



Evaluation Scheme & Syllabus
Of
Bachelor of Business Administration
(B.B.A)
(W.e.f. Academic Session 2022-23)

Faculty of Management
INVERTIS UNIVERSITY
Bareilly

B.B.A

Bachelor of Business Administration (BBA) degree program with emphasis on theories, concepts and applications. This program is suitable for students who are interested in learning business strategy and principles, preparing them to work in a professional business environment. The programme is designed to offer practical broad knowledge of functional aspects of a company and how the interactions of these aspects are successfully executed from a middle management capacity. The programme intends to train the students to become competent enough for entry level management professionals. Its basic aim to impart basic and operational knowledge on all functional areas of management makes the programme unique.

Program outcome of BBA Programme

BBA Programme has been designed to prepare graduates for attaining the following specific outcomes:

- PO1: Critical Thinking Skills:** Demonstrate the critical thinking mindset and the ability to identify and formulate research problems, research literature, design tools, analyze and interpret data, and synthesize the information to provide valid conclusions and contextual approaches across a variety of subject matter.
 - PO2: Communication Skills:** Students are able to conceptualize a complex issue into a coherent written statement and oral presentation.
 - PO3: Technology Skills:** Students are competent in the uses of technology in modern organizational operations.
 - PO4: Entrepreneurship and Innovation:** Students can demonstrate the fundamentals of creating and managing innovation, new business development, and high-growth potential entities.
 - PO5: Business Knowledge:** Students can demonstrate technical competence in domestic and global business through the study of major disciplines within the fields of business
 - PO6: Ethical Behavior and Social Responsibility:** Identify and analyze ethical conflicts and social responsibility issues involving different stakeholders. Develop viable alternatives and make effective decisions relating to business ethics and social responsibility.
 - PO7: Project management:** An ability to use skills and management principles to do work as a member and leader in a team, to manage projects and demonstrate capabilities in new venture creation
 - PO8 : Life-long learning:** Recognition of the need for, Achieve higher levels of proficiency and self-actualization through pursuing lifelong learning.
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STUDY AND EVALUATION SCHEME
BBA (Bachelor of Business Administration)
(Effective from session 2023-2024)

YEAR II, SEMESTER III

Course Code	Course Title	Course Category	Hours			EVALUATION SCHEME		SUBJECT TOTAL	CREDIT
BBA301	Managerial Economics	CC 9	3	1	0	30	70	100	4
BBA302	Banking & Business Environment	CC 10	3	1	0	30	70	100	4
BBA303	Cost & Management Accounting	CC 11	3	1	0	30	70	100	4
BBA304	Human Resource Management	CC 12	3	1	0	30	70	100	4
BBA305	Financial Management	CC 13	3	1	0	30	70	100	4
BBA**	GE 3	GE	3	1	0	30	70	100	4
Total			18	6	0	180	420	600	24

YEAR II, SEMESTER IV

Course Code	Course Title	Course Category	Hours			EVALUATION SCHEME		SUBJECT TOTAL	CREDIT
BBA401	Operations Research	CC 14	3	1	0	30	70	100	4
BBA402	Consumer Behavior	CC 15	3	1	0	30	70	100	4
BBA403	Research Methodology	CC 16	3	1	0	30	70	100	4
BBA404	International Business	CC 17	3	1	0	30	70	100	4
BBA405	Income Tax Law & Practices	CC 18	3	1	0	30	70	100	4
BBA**	GE 4	GE	3	1	0	30	70	100	4
BBA 495	Research Project & Viva Voce	AECC	0	0	2	30	70	100	4
Total			18	6	2	210	490	700	28

L - Lecture, T - Tutorial, P - Practical, CA - Continuous Assessment, EE - End Sem Exam

***After this semester will undergo one month compulsory Internship.**

BBA 301: Managerial Economics	
Teaching Scheme Lectures: 3 hrs/Week Tutorials: 1 hr/Week Credits: 4	Examination Scheme Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

Course Objectives:

This course is designed to make students to familiarize the importance of economic approaches in managerial decision making and to understand the applications of economic theories in business decisions.

Course Outcomes:

- CO1 To recognize the importance of the various economic concepts of managerial economics.
- CO2 To understand the various methods of elasticity and forecasting.
- CO3 To apply cost and output relationship in business decision making.
- CO4 To determine price and output under different forms of market structure.
- CO5 To classify the various theories of distribution w.r.t. Rent, Wages, Interest and Profit.
- CO6 To determine the various methods of national income.

Course Content -

Unit-1

Meaning, nature & relevance of managerial economics. Basic Economic concepts viz Marginal vs. incremental concept, Time perspective, Discounting principle and opportunity concept.

Unit-2

Elasticity of demand- Measurement of elasticity of demand, Elasticity & Managerial decisions, Numerical on elasticity measurement & decision making. Demand forecasting: meaning, objectives & Methods of demand forecasting.

Unit-3

Production Functions in the short and long run. Cost concepts for business decisions, Application of cost and output relationship in business decision making. Economies &

Diseconomies of scale. Revenue concept & concept of profit maximization & Break even analysis.

Unit-4

Market Equilibrium: Firm and Industry, determination of price and output under different forms of market structures - Perfect competition, Monopoly, Monopolistic competition and oligopoly.

Unit-5

Factor Pricing: Theories of rent, theories of interest, theories of wages, and theories of profit.

Unit-6

Determination of national income-Value added method, Income method and expenditure method, Business Cycle

Text and Reference Books-

1. Managerial Economics, Atmanand, Excel Books, Delhi, 10th edition
2. Managerial Economics, Samuelson. N, Wiley Publications, 13th edition
3. Managerial Economics, Geetika, Ghosh & Roy Choudhury, Mc Graw Hill Education
4. Managerial Economics, D.N.Dwivedi, Vikas publishing, 8th edition

BBA 302: Banking and Business Environment	
Teaching Scheme Lectures: 3 hrs/Week Tutorials: 1 hr/Week Credits: 4	Examination Scheme Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

Course Objectives:

The objective of the course is to provide conceptual understanding on Business environment and banking environment with special reference to Indian context and develop skills required for planning in financial sector.

Course Outcomes:

- CO1:** To get an idea of basic concept of business environment and economic environment.
- CO2:** To Understanding of political Environment and social Environment
- CO3:** To Knowledge of MNCs, Foreign Collaborations and globalization
- CO4:** Explain and discuss why people hold money
- CO5:** Understand the working of the monetary policy and the role and functioning of RBI
- CO6:** Describe the working of commercial banks

Course Content –

Unit - 1

Concept, Significance and Nature of Environment of Business, Elements of Environment- Internal and External, meaning and techniques of Environmental Scanning and Monitoring. Economic Environment: Significance and elements of economic environment.

Unit - 2

Critical Elements of Political Environment, Government and Business. Government Policies – Industrial Policy, Fiscal and Monetary Policy, Exim Policy.

Critical Elements of legal Environment in India: Competition Act, FEMA, and Consumer Protection Act.

Critical Elements of Social Environment: Meaning and scope. Social responsibility of business- CSR.

Technological Environment in India: Policy on R& D, Technology transfer.

Unit – 3

Multinational corporations: Definitions and Meaning, MNCs in India, Foreign Collaborations and Indian Business, Merger and Acquisitions, Global Competitiveness.

Unit – 4

Money: Meaning and Functions, Classification and Importance of Money. Types of Monetary Standards. E Banking: Introduction, objectives and types. Value of Money and Its Determination.

Unit – 5

Monetary Policy: Objectives, targets, Indicator, Instruments of monetary policy; monetary policy during depression; monetary policy during inflation; role of monetary policy in developing countries; current monetary policy of Reserve Bank of India
Reserve Bank of India: establishment of RBI; Organizational structure of RBI; objectives of RBI; functions of RBI, Monetary Policy of RBI; achievements of RBI, failures of RBI.

Unit - 6

Indian Banking System: Development of Banking since independence; increase in ineffectiveness of Reserve Bank of India; shortcomings of Indian Banking System; Banking Sector Reforms; Commercial Banks: classification, functions, organization, structure and credit creation; progress of commercial banks and failures of commercial banks in India.

Text and Reference Books-

- 1) Economic Environment of Business, Mishra SK & Puri VK, Himalaya Publishing House, 3rd Edition.
- 2) Business Environment Text and cases, Paul Justin Tata Mc Graw Hill, latest edition.
- 3) Business environment, Shaikh & Saleem, Pearson, 1st Edition
- 4) Business Environment, Suresh Bedi, Excel Books, 1st edition
- 5) Business Environment : Text and cases, Francis Cherunilam, Himalaya Publishing House, 8th Edition.
- 6) Money, Banking, Trade and Finance, KPM Sundaram; Sultan Chand & Sons, 2006
- 7) Banking and Foreign Exchange, ML Seth; Money, Sultan Chand & Sons, eighth edition, 2008

BBA 303: Cost & Management Accounting	
Teaching Scheme Lectures: 3 hrs/Week Tutorials: 1 hr/Week Credits: 4	Examination Scheme Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

Course Objectives:

To provide an in-depth study of the cost accounting and management accounting principles for identification, classification and analysis of cost components and to acquire knowledge of concepts, methods and techniques of management accounting for the purpose of managerial planning, control and decision making.

Course Outcomes:

After completing the course, the student shall be able to:

- CO1: Understand thoroughly the conceptual framework of Cost Accounting; identification of differences between different financial and cost accounting; cost concepts and elements of cost; preparation of costsheet.
- CO2: Understand the accounting and control of material and labour cost.
- CO3: develop ability to understand classification, allocation, apportionment and absorption of overheads in cost determination; and to calculate the cost of products.
- CO4: understand thoroughly the conceptual framework of Management Accounting; identification of differences between different forms of accounting—Financial, Cost and Managerial; distinction between cost control and cost reduction.
- CO5: understand the concept of marginal cost and marginal costing; preparation of income statements using absorption and variable costing; learning of cost-volume-profit analysis and break-even analysis and to make decisions related to different business situations using marginal costing and differential costing techniques.
- CO6: understand budgetary control system as a tool of managerial planning and control; ability to prepare various types of budget;

Course Content -

Unit-1

Meaning, scope, objectives and advantages of Cost Accounting; Comparison of Cost Accounting and Financial Accounting. Cost concepts and classifications, elements of cost. Cost center and profit center.

Unit-2

(a) Materials: Material/inventory control techniques. Accounting and control of purchases, storage and issue of materials. Inventory systems, Methods of pricing of materials issues — FIFO, LIFO, Simple Average, Weighted Average,

(b) Labour: Accounting and Control of labour cost. Concept and treatment of idle time, over time, labour turnover. Methods of wage payment and Incentive schemes.

Unit-3

Overheads: allocation, apportionment and absorption. (overview)

Unit costing – Preparation of Cost Sheet and Statement of Cost.

Unit-4

Management Accounting- Meaning, Nature, Scope, Functions and relationship of management accounting, financial accounting and Cost Accounting.

Concept of marginal cost and marginal costing; Absorption versus Marginal Costing

Unit-5

Cost-volume-profit analysis; Break even point analysis.

Decision Making Process, Concept of Relevant Costs and Benefits, Various short - term decision making situations – profitable product mix, Acceptance or Rejection of special/ export offers, Make or buy.

Unit-6

Budgeting and Budgetary Control: Concept of budget, budgeting and budgetary control; Objectives, merits and limitations; Functional Budgets; Fixed and Flexible budgeting.

Text and Reference Books-

1. Arora, M.N. Cost Accounting-principles and practice. Vikas Publishing House, New Delhi.
2. Jhamb, H. V. Fundamentals of Cost Accounting. Ane Books Pvt Ltd, New Delhi
3. Lal, Jawahar., and Srivastava, Seema. Cost Accounting. McGraw Hill Publishing Co., New Delhi.
4. Singh, Surender. Fundamentals of Cost Accounting. Kitab Mahal, Allahabad/New Delhi.
5. Arora, M.N. Management Accounting. Himalaya Publishing House, New Delhi
6. Drury, Colin. Management and Cost Accounting. Thomson Learning.
7. Horngren, Charles T., George Foster and Srikant M. Dattar. Cost Accounting: A Managerial Emphasis. Prentice Hall of India Ltd., New Delhi.

8. Usry, Milton E. and Lawrence H. Hammer. Cost Accounting: Planning and Control. South Western Publishing Co.

BBA 304: Human Resource Management	
<p>Teaching Scheme Lectures: 3 hrs/Week Tutorials: 1 hr/Week</p> <p>Credits: 4</p>	<p>Examination Scheme Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks</p>

Course Objectives: The objectives of human resource management is to appreciate the importance of human resource management as a field of study and as a central management function; Understand the implications for human resource management of the behavioral sciences, government regulations, and court decisions; Know the elements of the HR function and be familiar with each element’s key concepts & terminology; and apply the principles and techniques of human resource management gained through this course to the discussion of major personnel issues and the solution of typical case problems.

Course Outcomes:

- CO1 Synthesize the role of human resources management as it supports the success of the organization, including the effective development of human capital as an agent for organizational change.
- CO 2 Demonstrate knowledge of laws that impact behavior in relationships between employers and employees that ultimately impact the goals and strategies of the organization.
- CO 3 Demonstrate knowledge of the practical application of training and employee development as it impacts organizational strategy and competitive advantage.
- CO4 Understand the performance appraisal and its various methods, which help the organization to evaluate employee’s performances well as helps in making decisions regarding their increment, promotion and transfer further training & development.
- CO5 Understand the role of employee benefits and compensation as a critical component of employee performance, productivity, and organizational effectiveness.
- CO6 Show evidence of the ability to analyze, manage, and problem-solve to deal with the challenges and complexities of the practice of collective bargaining, grievance management, trade unions, & workers' participation management.

Course Content -

Unit-1

Introduction: Concept, function, Scope of HRM, Functions, and Responsibilities of HR Manager, Difference between Personnel Management & Human Resource Management, Concept of Human Resource Development, Introduction to Human Capital Management, Contemporary issues in HRM.

Unit-2

Job Analysis, Job Description and Job Specification, Human resource planning; concept and process, Job Enrichment and Job Enlargement, Recruitment and Selection, concept, sources of recruitment, steps of selection process, Concept of placement and induction

Unit-3

Training and Development: Concept and Importance, and Process, Types of Training, evaluation of training Management Development Programmes.

Unit-4

Performance Appraisal: Purpose of Appraisal, Appraisal criteria, Methods of Appraisal, traditional and modern

Unit-5

Compensation: concept, nature and components of pay structure in India, job evaluation; concepts and types. Employee separation safety and health, Promotion, Transfer, Demotion

Unit-6

Industrial Relations: Concept, importance, Collective Bargaining, Workers Participation in Management, Grievance Management, Trade Unions.

Text and Reference Books-

1. Managing Human Resource, Garry Dessler & Bijju Barkey, Pearson Education, 12th Edition
2. Personnel Management, Edwin B. Flippo, Tata Mc Graw Hills, 5th Edition
3. Personnel Management, M. J. Jucius, Prentice Hall of India Pvt. Ltd, 3rd Edition
4. Personnel/Human Resources Management, David A. Decenzo and Stephen P Robins; Prentice Hall of India Pvt.Ltd.2004
5. Designing and Managing Human Resources Systems, Parekh Udai and Rao T.V; New Delhi Oxford and IBH, 198

BBA 305:Financial Management	
Teaching Scheme Lectures: 3 hrs/Week Tutorials: 1 hr/Week Credits: 4	Examination Scheme Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

Course Objectives:

Objectives of this course are to development a conceptual work of finance function and to main particulars with the tools technique and process of financial management in the financial decision making.

Course Outcomes:

- CO1 To provide introduction to business finance terms and concepts.
- CO 2 To describe the financial concepts used in making financial management decision.
- CO 3 To learn effective communication skills to promote respect and relationship for financial deals.
- CO4 To utilize information by applying a variety of business and industry major financial function.
- CO5 Demonstrate a basic understanding of financial management.
- CO6 Analyze the short term investment and long term investment using financial management.

Course Content -

Unit-1

Introduction

Meaning, Scope and objectives of financial management- Profit Vs Wealth maximization
Functions of Finance Manager in Modern Age, Financial decision areas, Time Value of Money, Risk and Return Analysis.

Unit-2

Capital expenditure Decisions: Appraisal of project; Concept, Process & Techniques of Capital Budgeting and its applications.

Unit-3

Working Capital Decisions: Concept, components, factors affecting working capital requirement, Working Capital Management: Management of cash, inventory and receivables; Introduction to Working Capital Financing.

Unit-4

Capital Structure: Determinants of Capital Structure, Capital Structure Theories.

Cost of Capital: Cost of equity, preference shares, debentures and retained earnings, weighted average cost of capital and implications.

Unit-5

Leverage Analysis: financial, operating and combined leverage along with implications; EBIT-EPS Analysis & Indifference Points.

Unit-6

Financing Decision: Long-term sources of finance; potentiality of equity shares; preference shares; debentures and bonds as sources of long-term finance; Medium and Short term sources of finance; Exposure to International Sources of Finance – ADR and GDR

Text and Reference Books-

1. S.N.Maheshwari Financial Management
2. Khan & Jain Financial Management

BBA 331: Fundamentals of Business Analytics	
Teaching Scheme Lectures: 2hrs./Week Lab: 2hrs./Week Credits: 4	Examination Scheme Class Test -6 Marks Teachers Assessment – 3 Marks Attendance – 6 Marks End Semester Exam – 50 marks Practical Lab – 50 Marks

Course Objectives:

Business analytics refers to the ways in which enterprises such as businesses, non-profits, and governments can use data to gain insights and make better decisions. Business analytics is applied in operations, marketing, finance, and strategic planning among other functions. The ability to use data effectively to drive rapid, precise and profitable decisions has been a critical strategic advantage for companies as diverse as Walmart, Google, Capital One, and Disney.

The changing business environment is making paradigm shift towards fact-based decision-making. This course is a fundamental building block in order to create understanding towards business analytics. Analytics has been defined as the extensive use of data, statistical and quantitative analysis, explanatory and predictive models, and fact-based management to drive decisions and actions.

In this course, students will learn to identify, evaluate, and capture business analytic opportunities that create value. Towards the end, students will learn basic technique to operate the relational databases by SQL (structured Query language).

Course Outcomes:

- CO1.** To gain an understanding of how managers use business analytics to formulate and solve business problems and support managerial decision making.
- CO2.** To become familiar with the processes needed to develop, report, and analyze business data using Microsoft Power BI application
- CO3.** Utilize the role of Power BI in creating data visualizations helping get the descriptive analytics with data business and education.
- CO4.** To learn the SQL (Structured Query Language) for operating the relational databases
- CO5.** To learn and code the SQL on some real time databases

Detailed Syllabus:

Unit-1

Introduction to Data Analytics for Decision making, Business Analytics vs. Data Analytics, Role Data analytics in decision Making, Types of Data and techniques, Big Data - Overview of using Data, Descriptive, Predictive and Prescriptive Analytics, Estimation & Classification, Statistical measures and their respective usage in data analytics

Unit-2

Introduction Power BI and Tableau: Overview of Power BI and Tableau, Power BI Desktop Installation, Data Analysis and Frequency Distribution (DAFD), Scales of Measurement, types data and date files, uploading and working with different types of data from different data sources, Transformation of data, Power Query Transformation Types, Table & Column Transformations, Text & Number Transformations, Date, Time and Structured Data, database formulation in Power BI, simple data visualization on two axes

Unit-3

Data Visualization: Get Data: Power Bi data sources, get existing data, uploading CSV and Excel file, create a database and connecting to sample, Reports and visualization: overview visualization, using visualization, creating reports, creating and arranging visualization, formatting visualization, use of text, gauge and map visualization, use slicer to filter visualization, sort copy and paste visualization, Table and Tree Map Visuals, Format Button and Data Labels, Legend, Category and Grid, Create and manage Dashboard, Adding title to Dashboard, Build a dashboard with quick insights

Case study – 1 European Online Store

Case study-2: Covid- 19 Dataset

Unit-4

Structured Query Language: What is SQL? Purpose of SQL, Categories of SQL commands: Data Definition Language (DDL), Data Manipulation Language (DML), Data Control Language (DCL), Data manipulation Language (DML), SQL vs. NoSQL,

Unit-5

SQL Syntax, SQL Data types, SQL Operators, SQL Expressions, SQL Functions, SQL, SQL Joins, Relational Database management system (RDBMS), Oracle, DB2, MS Access, MS SQL Server, MYSQL, SyBase, DB/400

Case study -1 Movie Database

Case study – 2 Hospital database

Case study 3: Employee Database

Online Resources to Learn:

<https://www.linkedin.com/learning/learning-data-visualization-15572314/the-essence-of-data-visualization?autoplay=true&u=132178689>

<https://www.linkedin.com/learning/power-bi-essential-training-3/create-rich-interactive-reports-with-power-bi?autoplay=true&resume=false&u=132178689>

<https://www.w3schools.com/>

<https://www.w3resource.com/index.php>

Text and Reference Books-

1. **Beginning Power BI, Dan Clark, Apress**
2. **Microsoft Power BI Cookbook, Brett Powell ,Packt**
3. **Getting Started with SQL, ThomasNeild, O'Reilly, 1st Edition**
4. **Runner-Up, Best for Beginners: SQL All-in-One forDummies,Allen G. Taylor, 2nd edition**
5. **SQL in 10 Minutes, Ben Forta , SAMS, 4th edition**

BBA 401: Operations Research	
Teaching Scheme Lectures: 3 hrs/Week Tutorials: 1 hr/Week Credits: 4	Examination Scheme Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

Course Objectives:

Course Outcomes:

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|-----|---|
| CO1 | To explain the basic use of quantitative techniques in the management of business, industrial and organizational operations and projects. |
| CO2 | To identify appropriate linear programming techniques for decision making problem and interpret the results obtained. |
| CO3 | To formulate and solve decision making problems as networks and graphs. |
| CO4 | To set up decision models and use some solution methods for linear programming problems |
| CO5 | Understand variety of optimization problems such as transportation problem, project management, game theory, replacement of items that fails suddenly and sequencing of jobs in such a way so that they should give the best sequence for a set of activities |
| CO6 | Implement the learning |

Course Content -

Unit-1

Nature, Definition & characteristics of operations research, Methodology of OR, Models in OR; OR & managerial Decision making, OR techniques.

Unit-2

Linear programming: Introduction, Advantages of Linear Programming, Applications areas of Linear Programming. LPP-problem formulation, Graphic Method.

Unit-3

Transportation-North West Corner Rule, matrix Minima & VAM Methods, Degenerating.

Unit-4

Game Theory: Two Person Zero Sum Games, Pure & Mixed Strategies, The Maximin & Minimax Principle, Solution of Games using Arithmetic & Graphical Methods

Unit-5

PERT & CPM-Introduction, Network Analysis, Time Estimates in Network Analysis, CriticalPath Method; Programme Evaluation & Review Technique.(only basic no crashing).

Unit-6

Replacement Problems: Replacement of asset that deteriorates gradually, (only keeping time come constant), Replacement of Equipments that fails suddenly Sequencing Problem: Meaning, Processing n Jobs through two Machines, Johnson's Rule.

Text and Reference Books-

1. Operations Research:KantiSwarup, ManMohan,S.Chand& Sons 2005
2. Optimization Theory & Applications: Rao,S.S.,Wiley Eastern Ltd.2008
3. Introduction to Operations Research: Hiller,F.S. ,Lieberman,Holden-Day.2006
4. Operations Research : Sharma S.D.,KedarNath& sons,1997
5. Operations Research: Heera& Gupta,S.Chand & sons,2000
6. Operation Research by J.K.Sharma, Pearson
7. Operation Research by Handy A. Taha, Prentice Hall India
8. Quantitative methods for business by Anderson, Sweeney and Williams, Thomson Publications.

BBA 402: Consumer Behavior	
Teaching Scheme Lectures: 3 hrs/Week Tutorials: 1 hr/Week Credits: 4	Examination Scheme Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

Course Objectives:

The basic objective of this course is to develop an understanding about the many aspects of consumer behaviour and its applications in marketing.

Course Outcomes:

- CO1. To acquire an understanding of the psychological processes that underlie the effectiveness of marketing strategy in terms of impact on consumer behavior.
- CO2. To acquire a knowledge base that enables critical assessment of current and future metrics, research technologies, and research data output.
- CO3. To acquire a “toolbox” of psychological principles applicable to marketing strategy..
- CO4. Assess the components and stages of the individual decision-making process.
- CO5. Evaluate the influence of culture and subculture on consumer consumption preferences.
- CO6. Assess the components and stage of the group decision-making process.

Course Content –

Unit - 1

Introduction to Consumer Behaviour; Consumer Behaviour and marketing Strategy, Methods of consumer research, Applications of consumer behaviour knowledge in marketing. Contributing disciplines and area like psychology, social psychology, economics, anthropology etc. Diversity of consumers and their behaviors. Profiling the consumer and understanding their needs. Segmentation , Consumer Decision making process and decision making roles Information Search Process; Evaluative criteria and decision rules. Are consumers Rational or emotional. Involvement theory and applications.

Unit – 2

Consumer needs, theories of Motivation and their applications. Process theories and content theories. Personality and self concept. Theories of personality. Trait theory and measurement. Motivational Research. Perception. Thresholds of perception, Subliminal perception, Perceptual process dynamics. Positioning methods and measurement. Perceptual mapping methods, multi dimensional scaling. Consumer imagery.

Unit – 3

Learning theories and their applications, Brand loyalty, Brand extensions. Conditioning theories, Cognitive learning theories. Attitudes and Attitude Change; Concept and measurement of attitudes. Strategies of attitude change.. Attribution theory and Cognitive dissonance. Persuasion and persuasibility

Unit – 4

Self Concept. Concept of Multiple Selves. Development of the self. Image Congruence assumptions . Social Comparison theory . Self-esteem. Body image and body esteem. Fashion, Cosmetics and Conspicuous consumption. Psychographics and Lifestyle; Reference Group Influence; Theory of reference group and applications Endorsements and reference group influence.

Unit – 5

Culture, the concept meaning and measurement Content analysis. Values and beliefs, Rituals, Customs, Tradition, Symbol and influence in consumption. Consumer learning of culture.,. Consumer Socialization. Semiotics. Subcultures and Cross Cultural issues in marketing

Unit - 6

Family, family life cycle and decision-making. Social Class. The concept and measurement. Mobility among social classes. Prestige products and status. Diffusion of Innovation and Opinion Leadership . Marketing, consumer behaviour and society. Consumption and persuasion-Issues of manipulation and long term impacts on society and children. . Consumer materialism. Consumer behaviour knowledge for public policy. .

Text and Reference Books-

1. Leon G.Schiffman & Leslie Lazar Kannk, Consumer Behaviour, Prentice-Hall of India
2. Reynolds & Wells: Consumer Behaviour – Mcgraw Hill, International.
3. James F.Ingel Roger.D. & Blackwell – Consumer Behaviour – Dryden Press
4. S.C.Mehta – Indian Consumers – Tata McGraw Hill

BBA 403: Research Methodology	
Teaching Scheme Lectures: 3 hrs/Week Tutorials: 1 hr/Week Credits: 4	Examination Scheme Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

Course Objectives: The primary objective of this course is to develop a research orientation among the scholars and to acquaint them with fundamentals of research methods. Specifically, the course aims at introducing them to the basic concepts used in research and to scientific social research methods and their approach. It includes discussions on sampling techniques, research designs and techniques of analysis.

Course Outcomes:

- CO1 Knowledge of concept / fundamentals for different types of research.
- CO 2 Applying relevant research techniques.
- CO 3 Understanding relevant scaling & measurement techniques and should use appropriate sampling techniques.
- CO4 Synthesizing different techniques of coding, editing, tabulation and analysis in doing research.
- CO5 Evaluating statistical analysis which includes various parametric test and non-parametric test.
- CO6 Techniques to prepare report.

Course Content -

Unit-1

Introduction –Meaning of Research, Objectives of Research, Types of Research, Significance of Research, Research methods versus methodology, Research process, Criteria of Good Research, Problems encountered by Researchers, Research problems in Management

Unit-2

Meaning of Research design, Features of a Good Research design, Different research design (Exploratory, descriptive and causal), Measurement scales: Nominal, Ordinal, Interval and ratio; Likert scale; Sources of error in measurement.

Unit-3

Sampling Design- Census and Sample Survey, Steps in Sample design, on-probability and Probability sampling designs (Sample random, Stratified random, Systematic, Cluster sampling), Determination of Sample size.

Unit-4

Primary versus Secondary data, Methods of Primary data collection (Observation, Interview, Questionnaire, and Schedule method), Guidelines for constructing questionnaire, Collection of secondary data. Processing and Analysis of data –Processing operations (Editing, Coding, Classification, Tabulation), Measures of Central tendency, Measures of dispersion.

Unit-5

Correlation and regression, Association of Attributes, Hypothesis Testing-Hypothesis Formulation, Null and alternative hypotheses, Types of errors, Level of significance, Tests based on Z, Chi –square, t and F- statistics.

Unit-6

Data Presentation-Diagrams, Graphs and Charts ,Report Writing-Significances of Report Writing, Different steps in writing report, Layout of the research report, Types of reports, Mechanics of writing a research report, precautions for writing research reports.

Text and Reference Books-

1. Research Methodology ,Kothari,C.R,2ND Edition, New Age International Publishers
2. Business Research Methods ,Zikmund ,William G,Thomson Learning
3. Panneerselvam, R.:Reaearch Methods ,Prentice-Hall of India Private Limited ,New Delhi

BBA 404: International Business	
Teaching Scheme Lectures: 3 hrs/Week Tutorials: 1 hr/Week Credits: 4	Examination Scheme Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

Course Objectives:

To recognize the cause of trade, sources of the gains from trade and the domestic and International distribution of those gains.

Course Outcomes:

- CO1 To recognize the importance of International Trade in the era of Globalization.
- CO 2 To understand the various components of International Business Environment.
- CO 3 To apply the principles of various trade theories in International Trade.
- CO4 To analyze the reasons of disequilibrium in Balance of Trade and Balance of Payment and their adjustment.
- CO5 To classify the instruments of Trade Policy w.r.t. Tariff and Non-Tariff Barriers.
- CO6 To evaluate the role of WTO and other international bodies in global world

Course Content -

Unit-1

A brief historical introduction of Theory and practice of International Trade. Globalization - Forces, Meaning, dimensions and stages in Globalization.

Unit-2

International Business Environment: Economic, political, legal and cultural environment.

Unit-3

Trade Theories: Introduction to theories of International Trade by Adam Smith, Ricardo and Ohlin & Heckler

Unit-4

Balance of payments- Concepts and measurements – Balance of trade transfers – current and capital accounts – deficits and surplus – Equilibrium in the BOPs – National income and BOPs –Disequilibrium and adjustments of BOPs.

Unit-5

Instruments of Trade Policy: Theory of Tariffs, Tariffs and income distribution – optimum Tariffs, effects of Tariffs. Non-Tariff barriers – Quotas, Exchange control and other quantitative restrictions, international cartel, dumping, International agreements and services.

Unit-6

Bilateral and Multilateral Trade Laws - General Agreement on Trade and Tariffs, (GATT), World Trade Organization - Seattle and Doha round of talks - Dispute settlement mechanism under WTO – TRIPS and TRIMS - International convention on competitiveness

Text and Reference Books-

3. K. Aswathapa, “International Business”, Tata-McGraw-Hill, 4th Edition
4. Paul J, “International Business”, Prentice Hall
5. Daniels, “International Business”, Pearson Education
6. Varma M.L., “International Trade”, Vikas Publishing House, 2007
7. Mannur H.G., “International Economics”, Vikas Publishing House, 1999
8. Cherulinam Francis, “International Business”, Himalaya, 4th Edition
9. Hill Charles, “International Business”, McGraw-Hill, 7th Edition

BBA 405: Income Tax Law and Practice	
Teaching Scheme Lectures: 3 hrs/Week Tutorials: 1 hr/Week Credits: 4	Examination Scheme Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

Course Objectives:

Objective of this subject is to provide exposure to the students to the various provision of Income Tax Act relating to computation of Income of individual assesses and make the students aware of e-filing income tax return.

Course Outcomes:

- CO1 To introduce the basis concept of Income Tax
- CO2 In order to familiarize the different know-how and heads of income with its components
- CO3 Able to file IT return on individual basis.
- CO4 Able to compute total income and define tax complicacies and structure
- CO5 Able to understand amendments made from time to time in Finance Act
- CO6 Differentiate between direct and indirect tax assessment.

Course Content -

Unit-1

Basic Concepts- Income, Agriculture Income, Casual Income, Assessment year, previous Year, Gross Total Income, Total Income, Person, tax evasion, tax avoidance

Unit-2

Basis of charge- Scope of total income, residence and tax liability, income which does not form part of Total Income

Unit-3

Heads of Income- Income from Salaries.

Unit-4

Heads of Income- Income from House Property and Profits and Gains of Business and profession.

Unit-5

Heads of Income - Capital Gains and Income from other sources.

Unit-6

Aggregation of Income, Set off carry forward of losses, Deduction from Gross Total Income and e-filing income tax return.

Text and Reference Books-

1. Students' guide to Income Tax , Singhanian Vinod ,Taxmann Allied
2. Students' Approach to Income Tax, Ahuja Girish, Bharat Law House Pvt. Ltd.
3. Income Tax Law and Accounts, Mehrotra H.C, Sahitya Bhawan Publications.
4. Income Tax Law and Accounts, Agarwal B.K., Nirupam Publication, Agra.
5. Income Tax Law and Accounts, Jain R.K., SBPD Publication, Agra.

BBA 444: Family Business & Entrepreneurship Management	
Teaching Scheme Lectures: 3 hrs/Week Tutorials: 1 hr/Week Credits: 4	Examination Scheme Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

Course Objectives:

This course aims to understand Entrepreneurship and its role in the society. It will equip the students with understandthe evolution of Entrepreneurship. The course will use and focus on knowledge about business Idea Generation and EDP Programmes

Course Outcomes:

- CO1:** The student shall be equipped with the required entrepreneurial knowledge and skill to start a business.
- CO2:** The student shall be motivated towards entrepreneurial process, innovative and lateral thinking
- CO3:** To gain knowledge about business Idea Generation and EDP Programmes.
- CO4:** To identify professionalism in family business.
- CO5:** To study family business strategy through case study and identify similar type of family businesses.
- CO6:** To identify the importance of governance in family business.

Course Content –

Unit - 1

Entrepreneur and Entrepreneurship-Descriptionand definitionof entrepreneur- Characteristics of entrepreneur. Functions of an entrepreneur. Types of entrepreneurs. Concept of entrepreneurship-entrepreneurial culture-entrepreneurialprocess-entrepreneurial competencies-entrepreneurial mobility.

Unit - 2

Evolution of Entrepreneurship: Genesis of entrepreneur and entrepreneurship- Theories of Entrepreneurship – Role of entrepreneurship in economic development– Barriers of entrepreneurship - Entrepreneurship and current business environment

Unit – 3

Business Idea generation: Sourcing of business ideas, innovative ideas, opportunity identification, scanning of the environment - finding the gaps for new business and new way of business - setting-up new ventures - acquiring existing business – franchising and Entrepreneurship.

Unit – 4

Family Business: Concept of family business - Importance of Family Business – Characteristics of family business – History of Family business – The 3-Circle model of Family Business. Life cycle of family business – Hindu undivided Family business.

Unit – 5

Family Business Dynamics: Family dynamics and business dynamics - Family and ownership of business dichotomy – Responsibilities and rights of shareholders of a family business - age and gender dynamics among the family members and its effect on the business – Advantages and Challenges of family business in India.

Unit - 6

Family Business and Governance: Advisory board and Board of directors –Family communications and family meetings-Family Councils and family offices –Change adoption and innovation-The future of family business continuing the spirit of family business.

Text and Reference Books-

1. Bill Bolton, John Thompson (2014), *Entrepreneurs: Talent, Temperament and Opportunity*, Routledge 3rd Ed.
2. Arya Kumar (2014), *Entrepreneurship: Creating and Leading an Entrepreneurial Organization*, New Delhi: Pearson Publications.
3. S.Anil Kumar & S.C Purnima (2014), *Entrepreneurship Development*, New Delhi: New Age Publishers.
4. A Shay and V Sharma (2012), *Entrepreneurship and New Venture Creation*, New Delhi: Excel Books.
5. Vasant Desai (2012), *Dynamics of Entrepreneurial Development and Management*, New Delhi: Himalaya Publishing House.
6. Poornima M. Charantimath (2012), *Entrepreneurship Development – Small Business Enterprises*, New Delhi: Pearson