

Circular file

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**DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY****CIRCULAR NO.SU/Commerce & Management/ III Sem./50/2019**

It is hereby inform to all concerned that, on the recommendation of the Dean, Faculty of Commerce & Management, the Hon'ble Vice-Chancellor in his emergency powers under Section-12(7) of the Maharashtra Public Universities Act, 2016 has accepted the syllabi of **B.Com., BBA & BCA III Sem.** under Choice Based Credit and Grading System on behalf of the Academic Council to be applied from the Academic Year 2019-2020 and onwards. The said syllabi are uploaded on bamu.ac.in at University website.

All concerned are requested to note the contents of this circular and bring notice to the students, teachers and staff for their information and necessary action.

University Campus,  
Aurangabad-431 004.  
REF.NO. SU/ COMMERCE/2018-19  
25445-844  
Date:- 31-05-2019.

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**Deputy Registrar,**  
**Syllabus Section.**

**Copy forwarded with compliments to :-**

- 1] **The Principals, affiliated concerned Colleges, Dr. Babasaheb Ambedkar Marathwada University.**
- 2] **The Director, University Network & Information Centre, UNIC, with a request to upload this Circular along with the said syllabi on University Website.**

**Copy to :-**

- 1] The Director, Board of Examination & Evaluation,
- 2] **The Section Officer, [ B.Com. Unit ] Examination Branch,**
- 3] **The Programmer [Computer Unit-1] Examinations,**
- 4] **The Programmer [Computer Unit-2] Examinations,**
- 5] The In-charge, [E-Suvidha Kendra], Rajarshi Shahu Maharaj Pariksha Bhavan, Dr. Babasaheb Ambekar Marathwada University.
- 6] The Public Relation Officer,
- 7] The Record Keeper.

**DR. BABASAHEB AMBEDKAR  
MARATHWADA UNIVERSITY,  
AURANGABAD.**



Curriculum of

BACHELOR OF BUSINESS ADMINISTRATION

(BBA)

IIIND YEAR

THIRD SEMESTER

under Choice Based Credit & Grading System

*[ Effective from the Academic Year 2019-20 & onwards ]*

*[ Signatures and dates ]*  
17/6/19  
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**DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY, AURANGABAD.****FACULTY OF COMMERCE & MANAGEMENT**

Syllabus - Bachelor of Business Administration (BBA)

Choice Based Credit System (CBCS) – 2019 – 20

<b>Semester &amp; Credits</b>	<b>Core Course [04]</b>	<b>Ability Enhancement Compulsory Courses [AEC] [01]</b>	<b>Discipline Specific Elective [DSE] [01]</b>
III Credit 24	1. Cost Accountancy – I 2. Management Perspective – III 3. Environmental Awareness – II 4. Business Law – I	1. Entrepreneurship Development	Elective Paper [Any One] 1. Human Factor in Business 2. Hospitality Management
<b>Total Credits 24</b>	<b>No. of Credits : 16</b>	<b>No. of Credits : 04</b>	<b>No. of Credits : 04</b>

**Structure of B.B.A. THIRD SEMESTER**  
**Choice Based Credit Grading System ( CBCS ) 2019 - 2020**

Paper Number	Subject/ Title of the Paper	Course	Weekly		Credits		IA	UA	Total Marks	Duration of Theory Exam
			Th	Pr	Th	Pr				
			XIII	Cost Accountancy – I	Core Discipline	4				
XIV	Management Perspective – III	Core Discipline	4	-	4	-	20	80	100	3 Hrs
XV	Environmental Awareness – II	Core Discipline	4	-	4	-	20	80	100	3 Hrs
XVI	Business Law – I	Core Discipline	4	-	4	-	20	80	100	3 Hrs
XVII	Entrepreneurship Development	Ability Enhancement Compulsory	4	-	4	-	20	80	100	3 Hrs
XVIII	1. Human Factor in Business 2. Hospitality Management	Discipline Specific Elective [Any One]	4	-	4	-	20	80	100	3 Hrs
<b>Total</b>			<b>24</b>		<b>24</b>		<b>120</b>	<b>480</b>	<b>600</b>	<b>--</b>

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**B.B.A. III<sup>rd</sup> Semester Syllabus (CBCS)  
Paper No. XIII - Cost Accountancy – I**

**Theory – 80 Marks  
Sessional – 20 Marks**

		<b>Periods</b>
<b>Unit - I</b>	<b>Cost Accounting</b> : Meaning, Definition, Scope, Advantages, Disadvantages and limitations of cost accounting, Difference between Financial and Cost Accounting. ( Theory )	<b>( 10 )</b>
<b>Unit – II</b>	<b>Material</b> : Purchase Procedure, Storage and Handling of Material, Method of Material Issue LIFO, FIFO, Weighted Average. ( Theory and Numerical )	<b>( 08 )</b>
<b>Unit - III</b>	<b>Labour</b> : Meaning, Definition, Methods of Time Keeping and Time Booking, Control of Labour, Pay Roll Methods of Wage Payment, Time Rate and Piece Rate, Incentives Scheme – Taylor’s Differential Piece Rate System, Merrieks System. Halsey Plan, Rowan ( Numerical )	<b>( 14 )</b>
<b>Unit - IV</b>	<b>Overheads</b> : Definition, Direct and Indirect Costs, Importance of Overheads, Classification of Overheads, Machine Hour Rate, Labour Hour Rate ( Numerical )	<b>( 14 )</b>
<b>Unit - V</b>	<b>Unit Costing</b> : Preparation of Cost Sheet. <b>Sessional Works : 20 Marks</b>	<b>( 14 )</b>
	1. One Test : 05 Marks	
	2. One Tutorial : 05 Marks	
	3. Students to collect performan of Bin Card, Store Ledger, Time Card, Purchase Requisition, Quotations & Purchase Order and fill them : 10 Marks	

**References :**

- 1) Practical Costing : Khanna, Pande and Ahuja
- 2) Cost Accounting : Bhatia HSM
- 3) Principles & Practices of Cost Accounting : N. K. Praasad
- 4) Cost Accounting ( Methods & Problems ) : B. K. Bhar

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**B.B.A. III<sup>rd</sup> Semester Syllabus (CBCS)**  
**Paper No. XIV - Management Perspective – III**

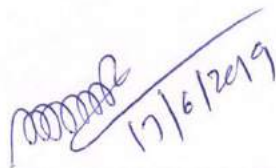
**Theory – 80 Marks**  
**Sessional – 20 Marks**

		<b>Periods</b>
<b>Unit - I</b>	<b>Recent Trends in Management :</b> Introduction, E-commerce, E-Marketing, E-Retailing, Marketing Mix, Buyers behavior, Green Marketing and Marketing Research.	<b>( 16 )</b>
<b>Unit – II</b>	<b>Production Management :</b> History and development in Production Management, Meaning, Scope, Importance of Production Management, Objectives and Scope of Production Management, Production System, Production Planning & Control – steps in production planning control, Quality Management, Quality Control, ISO 9001:2000 Production layout – Types, Principles of sound layout.	<b>( 12 )</b>
<b>Unit - III</b>	<b>Material Management :</b> Meaning, Definition, Scope and Functions of Material Management, Objectives, Needs and Importance of Material Management, Material handling, Classes of material, Purchasing procedure, types of purchases, Principles of scientific purchasing, Significance of purchasing policy, centralization of purchasing, types of purchasing policy.	<b>( 16 )</b>
<b>Unit - IV</b>	<b>Inventory Management :</b> Introduction, Concept and Importance of Inventory Management, Types of Inventory, Supply Chain Management.	<b>( 16 )</b>
	<b>Sessional Works : 20 Marks</b>	
	1. One Test : 05 Marks	
	2. One Tutorial : 05 Marks	
	3. One Seminar : 05 Marks	
	4. Group Discussion : 05 Marks	

**Reference Books :**

1. Philip Kotlar : Marketing Management
2. R. S. Davar : Modern Marketing Management
3. S.A. Sherlekar : Modern Business Organization & Management
4. Y.K. Bhushan : Fundamental of Business Organization & Management

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**B.B.A. III<sup>rd</sup> Semester Syllabus (CBCS)**  
**Paper No. XV – Environmental Awareness – II**

**Theory – 80 Marks**  
**Sessional – 20 Marks**

		<b>Periods</b>
<b>Unit - I</b>	<b>Environment – Law &amp; Ethics :</b> The Environment Protection Act 1986; Environmental Ethics – Issues and possible solutions; Water Conservation, Rain water harvesting, Watershed management, Ozone layer depletion.	<b>( 12 )</b>
<b>Unit – II</b>	<b>Disaster Management –</b> Floods, Earthquake, Cyclones and landslides; Environmental pollution – Noise, Marine, Thermal pollution and Nuclear hazards; Role of an individual in prevention of pollution; Solid Waste Management: Causes, Effects and Control Measures of Urban & Industrial Wastes.	<b>( 12 )</b>
<b>Unit - III</b>	<b>Social Environment –</b> Chipko Movement; Narmada Bachao Movement; Tehari Dam Project; ISO 14000; Wild Life Protection Act; Forest Conservation Act; Urban problems related to Energy; Environment and Human Health; Human Rights, Cancer and the Environment; 3 R's Cycle (Reduce, Reuse and Recycle); Characteristics of Hazardous Wastes; HIV-AIDS.	<b>( 12 )</b>
<b>Unit - IV</b>	<b>Natural Resources -</b> Renewable and Non-renewable Resources: Forest, Mineral, Food, Energy and Land; Conservation of Natural Resources; Value of Biodiversity; Hot spot's pf Biodiversity; Endangered and Endemic Species of India; In- Situ and Ex-Situ Conservation of Biodiversity.	<b>( 12 )</b>
<b>Unit - V</b>	<b>Environmental Management –</b> Effluent Standard Parameters; Role of Government and Non-government Organizations (NGO's); Environmental Awareness; Environmental Audit.	<b>( 12 )</b>

**Sessional Works : 20 Marks**

1. One Test : 05 Marks
2. One Tutorial : 05 Marks
3. One Seminar : 05 Marks
4. Group Discussion : 05 Marks

**Reference Books:**

1. Fundamentals of Environmental Science –Dr. Ashok Chavan& Dr. SayyedIliyas.
2. A Text Book of Environmental Science – Arvind Kumar.
3. Handbook of Environmental Laws, Rules, Guidelines, Compliances and Standards - Trivedi R.K., Vol I and II.
4. Environmental Studies – Erich Bharucha.
5. Environmental Science - Miller T.O. Jr.
6. Environmental Science systems & Solutions - Mckinnecv, M.L. & Schoch. R.M. 1996. Web enhanced edition.

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**B.B.A. III<sup>rd</sup> Semester Syllabus (CBCS)  
Paper No. XVI – Business Laws – I**

**Theory – 80 Marks  
Sessional – 20 Marks**

		<b>Periods</b>
<b>Unit - I</b>	<b>Indian Contract Act 1872</b> : Meaning and Definition of Agreement and Contract, Features of Contract Act, Types of Contract, Essentials of valid contract, Offer and Acceptance, Breach of Contract	<b>( 12 )</b>
<b>Unit – II</b>	<b>Sale of Goods Act 1930</b> : Meaning and Important Definition – Sale of Goods Act, Agreement to Sale vs. Contract of Sale, Essentials of valid contract of Sale, Condition and Warranty, Sale by Auction and Hire Purchase Agreement, Buyers and Sellers Rights and Duties.	<b>( 12 )</b>
<b>Unit - III</b>	<b>Negotiable Instrument Act 1881</b> : Concept and Important definition of Act, Promissory Note and Cheque, Characteristics of the Act, Dishonor of Negotiable Instrument, Discharge of Negotiable Instrument, Bills of Exchange.	<b>( 12 )</b>
<b>Unit - IV</b>	<b>Consumer Protection Act (Amended Act 2002)</b> : Meaning and Important Definition Of Act, Significance of Consumer Protection, Objectives of the Act, Working of Consumer Protection Council, Composition of consumer disputes redressal agencies.	<b>( 12 )</b>
<b>Unit - V</b>	<b>Cyber and IT Act 2000</b> : Important Definition - IT Act 2000, Cyber Fraud and Cyber Cheating, Copy right – Meaning and Definition, License of the Copy Right, Digital Signature, Digital Signature. Certificate.	<b>( 12 )</b>

**Sessional Works : 20 Marks**

1. One Test : 05 Marks
2. One Tutorial : 05 Marks
3. One Seminar : 05 Marks
4. Group Discussion : 05 Marks

**Reference Books:**

1. Business Law – Dr. Nowlakha
2. Mercantile Law – N D Kapoor
3. Indian Contract Act – Dr. Avtarsingh
4. Mercantile and Industrial Law – M.C Shulka
5. Business Law – Maheshwar
6. Company and Business Law – Shukla and Gerwal
7. Commercial and Industrial Law – Kuchal S, C +
8. Cyber Law Simplified – Tata McGrawhill Vivek Sood
9. Indian Cyber Law – Suresh T Vishwanathan

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**B.B.A. III<sup>rd</sup> Semester Syllabus (CBCS)**  
**Paper No. XVII – Entrepreneurship Development – I**

**Theory – 80 Marks**

**Sessional – 20 Marks**

	<b>Periods</b>
<b>Unit - I</b> <b>Originating Theories of Entrepreneurship</b> - Economic Theory, Sociological Theory, Psychological Theory, Innovative theory of Entrepreneurship by Joseph Schumpeter, Theory of Achievement Motivation by McClelland – The Kakinada Experiment, Hoselitz sociological theory.	<b>( 12 )</b>
<b>Unit – II</b> <b>Types of Entrepreneurship</b> - Recent Trends – Sociopreneur, edupreneur, ecopreneur and agropreneur. Womenentrepreneurs, Self Help Groups.	<b>( 12 )</b>
<b>Unit - III</b> <b>Identification of Business Opportunities</b> - Environment scanning – meaning and benefits, Factors considered for environment scanning, Socio-cultural, economic, technical, demographic, legal and political, geographical and international factors, Sources and steps involved in identification of business opportunities.	<b>( 12 )</b>
<b>Unit - IV</b> <b>Market Research</b> - Meaning, need and importance of market research, Techniques in Marketing Research - Field Survey Technique, Test Marketing, Delphi Technique, Desk Research, Observation Method and Experiment Method.	<b>( 12 )</b>
<b>Unit - V</b> <b>Innovation in Entrepreneurship</b> – Purposeful innovation – concept, need, process, principles of purposeful innovation, Incubation centres – Meaning, Services and role of incubation centres. Study of incubation centres in Goa.	<b>( 12 )</b>

**Project work – 20 Marks**

Biographical Case Study of Entrepreneur and Presentation. ( To be Given by Teachers )

**Reference Books:**

1. Desai Vasant, Dynamics of Entrepreneurship development.
2. Drucker, Peter , Innovation and Entrepreneurship – Practice and principals.
3. Paul, Jose, Kumar Ajith. - Entrepreneurship Development and management – Himalaya Publication House.
4. Khanka, S.S. Entrepreneurship Development – Sultan Chand Publication.
5. Gupta, C.B. Shrinivasan - Entrepreneurial Development, Sultan Chand Publication.

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**B.B.A. III<sup>rd</sup> Semester Syllabus (CBCS)**  
**Paper No. XVIII – Human Factor in Business – I ( Elective )**

**Theory – 80 Marks**

**Sessional – 20 Marks**

		<b>Periods</b>
<b>Unit - I</b>	<b>ORGANIZATIONAL BEHAVIOUR</b> : Introduction to organizational behavior. Evolution of organizational Behavior, Key Elements, Nature and Scope, Importance, Organizational behavior process, OB Models, Contributing disciplines to OB Environmental influences on OB.	<b>( 12 )</b>
<b>Unit – II</b>	<b>INDIVIDUAL BEHAVIOUR</b> : Foundation of human behavior, Causation personality, Concept, Determinants, Personality traits, Personality Types, The Big Five Model, Theories of Personality.	<b>( 12 )</b>
<b>Unit - III</b>	<b>PERCEPTION AND LEARNING</b> : Concept, Process, Factors affecting Perceptions, Organizational Applications, Impression Management, Learning : Meaning, definition, Importance, Principles.	<b>( 12 )</b>
<b>Unit - IV</b>	<b>ATTITUDES AND VALUES</b> : Meaning, Functions of Attitudes, work related attitudes, Changing attitudes Values : Concept Types of values, Value- attitudes relation.	<b>( 12 )</b>
<b>Unit - V</b>	<b>GROUP DYNAMICS</b> : Definition and Features of group, Types, Stages of group development, Group Behavior Norms, cohesion, Role, Inter Group Behavior, Inter Group Conflicts.	<b>( 12 )</b>
	<b>Sessional Works : 20 Marks</b>	
	1. One Test : 05 Marks	
	2. One Tutorial : 05 Marks	
	3. One Seminar : 05 Marks	
	4. Group Discussion : 05 Marks	

**Reference Books:**

1. Organizational Behavior Awasthappa K
2. Elementary Psychology- Jadunath Sinha
3. Modern Business Organization and Management- S.A Sherlekar
4. Organizational Behavior -Anjali Ghanekar.
5. Organizational Behavior - S.S. khanka.
6. Organizational Behavior - Fred Luthans.
7. Organizational Behavior - Stephen Robbins et.al.cc

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B.B.A. III<sup>rd</sup> Semester Syllabus (CBCS)

  
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**Paper No. XVIII – Hospitality Management ( Elective )**

**Theory – 80 Marks**

**Sessional – 20 Marks**

**Periods**

- Unit - I**
- Unit - II**
- Unit - III**
- Unit - IV**
- Unit - V**

**Reference Books:**

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**DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY****CIRCULAR NO.SU/Commerce & Management/ IV Sem./21/2019**

It is hereby inform to all concerned that, on the recommendation of the Dean, Faculty of Commerce & Management, the Hon'ble Vice-Chancellor in his emergency powers under section-12(7) of the Maharashtra Public Universities Act, 2016 has accepted the syllabi of **B.Com., BBA & BCA IV Sem.** under Choice Based Credit and Grading System on behalf of the Academic Council to be applied from the Academic Year 2019-2020 and onwards. The said syllabi are also available on [bamu.ac.in](http://bamu.ac.in) on University website.

All concerned are requested to note the contents of this circular and bring notice to the students, teachers and staff for their information and necessary action.

University Campus,  
Aurangabad-431 004.

REF.NO. SU/ COMMERCE/2019-20

4388-4638

Date:- 15-11-2019.

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*Deputy Registrar,  
Syllabus Section.*

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**Copy forwarded with compliments to :-**

- 1] **The Principals, affiliated concerned Colleges, Dr. Babasaheb Ambedkar Marathwada University.**
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- 6] The Public Relation Officer,
- 7] The Record Keeper.

**DR. BABASAHEB AMBEDKAR  
MARATHWADA UNIVERSITY,  
AURANGABAD.**



**Curriculum of**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(BBA)**  
**IIND YEAR**  
**FOURTH SEMESTER**  
**under Choice Based Credit & Grading System**

*[ Effective from the Academic Year 2019-20 & onwards ]*

**DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY, AURANGABAD.**

**FACULTY OF COMMERCE & MANAGEMENT**

Syllabus - Bachelor of Business Administration (BBA)

Choice Based Credit System (CBCS) – 2019 – 20

Semester & Credits	Core Course [04]	Ability Enhancement Compulsory Courses [AEC] [01]	Discipline Specific Elective [DSE] [01]
IV Credit 24	1. Cost Accountancy – II 2. Management Perspective – IV 3. Business Law – II 4. Operational Research	.I.T. Application in Business – II	Elective Paper [Any One] 1. Organizational Effectiveness & Change 2. Retail Management
<b>Total Credits</b> 24	<b>No. of Credits : 16</b>	<b>No. of Credits : 04</b>	<b>No. of Credits : 04</b>

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### Structure of B.B.A. Fourth Semester (CBCS) 2019 - 20

Paper Number	Subject/ Title of the Paper	Course	Weekly		Credits		IA	UA	Total Marks	Duration of Theory Exam
			Th	Pr	Th	Pr				
XIX	Cost Accountancy – II	Core Discipline	4	-	4	-	20	80	100	3 Hrs
XX	Management Perspective – IV	Core Discipline	4	-	4	-	20	80	100	3 Hrs
XXI	Business Law – II	Core Discipline	4	-	4	-	20	80	100	3 Hrs
XXII	Operational Research	Core Discipline	4	-	4	-	20	80	100	3 Hrs
XXIII	I.T. Application in Business – II	Ability Enhancement Compulsory (Theory)	3	-	2	-	-	50	50	2 Hrs
		Practical	-	1	-	2	-	50	50	2 Hrs
XIV	1.Organizational Effectiveness & Change or 2.Retail Management	Discipline Specific Elective [Any One]	4	-	4	-	20	80	100	3 Hrs
<b>Total</b>			<b>23</b>	<b>01</b>	<b>22</b>	<b>02</b>	<b>100</b>	<b>500</b>	<b>600</b>	<b>--</b>

\*Note:- As per UGC norms one theory lecture is equal to two practicals



**B.B.A. IV<sup>TH</sup> Semester Syllabus (CBCS)  
Paper No. XIX - Cost Accountancy – II**

**Theory – 80 Marks  
Sessional – 20 Marks**

		<b>Lectur es</b>
<b>Unit - I</b>	<b>Job or Contract Costing :</b> Complete and Incomplete Contract, Work in Progress, Profit on Contract.	<b>( 10 )</b>
<b>Unit – II</b>	<b>Process Costing :</b> Meaning of Process Costing, Concept of Process Costing, Normal and Abnormal Gain, Loss, Equivalent Production, Preparation of Process Costing, Joint and By-product	<b>( 08 )</b>
<b>Unit - III</b>	<b>Marginal Costing :</b> Concept , BEP, P/V Ratio, Sale Profit	<b>( 14 )</b>
<b>Unit - IV</b>	<b>Standard Costing :</b> Variance Analysis, Material , Labour & Overhead.	<b>( 14 )</b>
<b>Unit - V</b>	<b>Budget and Budgetary Control :</b> Meaning, Definition and Objectives of Budget, Meaning and Objectives of Budgetary Control, Advantages and Limitation of Budgetary Control.	<b>( 14 )</b>
	<b>Sessional Works : 20 Marks</b> 1. One Test : 05 Marks 2. One Tutorial : 05 Marks 3. Seminar and GD : 10 Marks	
	<b>References :</b> 1) Practical Costing : Khanna, Pande and Ahuja 2) Cost Accounting : Bhatia HSM 3) Principles & Practices of Cost Accounting : N. K. Praasad 4) Cost Accounting ( Methods & Problems ) : B. K. Bhar	

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**B.B.A. IV<sup>TH</sup> Semester Syllabus (CBCS)**  
**Paper No. XX - Management Perspective – IV**

**Theory – 80 Marks**  
**Sessional – 20 Marks**

		<b>Lectures</b>
<b>Unit – I</b>	<b>Financial Management:</b> Meaning, Scope & objectives of Financial Management Nature of Finance Functions–Emerging role of finance managers in India	<b>( 14 )</b>
<b>Unit – II</b>	<b>Financing decision:</b> Meaning, Forms of Capital Structure, Characteristics of Sound Capital Structure, and Factor determining capital Structure. Concept of leverage – Operating, financial, Combined.	<b>( 12 )</b>
<b>Unit – III</b>	<b>Investment and Dividend Decision:</b> Capital Budgeting – Meaning, Features, Objectives. Capital Budgeting Decision process. Dividend policy- Relevance of dividend Forms of dividend, Kinds of Dividend policy.	<b>( 12 )</b>
<b>Unit - IV</b>	<b>Human Resource Management:</b> Evolution of Human Resource Management in India, The role of Human Resource Manager	<b>( 12 )</b>
<b>Unit - V</b>	<b>Human Resource Management functions &amp; Human Resource Development:</b> <ul style="list-style-type: none"> <li>• Functions of Human Resource Department</li> <li>• Human Resource Planning: Definition, significance, process</li> <li>• Recruitment and selection-source, procedure and significance</li> <li>• Training and Development –scope and importance</li> <li>• Performance Appraisal- scope and importance</li> <li>• Rewarding Human Resource: Promotions, Transfers.</li> <li>• Compensation-Compensation package- basic salary, allowances, bonus, perquisites.</li> </ul>	<b>( 10 )</b>
	<b>Sessional Works : 20 Marks</b> <ol style="list-style-type: none"> <li>1. Test : 05 Marks</li> <li>2. Tutorial : 05 Marks</li> <li>3. Seminar &amp; GD : 10 Marks</li> </ol>	
	<b>Reference Books :</b> <ol style="list-style-type: none"> <li>1) Modern Business organization &amp; Management – S.A.Sherlekar</li> <li>2) Financial Management- text , problems &amp; cases- M. Y. Khan, P. K. Jain, McGraw Hill Education</li> <li>3) Financial Management &amp; Policy- James C. Van Horne, Prentice Hall of India Pvt. Ltd.</li> <li>4) Human Resource Management-Mirza S. Saiyadain, Tata McGraw Hill</li> <li>5) Human Resource Management, Text &amp; Cases- K. Aswathappa, McGraw Hill Education</li> <li>6) Financial Management:Prof.P Saravanel, Dhanpat Rai &amp; Sons</li> </ol>	

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**B.B.A. IV<sup>TH</sup> Semester Syllabus (CBCS)**  
**Paper No. XXI – Business Law – II**

**Theory – 80 Marks**  
**Sessional – 20 Marks**

		<b>Lectur es</b>
<b>Unit - I</b>	<b>Contract Act</b> :- Special Contracts - Law of Indemnity, Guarantee Contracts, Law of Bailment & Pledge , Agency Contracts.	<b>( 12 )</b>
<b>Unit – II</b>	<b>Company Law 2013:</b> Introduction of Company Act, Meaning & Definitions, Features of Co. Act, Types of Company, Share Capital & its types, Incorporation-Formation of company, Memorandum & Articles of Association.	<b>( 12 )</b>
<b>Unit - III</b>	<b>SEBI Act – 1992</b> :- Introduction of the Act, Meaning & Definitions, Basic Characteristics of the Act, Obligation of SEBI, Issue of Capital, Discloser, Listing & its role in Stock Market.	<b>( 12 )</b>
<b>Unit - IV</b>	<b>Cyber &amp; I.T. Act – 2000 (with Amendment)</b> : Need & Significance in modern era, Character & User of Internet Technology, On Line Contracts, Hacking, Phishing, Privacy Terrorism, Privacy, Section 66A	<b>( 12 )</b>
<b>Unit - V</b>	<b>Micro, Small &amp; Medium Enterprises Development Act 2006 {MSMED Act - 2006}</b> : Introduction, Definitions, Features of the Act, Establishment of National Board of MSME, Power & Duties of the Board, Classification of MSME, Promotional Measures of the Act.	<b>( 12 )</b>
	<b>Sessional Works : 20 Marks</b> 1. One Test : 05 Marks 2. One Tutorial : 05 Marks 3. One Seminar : 05 Marks 4. Group Discussion : 05 Marks	
	<b>Reference Books:</b> 1. Mercantile of Law - N.D.Kapoor 2. Business Law - Dr.Nowlakra 3. Indian Contract Act – Dr. Avtarsingh 4. Mercantile & Industrial Law – Kuchal 5. Micro, Small & Medium Enterprises Development Act 2006{MSMED Act -2006} – ( Law Policies & Incentive- Abha Jaiswal, IIBF,Taxman 6. HandBooks for MSME Enterprises – ICSI 7.MSME at a Glance – GOI Ministry of MSME	

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**B.B.A. IV<sup>TH</sup> Semester Syllabus (CBCS)**  
**Paper No. XXII – Operational Research**

**Theory – 80 Marks**  
**Sessional – 20 Marks**

		<b>Lectur es</b>
<b>Unit - 1</b>	<b>Basic of Operation Research</b> : - Development , Definition, Characteristics, Scientific method, Necessity, Scope, O.R. and decision making – Phases of O.R.	<b>( 12 )</b>
<b>Unit – II</b>	<b>Transportation Model</b> : Introduction, Definition, Formulation and solution of Transportation Model, Methods of solving transportation problems. Assignment problems – Methods of solving Assignment problems	<b>( 12 )</b>
<b>Unit - III</b>	<b>Inventory Management Techniques</b> , Inventory models, Inventory costs, Models with deterministic demand – model (a) uniform and production rate infinite, model (b) demand rate non – uniform and pro infinite, model (c) demand rate uniform and production rate finite.	<b>( 12 )</b>
<b>Unit - IV</b>	<b>Decision Analysis and Decision Tree</b>	<b>( 12 )</b>
<b>Unit - V</b>	<b>PERT &amp; CPM</b> – Basic steps in PERT & CPM – Introduction, Historical back round, Phases of Project scheduling, Network construction, Numbering events	<b>( 12 )</b>
	<b>Sessional Works : 20 Marks</b> 1. One Test : 05 Marks 2. One Tutorial : 05 Marks 3. One Seminar : 05 Marks 4. Group Discussion : 05 Marks	
	<b>Reference Books:</b> 1. Operation Research – P.K. Gupta & D.S. Hira 2. Operation Research & Quantitative Techniques - Bhatt S.K. 3. Quantitative techniques for managerial decisions – J. K. Sharma, Macmillan Book House 4. Basic Operations Research – P.G. Moore 5. Operations Research – Sharma Anand, Himalayan Publishing House 6. Linear programming and Decision Making – Narang A. S., Sultan Chand, Delhi 7. Operations Research Theory and Applications - J. K. Sharma, Macmillan Book House	

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**B.B.A. IV<sup>TH</sup> Semester Syllabus (CBCS)**  
**Paper No. XXIII – I.T. Application in Business – II**

**Theory – 50 Marks**

**Sessional – 50 Marks**

		<b>Lectures</b>
<b>Unit - I</b>	Database Management System: Concept, Component, Features, Data Models and Languages , Database Design and steps, Normalization, RDBMS, Concept, Features, Components.	<b>( 15 )</b>
<b>Unit – II</b>	Handling Records in a Database Using Access: Sorting, Indexing, Searching Designing queries and reports, linking of data files, Tables, Queries, Forms, Reports, Import/Export Data	<b>( 15 )</b>
<b>Unit - III</b>	Accounting through Computers : Advantages of Computerized Accounting, Tally.ERP9 Accounting Package ,Features, Gateway ,Main Screen, Company Selection, Creation, Primary Choices , Accounting Features, Inventory Futures, Operations in Master, Voucher Entry, Accounting Reports, Profit & Loss Account, Stock Summary, Trial Balance, Statement of Account, Inventory, Cash Flow, Funds Flow	<b>( 15 )</b>
	<b>Practicals</b> 1. Database Creation , File Handling, Sorting, Indexing, Merging, Searching, Querying ,Developing, Menu Driven Application in Query Language, MS Access. 2. Working in Tally.ERP9 , Company Creation & Recording , A set of about 50 Transactions , Preparing Final Account And Other Relevant Reports	<b>15</b>
	<b>Practical's U/A : 50 Marks</b> 1. Test : 10 Marks 2. Oral : 20 Marks 3. Practical File : 20 Marks	
	<b>Reference Books:</b> 1. An Introduction to Database Systems , C J Date ,Addison Wisely 2. Bipin Desai : Database Management System 3. Murthy CVS: Database Management Design, Himalaya Pub. 4. Ulman J.O. Principles of Database Systems, Galgotia Pub. 5. Access 2000 , BPB Publication 6. Using Tally , N Satyapal , Khanna Publication	

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**B.B.A. IV<sup>TH</sup> Semester Syllabus (CBCS)**  
**Paper No. XXIV – Organizational Effectiveness & Change ( Elective )**  
**Theory – 80 Marks**  
**Sessional – 20 Marks**

		<b>Lectur es</b>
<b>Unit - I</b>	<b>Organizational Effectiveness :</b> Meaning , Concept of Organizational Effectiveness , Difference between effectiveness and efficiency, Approaches to Organizational Effectiveness, Goal Approach, Behavior Approach, System Approach.	<b>( 12 )</b>
<b>Unit – II</b>	<b>Perspectives of Organizational Effectiveness :</b> Perspectives of Organizational Effectiveness, Factors in achieving, Organizational Effectiveness, Optimization of Effectiveness, Managerial Effectiveness.	<b>( 12 )</b>
<b>Unit - III</b>	<b>Organizational Change :</b> Meaning, Nature, Levels and Types of Change, Principles of Change, Process of Change.	<b>( 12 )</b>
<b>Unit - IV</b>	<b>Managing Change in Organization :</b> Forces for Change in Organization External and Internal Forces, Resistance to Change – Organizational level, Sub Units Level, Group Level, Individual Level, Strategies to overcome the Resistance to Change.	<b>( 12 )</b>
<b>Unit - V</b>	<b>Organizational Development :</b> Concept, Characteristics, Process of Organizational Development , OD interventions.	<b>( 12 )</b>
	<b>Sessional Works : 20 Marks</b> 1. Two Test : 10 Marks 2. Two Seminar : 10 Marks	
	<b>Reference Books:</b> 1. Organizational Behavior S.K. Aswathappa , Himalaya Publications 2. Organizational Behavior ,Luthans F, 7 <sup>th</sup> Edition ,New York 3. Organizational Behavior , Anjali Ghanekar , Everest Publication House, Pune 4. Essentials of Organizational Behavior , Stephen P. Robbins, Prentice Hall India	

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**B.B.A. IV<sup>TH</sup> Semester Syllabus (CBCS)**  
**Paper No. . XXIV – Retail Management (Elective)**

**Theory – 80 Marks**  
**Sessional – 20 Marks**

		<b>Lectur es</b>
<b>Unit - I</b>	<b>Introduction to Retail :</b> Meaning & Definition of Retail, Marketing – Retailing Equation, Global Retail Market, Technological Efficiencies, Retail Management Business as a Career.	<b>12</b>
<b>Unit – II</b>	<b>Schools of Retail Management Thoughts :</b> Retail Management Evolution, Schools of Retail Development Thought, Cyclical Theory, Life Conflict Theory, Environment Theory, Life Cycle in Retail.	<b>12</b>
<b>Unit - III</b>	<b>Retail Management Strategy Planning :</b> Retail Strategy, Retail Planning, Factors Affecting Retail Shopping Psychology, Customer Decision, Making Process, Market Research to understand Retail Customer.	<b>12</b>
<b>Unit - IV</b>	<b>Process &amp; Methods of Retail Merchandising :</b> Merchandise Sourcing, Merchandise Allocation & Performance, Category Management – A Method of Merchandise Management, Merchandise Planning, Merchandiser – Duties & Responsibilities.	<b>12</b>
<b>Unit - V</b>	<b>HR in Retail :</b> Retail Organizational Structure, Retailing Motivational Factors, Retail Perspective, Financial Aspects & Retail Economics.	<b>12</b>
	<b>College Assessment 20 Marks</b> <b>Test                    05 Mark</b> <b>Group Discussion   05 Mark</b> <b>Seminar                10 Mark</b>	
	<b>Reference Books:</b> 1.Retail Management, Pradhan Swapna, Tata Mc-Grawill 2.Retail Management, Arif Shaikh, Kaneez Fatema 3.Retail Management, Jawaharlal 4.Retail Management, Mathur 5.Retail Management, Suja R Nair, Himalaya Publication 6.Strategic Retail Management, Bal Mukund Sharma, Book Enclave Jaipur.	

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