

## **COURSE CONTENT FOR SEMESTER – V**

### **BBA-501: ARITHMATIC APTITUDE**

**Unit – I:** Ratio & Proportion, Logarithm, Simple Interest, Compound Interest, Profit & Loss, true Discount, Partnership, Permutation & Combination.

**Unit – II:** Problem on Age, Problem on Numbers, Calendar, Clock, Time & Work, Time & Distance Area. Sets, Function & Relation

**Unit – III:** H.C.F., L.C.M., Decimal Fraction, Problem on Trains, Boat & Stream Syllogism Direction Tests, Seating Arrangements.

**Unit – IV:** Data Interpretation :Description of Data, Tabulation, Bar Diagrams, Pie Chart, Line Graph, Sequence & series, Number Series.

**Unit – V:** Matrix: Introduction, Types of Matrix, Addition, Subtraction and Multiplication of Matrix, Inverse of Matrix, Solution of linear Equations by Matrix Inversion Method.

#### **Suggested Readings:**

1. R.S. Aggarwal - Quantitative Aptitude for Competitive Examinations.
2. Arun Sharma - Quantitative Aptitude for CAT.
3. Arihant Publications - Fast Track Objective Arithmetic.
4. R.D. Sharma - Mathematics Class 11th and 12th.
5. Sarvesh K. Verma- Quantitative Aptitude Quantum CAT Common Admission Tests.

## **BBA-502: APTITUDE REASONING**

**Unit – I :**Emotional & Social Intelligence, Critical Thinking, Non-Verbal Reasoning, Verbal reasoning, Series, Data Structures.

**Unit – II:** Blood Relations, Venn Diagram, Word Formation, Matrix, Puzzle, Coding-Decoding, logical sequences, Proposition, Direction Sense, Sets & subsets.

**Unit – III :**Analogy, Classification, Calendars, Cubes and Clocks, Syllogisms, Logical sequences statement conclusion, Syllogistic reasoning, Data Arrangement ,Family Tree ,Binary Logic, Seating Arrangement.

**Unit – IV:** Similarities and Differences, Space visualization, Spatial orientation, Problem solving, Analysis, Judgment, Decision making.

**Unit – V:** Visual memory, Discrimination, Observation, Arithmetical reasoning and figural classification, Arithmetic number series, Tables& Pie Charts, Data Sufficiency, Bars & Line Graphs.

### **Suggested Readings:**

1. R.S. Aggarwal -A Modern Approach to Logical Reasoning
2. Arun Sharma -How to Prepare for Logical Reasoning for the CAT
3. PeeyushBharadwaj -Analytical and Logical Reasoning for CAT & Other Management Exams

## **BBA-503 GENERAL BUSINESS AWARENESS**

**UNIT I: International Organizations (IMF, World Bank, IMO etc):** Major world organizations including economic organizations like WTO, IMF, and WB are important. Various political global groupings like UN and regional groups like ASEAN, SAARC, etc. are also important. One can expect regarding headquarters, chairpersons, functions of the organization or any other major reform/ event that took place (pertaining to the organization).

**Business Awareness :** Company, chair persons, board members, CEO, MDs, company v/s Industry, profession, logos of companies, branding, company and its product, companies and their origin, basic structure of a company, entrepreneurs, trademarks, globalisation, liberalisation

**UNIT II: Geography:** General questions from geographical features from India and across the world. Questions on theoretical aspects of Geography.

**History:** Vedic culture, Name of the Kings who built, important ancient Temples and Institutions and historic monuments, contribution of Indian continent to world in ancient time.

**UNIT III: Everyday Science:** Application of science rather than theoretical aspects of Physics and Chemistry. Further, expect questions on technologies involved in communication, IT, space etc.

**Current Affair and General Knowledge:** Population Census ,Important Books and their writers, First sports achievement for India and the world like first Olympic, first Asian Game, etc., State Animals and Symbols, Awards and their importance, Name of the Scientist who got Noble prize for important discoveries, Important Days

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**UNIT IV: Economy:** Questions from theoretical as well as practical aspects of Indian and World Economy, with a special focus on India's macroeconomic indicators, like inflationary trends, GDP etc.

**Current Business Development:** Latest events and developments in the business world especially Indian subcontinent as mergers, takeovers, and new product launch etc

**UNIT V: Constitution & Polity:** Working of the Indian Political System e.g. political parties, pressure groups etc. Also, as far as the constitution is concerned, further, features of major social schemes launched by the central government recently, Institution of President, the governor, PM, then CM, Parliament and then State Legislature, Supreme Court and then High court, speaker of the house.

### **Suggested Readings:**

1. Latest Business newspapers and magazines
2. Economic Times
3. Business world magazines
4. Financial Express
5. Business Today

## **BBA-504: GENERAL ENGLISH**

**Unit – I:** Active and Passive Voice, Cloze Tests, Commonly Misspelled Words, Comprehension, Direct & Indirect Speech.

**Unit – II:** Editing, Error Spotting, Fill in the Blanks, Grammar, Idioms and Phrases, Jumble Words, Jumbled up sentences.

**Unit – III:** Multiple Meaning /Error Spotting, Miscellaneous, One word Substitution, Paragraph Completion, Passage Making.

**Unit – IV:** Phrase Substitution, Reading Comprehension, Sentence Correction, Sentence Framing, Sentence Improvement.

**Unit – V:** Spelling Test, Spotting Errors, Synonyms & Antonyms, Verbal Ability, Vocabulary.

### **Suggested Readings:**

1. S.P. Bakshi : Objective General English
2. R.S. Agarwal : Objective General English
3. S.C. Gupta : General English for Competitive Exams

## **BBA-M-1: RURAL MARKETING**

**Unit: I** Definition of Rural Marketing, Indian Rural Market, Environment: Population and its locations, occupation pattern, expenditure pattern, infrastructure facilities.

**Unit II:** The Rural Consumer: Characteristics, factors influencing his purchase decision, Rural demand: Nature, types of requirements, hierarchy of markets and rural market index, Problems in rural marketing as Warehousing and Transportation.

**Unit III:** Marketing of Agriculture Inputs: Consumable inputs and durable inputs: Marketing of Consumables and Durables: Composition of Products, Price, distribution, promotion, product redesign or modification needs.

**Unit IV:** Marketing of Agricultural Produce, Formation of Cooperative marketing and processing societies, marketing of rural/cottage industry/artisan products.

**Unit V:** Rural Marketing Strategies: Rural Market Segmentation, Strategies on product, price, promotion and distribution.

### **Suggested Readings:**

- 1 Pradeep Kashyap Rural Marketing-2 edition Pearson education
2. Jha, S.M. & Singh, L.P.: Marketing Management in Indian Perspective, Himalaya, Bombay
- 3.Velayudhan – Rural Marketing (Sage)
4. Mathur- Rural Marketing (Excel Books)
5. Philip Kotler: Marketing Management.

## **BBA-M-2: SERVICE MARKETING**

**UNIT-1:Introduction of Service Marketing:** Introduction: Definition, Characteristics and Classification of Services, Difference between Product and Services marketing, Paradigms in Services Marketing, Present Marketing Environment, Services Marketing Mix: Understanding the 7 P's OF SERVICE MARKETING &UPCOMING CONCEPTS, Difficulties & Challenges in Service Marketing

**UNIT- 2 Understanding Consumer Behaviour and Service Design;** Strategies for Services Marketing: Segmentation, Targeting &Positioning, Differentiation. Understanding Consumer Behaviour: Services vis-à-vis goods, Consumer Behaviour in Services, Customer Expectations and Perceptions of Services .

**UNIT- 3 Delivering, Pricing and Managing Service Promise (07 Hours):** Service Development Design & Standards: New Service Development, Process Service Standards, Demand and Capacity Management in Delivering Services: Role of Employees and Customers in service delivery; Quality in Service marketing.

**UNIT- 4 Service Process – Blue printing – Physical evidence.** Pricing of Services: Pricing Considerations and Strategies, Managing Service Promise: Role of Advertising, Personal Selling, Sales Promotion, Publicity and Public Relations in service marketing

**UNIT- 5 Service Performance:** Evaluating Success of Service Offering: Service quality and measurement, Complaint handling, Service Guarantees. Role of CRM, The Gaps Model Of Service Quality, Latest issues in service marketing with reference to Uber, Ola, OYO, Swiggy, Zomato.

### **Suggested Readings:**

- 1.Services Marketing, Zeithaml Valerie and Mary Jo Bitner, Gremler&Pandit, Tata McGraw Hill.
2. Services Marketing, Lovelock, Christopher. PrenticeHall.
3. Services Marketing, Nargundkar, Rajendra. Tata McGraw Hill.
4. The Essence of Services Marketing, Adrian Payne. PHI.
5. Services Marketing, Ravi Shankar. Excel Publishing

## **BBA-F-1: CORPORATE TAXES-DIRECT AND INDIRECT TAX**

**Unit-I:** Income Tax Act 1961-special provisions relating to assessment of companies.

**Unit- II:** Concept of tax planning, tax avoidance and tax evasions, tax planning for new business with reference to location, nature and form of business.

**Unit-III:** Introduction of Indirect tax, definition and nature, Basis for charging indirect tax, constitutional framework of indirect tax before GST, structure of GST, slab of GST,GST council, GST Network.

**Unit-IV:** Levy and collection of GST: Taxable event – supply of goods and services, place of supply, within state, interstate, import and export, time of supply, valuation for GST- Valuation rules, excess tax, refund, TDS, registration of GST.

**Unit-V:** Custom law: introduction levy and collection, taxable event, valuation of import and export, refund & recovery.

### **Suggested Readings:**

1. Direct Taxes: Singhania V. K.
2. GST- Bare Act.

## **BBA-F-2: FINANCIAL INSTITUTIONS AND INVESTMENT MANAGEMENT**

**Unit I:** Overview of Capital Market: Market of securities, Stock Exchange and New Issue Markets – their nature, structure, functioning and limitations; Trading of securities: equity and debentures/ bonds. Regulatory Mechanism: SEBI and its guidelines.

**Unit II:** Portfolio Analysis and Selection: Portfolio concept, Portfolio risk and return, Selection of Portfolio: Capital market theorem, CAPM (Capital Asset Pricing Model) and Arbitrage Pricing Theory. Portfolio Management and Mutual Fund Industry

**Unit III:** DFIs in India - IDBI, ICICI, IFCI, NABARD, RRBs, State Level Institutions; NBFCs – Their status, types, working and strategies for commercial viability ; Insurance organizations – Their status , types, working and strategies for commercial viability.

**Unit IV:** Leasing and Hire Purchase: Industry. Size and scope. Parties involved, Evaluation of Lease transaction, Types of lease and their implications, Hire purchase and lease - differences and implications for the business. Consumer Credit and Plastic Money – concept, working uses of each.

**Unit V: Mutual Funds :**Concept, Types, Significance of Mutual Funds, NAV, Evolution & Growth of Mutual Funds, Role of Registrar, Underwriter according to SEBI guidelines.

### **Suggested Readings:**

- 1) Khan M Y - Financial Services (Tata McGraw Hill, 1998)
- 2) Machiraju H R - Indian Financial System (Vikas, 2004)
- 3) Bhole L M - Financial Institutions and Markets (Tata McGraw-Hill, 3rd edition, 2003)
- 4) Srivastava ,R.M& Nigam Divya - Management of Financial Institutions (Himalaya, 2003)



## **BBA-601: STRATEGIC MANAGEMENT & BUSINESS POLICY**

**Unit – I:** Nature & importance of Business Policy, Development & Classification of Business Policy; Mechanism or Policy making.

**Unit – II:** Responsibilities & tasks of Top Management: objectives of Business Characteristics, Classification, Types of objectives and their overall Hierarchy, Setting of objectives, Key areas involved.

**Unit – III:** Corporate Planning; Concept of long term planning, Strategic Planning, Nature, Process & Importance.

**Unit – IV:** Corporate Strategy: Concept, Components, Importance, and Strategy Formulation: Concept, Process & Affecting Factors. Strategy Evaluation: Process, Criteria, Environmental Analysis, Resource Analysis

**Unit – V:** Porter's Five Forces Model, Concept of Synergy: Types, Evaluation of Synergy. Capability Profiles, Synergy as a Component of Strategy & its relevance

### **Suggested Readings:**

- 1) AzharKazmi Business Policy
- 2) Peter F. Drucker Management Task & Responsibilities
- 3) IgorAnsoff Corporate Strategy
- 4) Hatton& Hatton Strategic Management
- 5) Christian, Anderson, Bower Business Policy
- 6) McCarthy, IninChiello, Curran Business Policy & Strategy

## **BBA-602: OPERATION RESEARCH**

**Unit – I:** Nature, Definition & characteristics of operations research, Methodology of **OR**, Models in OR; OR & managerial Decision making, OR techniques.

**Unit – II:** Linear programming: Introduction, Advantages of Linear Programming, Applications areas of Linear Programming. LPP-problem formulation, Graphic Method, Simplex Method (including Big M method)

**Unit – III:** Transportation-North West Corner Rule, Method of matrix Minima & VAM Methods, Degeneracy Problems, MODI Method. Assignment Problems

**Unit – IV:** Decision making under Uncertainty-Criteria of Maximax, Maximin, Minimax Regret, Decision making under Risk-Criteria of EMV & EOL, Decision Tree approach & its applications.

**Unit – V:** Job Sequence Analysis PERT & CPM-Introduction, Network Analysis, Time Estimates in Network Analysis, Critical Path Method; Programme Evaluation & Review Technique.

### **Suggested Readings:**

1. Operation Research; V.K. Kapoor
2. Operation Research; S.D. Sharma
3. Operation Research - An Introduction; Hamdy A.Taha
4. Operation Research; K. G. Gupta

## **BBA-603: FUNDAMENTAL OF E-COMMERCE**

**Unit – I:** E-Commerce: Introduction, meaning and concept; Needs and advantages of e-commerce; Types of E-Commerce, Basic requirements of E-Commerce, Consumer Buying Through E-Platforms like Flipcart, Amazon, Ebay, Snapdeal etc.

**Unit – II:** Internet: Concept & evaluation, Characteristics of Internet: email, WWW. Ftp, telnet, Intranet & Extranet, Limitation of internet, Hardware & Software requirement of Internet, searches Engines.

**Unit – III :**Customer relationship with business via e-commerce Electronic Payment Systems: E-Money, e-cheque, credit cards, debit cards, smart cards, E-Banking.

**Unit – IV:**EDI(Electronic Data Interchange) introduction, networking infrastructure of EDI, Functions & Components of EDI File types of EDI, Payment Through UPI, Mobile Wallet, Phone Banking, Net Banking,

**Unit – V:**Security issues of e-commerce: Firewall, E-locking, Encryption; Cyber laws, Payment Gateways, Visa, Rupay and Mastercards.

### **Suggested Readings:**

1. Frontiers of E-Commerce Ravi Kalkota, TMH
2. O, Brien J Management Information System, TMH
3. Oberoi, Sundeep E-Security and You, TMH
4. Young, Margret Levine The complete reference to Internet, TMH
5. David Whiteley; E-Commerce: Strategy, Technologies and Applications, Mcgraw Hill Education.

## **BBA-604: ECONOMIC AND INDUSTRIAL LAW**

**Unit I: Factory Act 1948:** Definitions and Important Provision.

**Workmen compensation Act 1923:** , Determination of Amount of Compensation, Latest provisions of Workmen's Compensation (Amendment) Act, 2009.

**Unit II: Industrial Dispute Act 1947:** Important Provisions

**Minimum Wages Act 1948:** Meaning of wage under the Act Procedure for fixing Minimum wage, Obligation of employer to pay minimum wage, Authorities and Remedies under the Act.

**Unit III:**

**Employee State Insurance Act 1948:** Object and Scope, Definitions under the Act Important Benefits under the Act: Employee's State Insurance Corporation - Dispute and Claim Settlement under the Act, Latest provisions of Employee State Insurance (amendment) Act, 2010

**Unit IV:**

**Employee Provident Fund Act 1952:** Employee's pension scheme and fund, Employee's deposit linked insurance scheme, administration of the schemes, Recovery of money from employer and contractor, Appellate tribunal, penalties and offences.

**Unit V:**

**Payment of Gratuity Act, 1972:** Scope of the Act, Meaning of Employee, Employer, Continuous Service, etc., Conditions for Payment and Forfeiture of Gratuity, Authorities under the Act and their powers and functions.  
IBC law and Arbitration.

### **Suggested Readings:**

1. Kapoor, N.D., "Element of industrial law", Sultan Chand & Sons, (2013)
2. Padhi, P.K., "Labour & Industrial laws", PHI Learning Pvt. Ltd (2012)
3. Misra, S. N., "Labour and Industrial Laws", Central Law Publications, (2014)
4. Monappa, "Industrial Relations and Labour Laws", McGraw Hill Education, (2012)
5. Srivastava, S. C., "Industrial Relations and Labour Laws", Vikas Publishing House, (2014)

### **BBA-M-3: RETAIL MANAGEMENT**

**Unit I:** Introduction to Retailing: Concept of retailing, Functions of retailing, Retail formats and types, Retailing Channels, Retail Industry in India, Importance of retailing, changing trends in retailing.

**Unit II:** Understanding the Retail Consumer: Retail consumer behaviour, Factors influencing the Retail consumer, Customer decision making process, Types of decision making, Market research for understanding retail consumer.

**Unit III:** Retail Market Segmentation and Strategies: Market Segmentation and its benefits, Kinds of markets, Definition of Retail strategy, Strategy for effective market segmentation, Strategies for penetration of new markets, Growth strategies, Retail value chain.

**Unit IV:** Retail Location Selection: Importance of Retail locations, Types of retail locations, Factors determining the location decision, Steps involved in choosing a retail locations, Measurement of success of location.

**Unit V:** Merchandise Management: Meaning of Merchandising, Factors influencing Merchandising, Functions of Merchandising Manager, Merchandise planning, Merchandise buying, Analysing Merchandise performance.

#### **Suggested Readings:**

1. Retail Management 3<sup>rd</sup> Edition, Suja Nair, Himalaya Publishing House, Mumbai, 2008
2. Retail Management, 6<sup>th</sup> Edition, Michael Levy, Barton AWeitz and Ajay Pandit, Tata McGraw Hill Publishing Co. Limited, New Delhi.
3. Retail Management, Text and Cases 2<sup>nd</sup> Edition, Swapna Pradhan, Tata McGraw Hill Publishing Co. Limited, New Delhi.
4. The Art of Retailing, 2<sup>nd</sup> Reprint A.J Lamba, Tata McGraw Hill Publishing Co. Limited, New Delhi

## **BBA-M-4: DIGITAL MARKETING**

**UNIT-1:** Introduction of Digital Marketing, Importance of Digital Marketing, General Overview of Web Concept and Hosting | Domain, Website Planning.

**UNIT-2:** Search Engine Optimization (SEO), Black HAT and White HAT SEO, Importance of Search Engine Optimization (SEO), SEO On Page, What is SEO Off Page, Local SEO, SEO, Importance of Google Webmaster Tool.

**UNIT -3:** Social Media Marketing, Brand through Social Media Marketing (SMM), Importance of Social Media Marketing, How to Optimize Social Media, How Many Platform of Social Media, How to Make Business Pages or Profile on Social Media (Facebook, Twitter, Instagram, LinkedIn, Pinterest etc.) How to Create Paid Advertising on Social Media.

**UNIT-4:** Google Ad words, Importance of Google Paid Campaign, Types of Google Advertisement, Search | Display | Mobile | Shopping | Video Advertisement, Create Paid Campaign on Google Ad words, Bing Advertisement, Tracking Performance and Measurement with Google Analytics.

**UNIT-5:** Email Marketing, Lead Generation, Content Marketing, Importance of Content Writing, How to Promote Brand through Content, Online Reputation Management and Review Management, Affiliate Marketing, Internet Entrepreneurship with Google AdSense, How to get Project from USA| UK| CA and other Country, Freelancing, Internet Marketing Planning and Strategy.

### **Suggested Readings:**

1. Puneet Singh Bhatia; Fundamentals Of Digital Marketing
2. Lan Dodson; The Art Of Digital Marketing
3. Damian Ryan; Understanding Digital Marketing
4. Vandana, Ahuja; Digital Marketing, Oxford University Press India (November, 2015).
5. Eric Greenberg, and Kates, Alexander; Strategic Digital Marketing: Top Digital Experts
6. Ryan, Damian; Understanding Digital Marketing: marketing strategies for engaging the digital generation; Kogan Page (3rd Edition, 2014).

### **BBA-F-3: COST AND MANAGEMENT ACCOUNTING**

**Unit–I:** Introduction: Nature and Scope of Cost Accounting, Cost, concepts and Classification, Methods and Techniques, Concept of Management Accounting, Relationship of Cost and Management Accounting.

**Unit –II:** Elements of Cost, Assessment of Cost, Classification of Costs, Preparation of Cost Sheet and Statement of Cost, Tender Costing.

**Unit –III:** Cost–Volume Profit Analysis; Break Even Analysis and Decision Making, Marginal Costing and Absorption Costing.

**Unit–IV:** Budgetary Control, Standard Costing and Analysis of Variances.

**Unit–V:** Responsibility Accounting, Transfer Pricing, Activity Based Pricing, Value Chain Analysis, Target Costing, Life Cycle Costing.

#### **Suggested Readings:**

1. Maheshwari S.N.: Advanced Problem and Solutions in Cost Accounting
2. Khan& Jain: Management Accounting
3. Gupta, S.P.: Management Accounting
4. K. G. Gupta : Cost and Management Accounting.

## **BBA-F-4: Company Accounts**

**Unit- I:** Issue of Shares and Debentures: Issue, Forfeiture and re-issue of Shares, Redemptions of Preference Shares; Issue and redemption of Debentures.

**Unit-II:** Accounting for special issue: Bonus issue, Employee stock option plan, Buy back of Shares.

**Unit-III:** Profit prior to Incorporation, Disposal of Profits, Valuation of Shares.

**Unit-IV:** Final Accounts: As per latest format prescribed under the Companies Act. 2013.

**Unit-V:** Consolidated Balance Sheet of Holding Companies with one subsidiary only.

### **Suggested Readings:**

1. Company Accounts; K. G. Gupta
2. Advanced Accounts; Shukla & Grewal
3. Corporate Accounts; Himalya Publications
4. Advanced Accounts; Jain & Narang