication, Importance of Effective B.C. Objectives of B.C. Types/Pattern of B.C.; Media/Channels of B.C. Principles of B.C.; Barriers to B.C. Written Communication-I (a) Business Letter Writing, (b) Business Report Writing, Importance, Need, Types, Techniques, Language, Structure, Planning and Drafting. Written Communication-II; (a) Preparing Official Communication, Circular, Notification, Amendment, Press Communiqué, DO letter, Telegram. (b) Writing proposals, Agenda and Minutes of meeting. Dictating: Importance of Dictation, Suggestions for better dictation, Giving Instructions and Demonstration, Clear Instructions on Individual Jobs, Suggestions for Cutting correspondence costs. Oral Communication; Communicating with one: Interviewing- Art of effective interviewing, Types of Interviewing, Techniques of Interviewing, Qualities of Interviewer and Interviewee, Planning of Interviewing, Process of Interviewing. Communicating within groups: Presentational speaking-preparation of speech, Presentation of Speech, Guidelines for Effective Speech making. Communicating within groups: Discussion and Conference Participating and leading in conferences, Planning and Procedure of problem-solving conferences. Importance of Body language in interview, Speech and conference Audiovisual Communication: Role of Audio-Visual Communication, Channels of Audio-Visual Communication, Importance of Body language in non-verbal communication, Graphic Communication, Types of Graphical display, Merits and Demerits of Graphical Display. Role of Public Relation in Business Communication, Objective of P.R., Tools of P.R., Interaction between P.R. and Journalism. Role of Advertisement in Business Communication, Characteristics of Effective Advertisement, Art of Effective Advertisement, Structure of Advertisement Copy, Types of Advertisement copy.

Suggested Readings-

1. R.C. Sharma & Krishna Mohan: Business Communication & Report Writing, TMH, New Delhi.
2. Raman. S & Swami. R: Business Communication – A Practical Approach, Professional Publications, Madras.
3. Ramesh & Pattanashetti: Effective Business English & Correspondence.
4. Majumdar: Commercial Correspondence.
5. Urmila Rai: Commercial Correspondence.
6. Pink and Thomsan: English Grammar, Composition and Correspondence.
7. P N Reddy and Appannah: Essentials of Business Communication.

Course Name- ORGANIZATIONAL BEHAVIOUR

Course Code- BBA 301

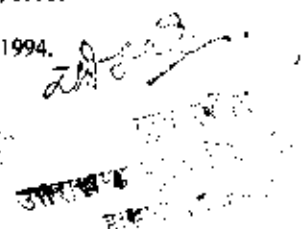
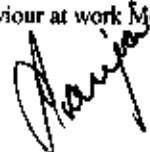
Course Objective- This course gives the students an understanding of organizational behaviour which would help them understand group dynamics and

Course Contents-

Introduction:- The field of Organizational Behaviour Reasons to study O.B. Foundations and Background of OB, Approaches to OB, Contributing discipline to OB Field. Industrial Behaviour: Individual differences – Abilities, intelligence; personality- Meaning, development of personality, personality traits, major determinants. Perception- Nature, importance, perceptual selectivity, perceptual Organization, social perception; Attitudes- Nature, dimensions, importance; Job Satisfaction – importance, sources & consequences. Motivation and Learning:- Motivation – Meaning; motives, process content theories and process theories of motivation, relationship between motivation and performance learning – Meaning, types; Theories of learning, Reinforcement, Law of effect, punishment. Group Behaviour:- Group – Concept, nature, classification; stages of group development, Group dynamics; Group Behaviour; Group structure, task & processes; Group cohesiveness; Dynamics of informal groups; Group decision – making.

Suggested Readings-

1. Luthans, Fred, Organizational Behaviour McGraw Hill, 1998.
2. Robbins, Stephan, Organizational Behaviour Prentice Hall of India, New Delhi, 1995.
3. Sekran, Uma, Organizational behaviour Tata McGraw Hill, New Delhi, 1994.
4. Chandan, Jit S, Organizational Behaviour Vikas Punishing House, New Delhi, 1994.
5. Davis, Keith, Human Behaviour at work McGraw Hill Inc.



6. Feldman & Arnold, Managing individual and Group Behaviour in Organization, McGraw Hill Inc.
7. Wegner, John A and Hullen Beck, John R, Management of Organizational Behaviour, Prentice Hall Inc, Englewood Cliffs, 1992.

Course Name- BUSINESS STATISTICS

Course Code- BBA 302

Course Objective- Basic aim of this course is to enable students to grasp the fundamentals of Statistics for interpreting business data.

Course Contents-

Data Classification, Tabulation and Presentation: Meaning, objectives and types of classification, formation of frequency, Role of tabulation, types of tables, significance of diagram and graphs. Measures of Central Tendency and Dispersion: Meaning, and objectives of measures of Central Tendency, different measure viz. Arithmetic mean, Median, Mode, Geometric Mean and Harmonic Mean, characteristics, applications and limitations of these measures. Measures of variation viz. Range, Quartile Deviation Mean Deviation, Standard Deviation, Co-efficient of Variation and Skewness. Correlation and Regression: Meaning of Correlation, types of Correlation: Positive and Negative Correlation, Simple, Partial and Multiple Correlation, Methods of studying Correlation; Scatter diagram, graphic and direct method. Properties of Correlation Co-efficient, Rank Correlation, Co-efficient of Determination, Lines of Regression, Co-efficient of Regression, Standard Error of Estimate.

Index Numbers and Time Series: Index Number and their uses in business. Construction of simple and weighed price, quantity and value index numbers Test for an ideal index numbers, Components of Time Series viz. Secular Trend, Cyclical, Seasonal and Irregular Variations, methods of Estimating Secular Trend. Seasonal Indices and its use in Business Forecasting and Limitations, Calculating Growth Rate in Time Series.

Suggested Readings-

1. S P GUPTA: Statistical Methods- Sultan Chand, Delhi
2. Dr. B N GUPTA: Statistics (Sahitya Bhavan), Agra.
3. C B GUPTA: Statistics, Himalaya Publications.
4. ELLAHANCE : Statistical Methods
5. Dr. Asthana: Elements of Statistics, Chaitanya.
6. Dr. Sancheti & Kapoor : Statistics Theory, Methods and Application.
7. Chikkodi & B.G. Satya Prasad: Business Statistics, Himalaya Publications.
8. J.S. Chandan, Business Statistics.
9. Agarwal, Business Statistics.
10. Sharma, Business Statistics, Pearson.

Course Name- BASIC COSTING

Course Code- BBA 303

Course Objective- The basic objective of this course is to provide the students the elements of cost accounting and there applications in various situations.

Course Contents-

Introduction: Objectives, Elements of cost, Cost Sheet, Importance of Cost Accounting, Types of Costing, Installation of Costing System, Difference between Cost Accounting and Financial Accounting. Material and Labour Cost Control: Meaning and objectives of Material control, Material Purchase Procedure, Fixation of Inventory levels – Reorder level, EOQ, Minimum level, Maximum level, Danger level and Methods of Valuing Material Issues – FIFO, LIFO, HIFO, NIFO. Labour and Cost Control; its importance, Methods of Time Keeping and Time Booking. Treatment and Control of Labour Turnover, Idle Time, Overtime, Systems of Wage Payment – Time Wage System, Piece Wage System and Balance or Debt Method. Overheads – Classification, Allocation and Apportionment of Overheads. Absorption of Overheads, Under – Absorption and Over Absorption. Methods of Costing – Job, Batch, Contract and Process Costing excluding Evaluation of work in progress.

Suggested Readings-

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

Course Name- MACROECONOMIC MANAGEMENT

Course Code- BBA 304

Course Objective- The objective of this course is to provide the students the knowledge of macro environment and its influence in business.

Course Contents-

Nature and scope of macroeconomics; functional areas of macroeconomic management; circular flow of income; national income accounting – alternative concepts and measures of national income and their interrelationship; stock and flow variables; aggregate demand; supply and macroeconomic equilibrium; nature of a trade cycle, causes of booms and recessions. Macro analysis of consumer behaviour; cyclical and secular consumption income relationship; absolute, relative and permanent income hypotheses; other factors affecting aggregate consumption; simple Keynesian model of income determination; multiplier analysis Functional areas of fiscal management; nature of fiscal policy fiscal deficits; fiscal policy in relation to growth and price stability; basic issues in fiscal deficit management; nature and management of public debt; business taxes – types, rationale and incidence.

Functional areas of monetary management; money supply measures; money creation process and money multiplier; instruments of monetary control; promotional and regulatory role of central banking and monetary policy; inflation management.

Suggested Readings-

1. Edward Shapiro, Macroeconomic Analysis, Galgotia, New Delhi
2. S.B. Gupta, Monetary Economics: Theory, policy and Institution's, S.Chand,
3. M.C. Vaish, Macroeconomic Theory, Vikas, New Delhi
4. H.L. Bhatia, Public Finance, Vikas, New Delhi

Course Name- BUSINESS VALUES AND ETHICS

Course Code- BBA 401

Course Objective- This paper aims at providing the students the understanding of ethical issues related to business.

Course Contents-

Meaning and Nature of Values; Values in context of Business; Mission Statement and Role of Corporate Values in shaping it; influence of Individual Values on Morality of Managers; Indian Values and Changing Value systems of India. Ethics; Evolution of Ethics and their relation to values, norms, morals. Nature of Ethics and Relevance to Business; Virtue theory; Utilitarianism and its Applications to Business; Rights; Justice; Profit Maximization vis-à-vis Ethics. Contemporary Issues: Workplace Spirituality; Indian Ethos for Business; Vedanta and Managers. Corporate Social Responsibility: Public Policy of a Corporation and its role in a market society; the nature of an ethical corporation; concept of Total Ethical Management. Ethical Responsibilities of Business towards customers; Ethical Issues in Marketing; Issues relating to Product Safety, Product Quality, Pricing and Promotion. Ethical Responsibility of Business towards employees; whistleblowing; the changing workplace; employees discrimination; harassment of female workforce; rights and obligations of employees and employers.

Suggested Readings-

1. Buchholz and Rosenthal, Business Ethics, Prentice Hall
2. David Stewart, Business Ethics, McGraw Hill
3. Stoner, Freeman, Gilbert, Management
4. Corporate Governance and Business Ethics – AIMA; Excel Books
5. S.A. Sherletar, Ethics in Management, Himalaya Publishers

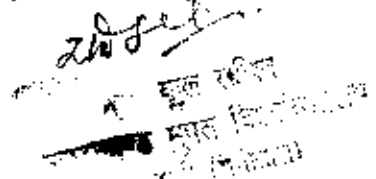
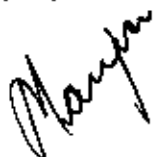
Course Name- INDIAN BUSINESS ENVIRONMENT

Course Code- BBA 402

Course Objective- This course aims at providing the students the knowledge of basic framework and intricacies of Indian business environment.

Course Contents-

Nature, components and determinants of business environment; basic nature of Indian economic system; relation size and growth of public and private corporate sector; social responsibility of business; broad features of India's now economic policy. Trend and pattern of industrial growth; review of industrial policy developments; industrial licensing policy; liberalization of the private sector; trends and issues in corporate management; growth and problems of the small scale sector; public sector reforms and privatization the problem of industrial sickness; MRTP Act, SICA and Industrial Disputes Act. Development banks for corporate Sector (IDBI, IFCI, ICICI)- trends pattern and policy; regulation of stock exchanges and the role of SEBI; banking sector reforms; challenges facing public sector banks; growth and changing structure of non bank financial institutions; problem of non performing assets in Indian Banks. Trend and pattern of India's foreign trade and balance of payments; latest EXIM policy-main features; policy towards foreign direct investment; globalization trends in Indian economy; role of MNCs; India's policy commitments to multilateral institutions- IMF, World Bank and WTO.



Suggested Readings-

1. Sundaram & Black, *International Business Environment – Text & Cases*, PHI, N.Delhi.
2. F.Chernilum, *Business Environment*, Himalaya Publishing house, New Delhi
3. Shaw, *Business Ethics*, Thomson Learning, Bombay.
4. Biswanath Ghosh, *Economic Environment & Business*, Vikas Publishing House, New Delhi.
5. N.K.Sengupta, *Government and Business*, Vikas Publishing House, New Delhi.
6. K. Aswathappa, *Business Environment for Strategic Management*, Himalaya Publishing House, New Delhi
7. Govt. of India, *Economic Survey* (latest year).

Course Name- BUSINESS LAWS**Course Code- BBA 403**

Course Objective- The aim of this course is to provide the students the understanding of the legal framework in which the business has to operate.

Course Contents-

The Indian Contract Act, 1872. Essentials of a valid contract Void Agreements. Performance of Contracts. Breach of contract and its remedies. Quasi-contracts. The sale of Goods Act, 1930: Formation of contract; Conditions and warranties. Transfer of property. Performance of contract: Rights of an unpaid seller. The Negotiable Instruments Act, 1881: Nature and types, Negotiation and Assignment. Holder-in-Due Course, Dishonour and Discharge of a Negotiable Instrument. The Companies Act, 1956. Nature and types of Companies, Formation, Memorandum and Articles of Association, Prospectus. Allotment of Shares. Shares and Share capital, Membership, Borrowing powers, Management and meetings, winding up.

Suggested Readings-

1. N.D. Kapoor *Commercial Law*
2. Avtar Singh *Company Law*
3. M.G. Sukla *Mercantile Law*

Course Name- BUSINESS RESEARCH METHODS**Course Code- BBA 404**

Course Objective- The objective of this course is to have a general understanding of Research Methodology and Statistics as applicable to Business Management and its use and relevance in areas of Management Research.

Course Contents-

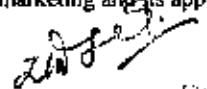
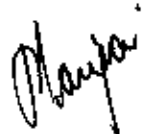
Decisional Research: Definition and Scope; Role of Decision maker and research; Identification of problems; decision steps and research objectives, uncertainty and decision research, Research Design: Descriptive, Exploratory, Descriptive, Diagnostic and Experimental. Data Collection: Secondary and Primary Data sources; Techniques of Data Collection; Sampling: Procedure, Probability and Non-probability sampling; Sampling errors; Tabulation of Data; Attitude Scales and measurement of attitude. Data Analysis: Interpretation and presentation; basic consideration in choice of analysis and statistical techniques; hypothesis testing; tests of significance; chi-square analysis. Report Writing: Substance of Research Based Reports, Formats of reports, Report writing Technique and Final Presentation of the report.

Suggested Readings-

1. C.R. Kothari, *Research Methodology – Methods and Techniques*, Wiley International Ltd., New Delhi
2. William J. Goode & Paul K. Hatt, *Methods in Social Research* McGraw- Hill, New Delhi
3. C.A. Moser & G. Kalton, *Survey Methods in Social Investigation*
4. P.L. Bhandar Kar & T.S. Wilkinson, *Methodology and Techniques of Social Research*, Himalaya Publishing House, Delhi
5. V.P. Michael, *Research Methodology in Management*, Himalaya Publishing House, Delhi
6. V.P. Michael, *Communication and Research for Management*, Himalaya Publishing, Delhi
7. S.R. Bajpal, *Methods of Social Survey and Research*, Kitab Ghar, Kanpur
8. M.H. Gopal, *An Introduction to Research Procedure in Social Sciences*, Asian Publishing House, Bombay

Course Name- MARKETING MANAGEMENT**Course Code- BBA 501**

Course Objective- The objective of this paper is to help students to understand the concept of marketing and its applications and also to expose the students to the latest trends in marketing.



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Course Contents-

Introduction to Marketing; Core concepts of marketing; Orientation towards market place; Difference between Marketing and Selling; Marketing Process; Marketing Environment. Determinants of consumer behaviour; Consumer's Purchase decision process; Market Segmentation and Target Marketing; Marketing Research; Marketing Information System; Planning of Marketing Mix. Product decisions; Branding and Packaging decision; Product Life Cycle; Pricing strategy. Selecting and Managing Marketing channels; Retailing, Wholesaling and Physical Distribution; Communication and Promotion mix; Designing Effective Advertising Program; Sales Promotion.

Suggested Readings-

1. J.C. Gandhi - Marketing Management
2. William M. Pride and O.C. Ferrell - Marketing.
3. Stanton W.J. etzal Michael & Walker, Fundamentals of Management.
4. Armstrong & Kotler, Marketing : An Introduction, Pearson.
5. P N Reddy & Appanniah, Essentials of Marketing Management.
6. R.S. Davar, Marketing Management, Progressive Corporation.
7. Joel R. Evans and Barry Berman, Marketing, Biztantra publications.
8. Neelamegham, Marketing in India.

Course Name- FINANCIAL MANAGEMENT

Course Code- BBA 502

Course Objective- The objective of this course is to acquaint the students of management with the basic knowledge of finance function in a corporate enterprise.

Course Contents-

Evolution, Scope and function of Finance Managers, Objectives of the firm; Profit Vs Wealth Maximization. Investment Decisions; Brief Introduction of Cost of Capital; Methods of Capital Budgeting; ARR, PBP, NPV and IRR, Capital Rationing, (Simple problems on Capital Budgeting Methods) Financing Decision; Financial Leverage; Capital Structure Theories: NI, NOI and Traditional approach; EPS-EBIT Analysis; Brief discussion on sources of long term finances. Dividend decision and Management of Working Capital; Determinants of Dividend Policy; Walter's Dividend Model; Working Capital of Concept and Operating Cycle Method, Brief discussion on Management of Cash, Receivable and Inventory. (Simple problem on operating cycle and Inventory Management).

Suggested Readings-

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

Course Name- PRODUCTION MANAGEMENT

Course Code- BBA 503

Course Objective- The objective of this course is to provide an understanding of Operational issues in production.

Course Contents-

Production/Operations Management: Introduction, Major decisions; objectives and activities; Difference between products and services (from POM view point). Characteristics of a production system. Types of production systems: Production to order and production to stock; Plant Location: Factors affecting locations & evaluating different locations; Plant Layout: Meaning, objectives, characteristics and types; Plant layout and materials handling. Production Planning and Control: Meaning, objectives, advantages and elements, PPC and production systems, Aggregate planning and Master production Schedules, Sequencing and assignment problems. Motion and Time Study. Inventory Control: Objectives, advantages and techniques (EOQ Model and ABC Analysis). Quality Control: Meaning and importance; Inspection, quality control charts for variables & attributes and Acceptance Sampling; Maintenance; Meaning; importance and types.

Suggested Readings-

1. Buffa E.D.: Modern Production Management, New York. John Wiley 1987.
2. Chary S.N. : Production and Operations Management New Delhi, Tata McGraw Hill,
3. Moore F.G. and Hendrick T.E. Production Operations Management, Homewood (Illinois, Richard D Irwin, 1982
4. R.Paneer Selvam, Production and Operations Management, Prentice Hall of India, 2002.
5. Thomas E Morton, Production and operations management, Vikas Publishing House, First Indian reprint 2003.
6. Mahapatra P B, Computer Aided Production Management, Prentice Hall of India, 2001.
7. Martand J Telsang, Production Management, S Chand and Company, First edition 2005

Course Name- PERSONNEL MANAGEMENT
Course Code- BBA 504

Course Objective: The course aims at providing the students various human resource management interventions that may be required when dealing with the work environment, people, and problems.

Course Contents-

Personnel Management: Definition, Nature, Objectives Changing Scope of Personnel Management, Challenges to modern personnel management, Personnel Management environment in India, Role of Personnel Management in Organization, Personnel functions, personnel policies.

Procurement: Job analysis, job description, job specification, Human Resource Planning – Significance & Process, Recruitment – Sources & methods, Selection – criteria and process, induction training.

Development: Concepts of Training and Development, Need for and benefits of training, Assessing training needs, training techniques, Management Development – Nature & purpose, Approaches for developing managers – Job Rotation, Coaching, Junior Board & Case method, Role playing, Management Games, Career planning, Managing promotions & transfers.

Compensation: Objectives, Compensation, Factors influencing compensation, components of pay structure, Methods of pay fixation, Incentives-financial, Incentives for the employees, managers, Organization wide Incentive plans, employee benefits & services, performance appraisal-techniques, problems and issues.

Suggested Readings-

1. Diwedi, R.S. Personnel Management, Oxford & IBH Publishing Co. 1992.
2. Dessler Gary, Human Resource Management, Prentice Hall Inc. Englewood Cliffs, 1994.
3. Aswathappa, K., Human Resource & Personnel Management, Tata Mc Graw Hill, New Delhi, 1999.

Course Name- DISASTER MANAGEMENT
Course Code- BBA 505

Course Objective: This course aims at providing the students the fundamentals regarding disaster management and mitigation.

Course Contents-

Introduction to disaster management- Dimensions of Natural and Anthropogenic Disasters, principles/components of Disaster Management, Overview of Disaster Manger's tasks, Natural Disaster and Mitigation Efforts, Managing activities during earthquakes, floods, draught, cyclones, avalanches, technological, landslides tornadoes heat waves and global warming, forest fires, oil fires, accidents in coal mines. Socio-economic costs of natural disasters, social risk management, social protection, role of cooperation and coordination, Role of states, NGOs and local agencies, Risk assessment and Disaster response, Formulation of disaster Risk reduction plans, implementation and monitoring, Insurance and Risk Management, Institution awareness and safety programmes. Psychological and social dimensions in disaster, trauma and stress, emotional intelligence, electronic warning systems, recent trends in disaster information provider, Geo-informatics in disaster studies, remote sensing and GIS technology, laser scanning. Disaster management in India, Disaster preparedness, Disaster Mitigation, Forecasting and warning of disasters, Assessing risk vulnerability, Rehabilitation of victims, managing refugee camps and relief workers, Role of armed forces/other agencies in disaster management, role of media in disaster management.

Suggested Readings-

1. Gosh, G.K., Disaster Management; A.P.H. Publishing Corporation
2. Singh, R.B., Disaster Management, Rawat Publications
3. Ahmad, Ayaz, Disaster Management: Through the New Millenium; Anmol Publications
4. Kumar, Arvind, Disaster Management- Recent Approaches; Anmol Publications.
5. Dhunna, Mukesh Disaster Management; Vayu Education of India, New Delhi.

Course Name- TAXATION LAWS
Course Code- BBA 601

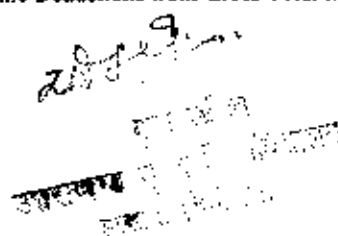
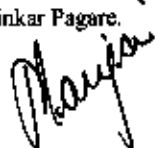
Course Objective- The course aims to provide the student the understanding of the tax laws governing the tax system and its application.

Course Contents-

Basic concepts of Income Tax, Residential Status and Tax incidence, Income Exempted from Tax Income from salaries, Income from House property and Income from Profits & Gains of Business and profession Income from capital Gains, Income from other sources; Set off and carry forward of Losses; Clubbing of Income Deductions from Gross Total Income, Assessment of Individuals, HUF and Firms

Suggested Readings-

1. Law and Practice of Income Tax – Dinkar Pagare.



2. Students Guide to Income Tax – Dr. Vinod Singhania.
3. Indirect Taxes – Mr. V.S. Datey.
4. Bare Acts of Income – tax and Central Excise.

Course Name- FUNDAMENTALS OF INTERNATIONAL BUSINESS
Course Code- BBA 602

Course Objective- This course aims to provide the students the fundamental aspects of business in the global perspective.

Course Contents-

Nature and main fields of International Business; Domestic versus International Business; major risks and challenges of IB; International business environment – components and determinants; the process of internationalisation of business; concept of globalisation; balance of payments accounting; basic nature of foreign exchange market, Nature of multinational enterprise and foreign direct investment; basic motives and determinants of foreign direct investment; methods & forms of international business entry; strategic orientation of MNCs; basics of MNE strategy formulation and implementation
 International trade theory – the theory of absolute advantage; theory of comparative advantage; factor endowment theory and international product life-cycle theory; tariff and non-tariff barriers to international trade; international logistic decisions; major trade documents; main intermediaries in international trade, Assessing international markets; designing products for foreign markets; branding decisions; promotional decisions; pricing decision; basic methods of international payment.
 Regulation of international business – a overview of the role of WTO, IMF, UNCTAD and World Bank

Suggested Readings-

1. Alan M. Rugman and Richard D. Hodgetts, International Business: A Strategic Management Approach, McGraw Hill
2. V.K. Bhalla and S. Shiva Ramu, International Business: Environment and Management, Anmol Publications
3. J.H. Dunning, The Globalisation of Business: Routledge, London
4. Onkvisit and Shaw, International Marketing

Course Name- CONSUMER PROTECTION
Course Code- BBA 603

Course Objective- This course aims at providing the students the understanding of the idea and the framework for safeguarding the rights of consumer.

Course Contents-

Concept of consumer, Types of consumers; need for consumer protection; methods of consumer protection – legal and voluntary; consumer buying motives; doctrines of caveat emptor and caveat venditor; Concept of consumer's sovereignty, Measures for consumer protection in India; basic provisions of the consumer Protection Act., 1986; consumer rights; Organizational set up – National and State Consumer Protection Councils; District Forum, State Commission and National Commission; their functions, powers and jurisdiction, Grounds of filing complaint; procedure of filing a complaint; relief available, Consumer protection measures under the Monopolies and Restrictive Trade Practices Act., 1969; concept and remedy against unfair trade practices and restrictive trade practices; consumers; roles and rights under the MRTP Act, Recent developments in consumer protection movement in India; role of voluntary consumer Organizations product testing; growing consumer awareness – role of the media and Government; formation and registration of a voluntary consumer Organization; business self-regulation; Advertising Standards Council of India

Suggested Readings-

1. Aaker and Day(eds.), Consumerism: Search for the Consumer Interest
2. Gulshan, Consumer Protection and Satisfaction: Legal and Managerial Dimensions
3. Aggarwal, Consumer Protection in India
4. Y.S. Verma and C. Sharma, Consumerism in India, Anamika Prakashan, Delhi

Course Name- INTRODUCTION TO INFORMATION TECHNOLOGY
Course Code- BBA 604

Course Objective- The objective of this course is to provide the understanding of various tools and techniques of information technology that are useful in business.

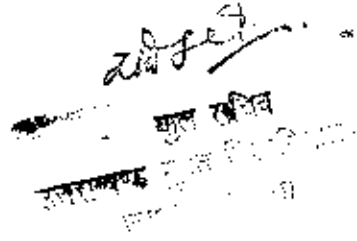
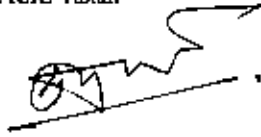
Course Contents-

Introduction to Networks: User of a Network, Categories of Networks, Topologies, Network Media & Hardware, Network Software. Word Processor: Advantage, Entering Text, Editing Text, Formatting Text, Mail Merge Electronic Spreadsheets: Advantages, Application Areas, Creating a Worksheet, Functions, Types of Graphs, Creating Graphs, Formatting Cells,

Macros. Introduction to Internet: Background & History, Working, Major Features, Accessing the Internet, Major Application Areas, Introduction to Multimedia.

Suggested Readings-

1. Teach yourself Internet Techmedia
2. MS-Office Leon & Leon
3. MS-Office R.K. Taxali



Handwritten signature: *अक्षय*
Official stamp: **कुल सचिव**
जयप्रकाश नारायण विश्वविद्यालय
राजमहल, रायचूर, बलरघूर, जयपुर

