SCHEME OF EXAMINATION

&

SYLLABI

of

BACHELOR OF BUSINESS ADMINISTRATION

FROM THE ACADEMIC SESSION 2018-19

I.G. UNIVERSITY MEERPUR (HARYANA)
# CURRICULUM AND SCHEME OF EXAMINATIONS OF BBA PROGRAMME FROM THE SESSION 2018-19

## FIRST YEAR

### First Semester

<table>
<thead>
<tr>
<th>Paper No</th>
<th>Title of Paper(s)</th>
<th>External Marks</th>
<th>Internal Assessment/Work-shop Marks</th>
<th>Practical Marks</th>
<th>Total Marks</th>
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<tbody>
<tr>
<td>BBAN101</td>
<td>Business Organization</td>
<td>80</td>
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<tr>
<td>BBAN102</td>
<td>Business Mathematics</td>
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<td>BBAN103</td>
<td>Financial Accounting</td>
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<tr>
<td>BBAN104</td>
<td>Computer Fundamentals</td>
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<tr>
<td>BBAN105</td>
<td>Micro-economics for Business Decisions</td>
<td>80</td>
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**TOTAL** 600

### Second Semester

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<thead>
<tr>
<th>Paper No</th>
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<th>External Marks</th>
<th>Internal Assessment/Work-shop Marks</th>
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<tbody>
<tr>
<td>BBAN201</td>
<td>Principles of Management</td>
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<tr>
<td>BBAN202</td>
<td>Macro-economic Analysis and Policy</td>
<td>80</td>
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<tr>
<td>BBAN203</td>
<td>Company accounts</td>
<td>80</td>
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<tr>
<td>BBAN204</td>
<td>Computer Applications in Management</td>
<td>50</td>
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<td>Organizational Behavior</td>
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<td>BBAN206</td>
<td>Business Statistics</td>
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**TOTAL** 600
CURRICULUM AND SCHEME OF EXAMINATIONS OF
BBA PROGRAMME FROM THE SESSION 2018-19

SECOND YEAR

Third Semester

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<tr>
<th>Paper No</th>
<th>Title of Paper(s)</th>
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<th>Internal Assessment/Work-shop Marks</th>
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<tbody>
<tr>
<td>BBAN301</td>
<td>Cost and Management Accounting</td>
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<tr>
<td>BBAN302</td>
<td>Marketing Management</td>
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<td>BBAN303</td>
<td>Capital Markets</td>
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<tr>
<td>BBAN304</td>
<td>Introduction to Information Technology</td>
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<td>Environment Studies</td>
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<td>Disaster Management</td>
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Fourth Semester

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<th>Paper No</th>
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<tbody>
<tr>
<td>BBAN401</td>
<td>Financial Management</td>
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<td>BBAN402</td>
<td>Human Resource Management</td>
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<td>BBAN403</td>
<td>Business Research Methods</td>
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<td>BBAN404</td>
<td>Business Laws</td>
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<td>Data Base Management System</td>
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<td>BBAN406</td>
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### CURRICULUM AND SCHEME OF EXAMINATIONS OF BBA PROGRAMME FROM THE SESSION 2018-19

#### THIRD YEAR

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<tbody>
<tr>
<td>BBAN501</td>
<td>Production and Materials Management</td>
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<td>Company Law</td>
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<td>Indian Business Environment</td>
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<td>Computer Networking &amp; Internet</td>
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<td>Presentation Skills and Personality Development</td>
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<td>Cyber Security</td>
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<td>BBAN507</td>
<td>Summer Training Report</td>
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#### Sixth Semester

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<tr>
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<td>BBAN602</td>
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<td>BBAN603</td>
<td>Foundations of International Business</td>
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<td>BBAN604</td>
<td>Consumer Protection</td>
<td>80</td>
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<tr>
<td>BBAN605</td>
<td>E-Commerce</td>
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<td>BBAN606</td>
<td>Project Report</td>
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<tr>
<td>BBAN607</td>
<td>Comprehensive Viva-voce</td>
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<td>TOTAL</td>
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</table>
**UNIT-I**
Introduction – nature and process of management, basic managerial roles and skills, nature of managerial work; approaches to management – classical, human relations and behavioral, systems and contingency approaches; contemporary issues and challenges.

**UNIT-II**
Planning and decision making – concept, purpose and process of planning, kinds of plans, strategic planning, tactical planning and operational planning, goal setting, MBO; decision making – nature and process, behavioral aspects of decision making, forms of group decision making in organizations.

**UNIT-III**
Organizing and leading elements of organizing – division of work, departmentalization, distribution of authority, coordination; organization structure and design; leadership – nature and significance, leadership styles, behavioral and situational approaches to leadership.

**UNIT-IV**
Management control – nature, purpose and process of controlling, kinds of control system, prerequisites of effective control system, resistance to control, controlling techniques, social audit.

**SUGGESTED READINGS:**
1. Griffin, Ricky W, Management, Biztantra, New Delhi
2. Rao, VSP, Management, Excel Books, New Delhi
5. Daft, Management, Thompson Learning, New Delhi
6. Robbins, S.P., Management, Pearson Education

**Note:**
1. **Instructions for External Examiner:** The question paper shall be divided in two sections. Section ‘A’ shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section ‘B’** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.
MACRO ECONOMIC ANALYSIS AND POLICY  
PAPER CODE: BBAN-202

UNIT-I  
Nature and scope of macroeconomics, circular flow of income; national income – alternative concepts and the measures, income and their interrelationship, stock and flow variables, aggregate demand, supply and macroeconomic equilibrium, nature of a trade cycle, causes of booms and recessions.

UNIT-II  
Macro analysis of consumer behavior, cyclical and secular consumption, income consumption relationship, absolute, relative and permanent income hypothesis, simple Keynesian Model of income determination; multiplier analysis.

UNIT-III  
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.

UNIT-IV  
Money supply measures; credit creation process and money multiplier, instruments of monetary policy; promotional and regulatory role of central bank; monetary policy – types, causes, effects and control measures.

SUGGESTED READINGS:  
2. Edward Shapiro, Macroeconomic Analysis, Galgotia, New Delhi  
3. Gupta S.B., Monetary Economics: Theory, Policy and Institutions, S. Chand, New Delhi  
4. Vaish, M.C., Macroeconomic Theory, Vikas Publications, New Delhi  
5. D’souza, Errol, Macroeconomics, Pearson Education, New Delhi

Note:  
1. Instructions for External Examiner: The question paper shall be divided in two sections. Section ‘A’ shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.  
2. Section ‘B’ shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.  
3. All questions will carry equal marks.
UNIT-I
Accounting for share capital transaction, alternation of share capital, buy-back of shares, acquisition of business and profit prior to incorporation.

UNIT-II
Debentures; issue of debentures, methods of redemption of debentures, underwriting of shares and debentures.

UNIT-III
Statutory provision regarding preparation of company’s final accounts, preparation of profit and loss account and balance sheet of company as per the requirement of Schedule VI of the companies act, state the basic features of accounting standards 4, 5, 15, 17 18 and 29; company liquidation accounts.

UNIT-IV
Valuation of Goodwill and shares, banking company accounts, insurance company accounts.

SUGGESTED READINGS:
2. Grewal T.S. and M.C. Shukla, Advanced Accounting, S. Chand & Sons, New Delhi
4. Monga, J.R., Corporate Accounting, Margin Paper Bank, New Delhi
5. Maheshwari S.N., Advanced Accounting, Vikas Publications

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

COMPUTER APPLICATIONS IN MANAGEMENT
PAPER CODE: BBAN-204

UNIT-I
Introduction to Computers – History, basic anatomy, operating system, memory, input/output devices; types of computers, classification of computers; hardware and software. Networking – Advantage, types, devices and network connection, wireless networking; virus and firewalls.

UNIT-II
Introduction to information technologies; www, search engines, web browsers, IP addressing, web hosting and web publishing, Internet applications in business, chatting and e-mailing; computer applications, advantages and limitations, use in offices, education, institutions, healthcare.

UNIT-III
Data, information and types; Information systems, types – MIS, TPS, OAS, DSS, expert systems, executive information systems.

UNIT-IV
Multimedia applications in business; marketing and advertising; web applications of multimedia.

SUGGESTED READINGS:
1. Saxena, Computer Applications in Management, Vikas Publishing House, New Delhi
2. Ram, B., Computer Fundamentals, New Age Publication, New Delhi
3. Saxena and Pradeep Kumar, Computer Applications in Management, Anmol Publication
4. Goel and Kakhar, Computer, New Age Publication

Note:
1. Instructions for External Examiner: The question paper shall be divided in two sections. Section ‘A’ shall comprise of five short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. Section ‘B’ shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.
ORGANIZATIONAL BEHAVIOR
PAPER CODE: BBAN-205

UNIT-I
Introduction – Concept and scope of organizational behavior, historical development of organizational behavior, emerging trends and hanging profiles of workforce; Foundations of organizational behavior, challenges of organizational behavior.

UNIT-II
Foundations of individual behavior; Individual Processes – Personality, values, attitudes, perception, learning and motivation, emotional intelligence: meaning, implications.

UNIT-III
Foundations of group behavior; Team Processes – Interpersonal communication, group dynamics, teams and teamwork, conflict and negotiation in workplace, power and politics.

UNIT-IV
Organizational processes – organizational structure and design, organizational culture, organizational change, development and stress management.

SUGGESTED READINGS:
2. McShane, Steven L, Mary VonGlinow and Radha R. Sharma, Organizational Behavior, Tata McGraw Hill, New Delhi
3. Pareek, Udaí, Understanding Organizational Behavior, Oxford University Press, New Delhi
5. New Storm, Organizational Behavior, Tata McGraw Hill

Note:
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3. All questions will carry equal marks.
BUSINESS STATISTICS
PAPER CODE: BBAN-206

UNIT-I
Statistics: Meaning, evolution, scope, limitations and applications; data classification; tabulation and presentation: meaning, objectives and types of classification, formation of frequency distribution, role of tabulation, parts, types and construction of tables, significance, types and construction of diagrams and graphs.

UNIT-II
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; measure of variation viz. range, quartile deviation mean deviation and standard deviation, co-efficient of variation and skewness.

UNIT-III
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, coefficient of determination, lines of regression, co-efficient of regression, standard error of estimate.

UNIT-IV
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 number, components of time series viz. secular trend, cyclical, seasonal and irregular variations, methods of estimating secular trend and seasonal indices; use of time series in business forecasting and its limitations, calculating growth rate in time series.

SUGGESTED READINGS:
2. Gupta, C.B., An Introduction to Statistical Methods
5. Ellhans, D.N., Fundamentals of Statistics
6. Gupta, S.P., Statistical Methods

Note:
1. Instructions for External Examiner: The question paper shall be divided in two sections. Section ‘A’ shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. Section ‘B’ shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.
FINANCIAL MANAGEMENT
PAPER CODE: BBAN-401

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

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

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

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

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

SUGGESTED READINGS:
   Kishore, R., Financial Management, Taxman’s Publishing House, New Delhi

Note:
Instructions for External Examiner: The question paper shall be divided in two sections. Section 'A' shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.

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

All questions will carry equal marks.
HUMAN RESOURCE MANAGEMENT
PAPER CODE: BBAN-402

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

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

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

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

SUGGESTED READINGS:
1. Bohlander George and Scott Snell, Management Human Resources, Thomson Learning
5. DeNisi, Angelo S, and Ricky W Griffin, Human Resource Management, Biztantra, New Delhi

Note:
1. Instructions for External Examiner: The question paper shall be divided in two sections. Section ‘A’ shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. Section ‘B’ shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.
BUSINESS RESEARCH METHODS
PAPER CODE: BBAN-403

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

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

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

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

SUGGESTED READINGS:
1. Shekharan Uma, Business Research Methods, John Wiley Publications
2. Zikmud, Business Research Methods, Cenage Publications
3. Copper, Business Research Methods, Tata McGraw Hill

Note:
1. Instructions for External Examiner: The question paper shall be divided in two sections. Section ‘A’ shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
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3. All questions will carry equal marks.
BUSINESS LAWS
PAPER CODE: BBAN-404

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

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

UNIT-III
Contract of agency; definition of agent and agency; creation of agency; duties and rights of agent and principal; principal's duties towards agents and third parties; termination of agency; power of attorney.
Law of sale of goods – definition and essential of a contract of sale, conditions and warranties, passing of property in goods; performance of contract; right of unpaid sailor; remedies for breach of contract.

UNIT-IV
Negotiable instrument act – Meaning and essential elements of a negotiable instruments; types of negotiable instrument; holder and holder in due course; negotiation of negotiable instruments; dishonor of negotiable instruments. Meaning and scope of information technology act; digital signature; electronic governance; regulation of certifying authority; digital signature certificates; duties of subscribers; penalties adjudication and offences.
RTI Act 2005 : Purpose, Right to Information and Obligation of Public Authorities, Exemption from disclosure of information

SUGGESTED READINGS:
1. Kapoor, N.D., Business Law, Sultan Chand & Sons
2. Gulshan, S.S., Mercantile Law, Excel Books
4. Chadha, P.R., Business Law, Galgotia Publishing
5. Aggarwal, S.K., Business Law, Galgotia Publishing Company

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2. Section ‘B’ shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.
UNIT-I
Introduction to data base management system – Data versus information, record, file; data dictionary, database administrator, functions and responsibilities; file-oriented system versus database system.

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

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

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

Lab: Working over Microsoft Access

SUGGESTED READINGS
1. Navathe, Data Base System Concepts 3rd, McGraw Hill
2. Date, C.J., An Introduction to Data Base System 7ed, Addison Wesley

Note:
1. Instructions for External Examiner: The question paper shall be divided in two sections. Section ‘A’ shall comprise of five short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
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3. All questions will carry equal marks.
Unit – I

Unit – II

Unit-III

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

Suggested Readings:
5. NHRC, Know Your Rights Series (2005)
7. NHRC, Discrimination Based on Sex, Caste, Religion and Disability (2004)
8. Ruhela S. P – “Human Value and Education” New Delhi – Sterling publishers

Note:
1. Instructions for External Examiner: The question paper shall be divided in two sections. Section ‘A’ shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. Section ‘B’ shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.
INCOME TAX
PAPER CODE: BBAN-601

UNIT-I
Basic concepts of income tax, residential status and tax incidence, income exempted from tax.

UNIT-II
Income from salaries, income from house property and income from profits and gains of business and profession.

UNIT-III
Income from capital gains, income from other sources, set off and carry forward of losses, clubbing of income, deduction of tax at source.

UNIT-IV
Deductions from gross total income, assessment of individuals.

SUGGESTED READINGS:
1. Malhotra H.C., Income Law and Practice, Sahitya Bhawan Publication
2. Singhania V.K, Student Guide to Income Tax, Taxmann’s Publication
3. Lal B.B., Income Tax Law and Practice

Note:
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2. Section ‘B’ shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.
SYSTEM ANALYSIS AND DESIGN
PAPER CODE: BBAN-602

UNIT-I
Introduction to analysis and design: - System and it characteristics, components, environment and classification, SDLC, Case tools for analyst, role of system analyst, ER data models, feasibility study – economic, technical, operational.

UNIT-II
Design of Application: - DFDs, form design, screen design, report design, structure chart, data base definition, equipment specification and selection, personnel estimates, I-O design.

UNIT-III
Implementation: data dictionary, decision tables, decision trees, logical design to physical implementation.

UNIT-IV
Introduction to distributed data processing and real time system: evaluating distributing system, designing distributed data base, event based real time analysis tools, state transition diagrams.

SUGGESTED READINGS:
4. Elias, M., System Analysis and Design, Prentice Hall of India

Note:
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2. Section ‘B’ shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.
FOUNDATIONS OF INTERNATIONAL BUSINESS
PAPER CODE: BBAN-603

UNIT-I
Types of international business; basic structure of international business environment; risk in international business; motives for international business; barriers to international business; global trading and financial system – an overview.

UNIT-II
Foreign market entry modes; factors of country evaluation and selection; decisions concerning foreign direct and portfolio investment; control methods in international business.

UNIT-III
Basic foreign manufacturing and sourcing decisions; product and branding decisions for foreign markets; approaches to international pricing; foreign channel and logistical decisions.

UNIT-IV
Accounting differences across countries; cross cultural challenges in international business; international staffing and compensation decisions; basic techniques of risk management in international business.

SUGGESTED READINGS:

Note:
1. Instructions for External Examiner: The question paper shall be divided in two sections. Section ‘A’ shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. Section ‘B’ shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.
CONSUMER PROTECTION
PAPER CODE: BBAN-604

UNIT-I
Concept and types of consumer, need for consumer protection; approaches to consumer protection; consumer buying motives; doctrines of caveat emptor and caveat venditor; concept of consumer’s sovereignty; basic consumer rights.

UNIT-II
Measures for consumer protection in India; basic provisions of the Consumer Protection Act (CPA) 1986; organizational set up for consumer protection under CPA; procedure of filing a complaint; relief available.

UNIT-III
Competition Act – Provisions relating to consumer protection; Role of voluntary consumer organizations; formation and registration of a voluntary consumer organization, business self-regulation, consumer awareness – role of media and government.

UNIT-IV
Recent developments in consumer protection movement; consumer information and knowledge as means of protection; sources of consumer information, ethical marketing as an instrument of consumer protection, Role of Advertising Standard Council of India in consumer protection.

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. Verma Y.S. and C. Sharma, Consumerism in India, Anamika Prakashan, Delhi

Note:
1. Instructions for External Examiner: The question paper shall be divided in two sections. Section ‘A’ shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. Section ‘B’ shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.
E-COMMERCE
PAPER CODE: BBAN-605

UNIT-I
Introduction – meaning, nature, concepts, advantages and reasons for transacting online, categories of e-commerce; planning online business: nature and dynamics of the internet, pure online vs. brick and click business, assessing requirement for an online business, designing, developing and deploying the system, one to one enterprise.

UNIT-II
Technology for online business – internet, IT infrastructure; middleware contents: text and integrating e-business applications; mechanism of making payment through internet: online payment mechanism, electronic payment systems, payment gateways, visitors to website, tools for promoting website; plastic money: debit card, credit card; laws relating to online transactions.

UNIT-III
Applications in e-commerce – e-commerce applications in manufacturing, wholesale, retail and service sector.

UNIT-IV
Virtual existence – concepts, working, advantages and pitfalls of virtual organizations, workface, work zone and workspace and staff less organization; designing on E-commerce model for a middle level organization: the conceptual design, giving description of its transaction handling, infrastructure and resources required and system flow chart; security in e-commerce: digital signatures, network security, data encryption secret keys, data encryption.

SUGGESTED READINGS:
1. Murty, C.V.S., E-Commerce, Himalaya Publications, New Delhi

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