**Scheme**
The structure of the course will comprise five-papers in each Semester.

**First Semester**

<table>
<thead>
<tr>
<th>S.No</th>
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<th>Subject Name</th>
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<td>English Language</td>
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<td>Business Communication</td>
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<td>3</td>
<td>BBA-103</td>
<td>Economics</td>
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<td>BBA-104</td>
<td>Fundamentals of Accounting</td>
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<tr>
<td>5</td>
<td>BBA-105</td>
<td>Introduction to Computer.</td>
<td>30</td>
</tr>
</tbody>
</table>

|              | 150 | 50  | 350 | 120 | -   | -   | 500 |              |              |
Course Objective:
The Objectives of this Course is to improve the Competence of the Student in Basic Language Skills and to Acquaint the Students with the working of official English Language

Course outcomes

CO1 Students will heighten their awareness of correct usage of English grammar in writing and speaking

CO2 Students will improve their speaking ability in English both in terms of fluency and comprehensibility

CO3 Students will give oral presentations and receive feedback on their performance

CO4 Students will increase their reading speed and comprehension of academic articles

CO5 Students will improve their reading fluency skills through extensive reading

CO6 Students will enlarge their vocabulary by keeping a vocabulary journal

Course Content:-

Unit – I

Language Content

(a) Structural Items :
- Simple, Compound and Complex Sentences.
- Co-ordinate Clauses (With, But, or Neither- Nor, Otherwise, Else)
- Sub-Ordinate clauses-noun clauses-as subjects, objects and Complement
- Relative Clauses (Restrictive and non Restrictive clauses)
- Adverb clauses (open and hypothetical, conditional: With Because, though, Where, So that as long as, as soon)
- Comparative clauses (as + adjective/adverb + as no sooner
----------------------------------that)

(b) Tense:
- Simple Present Progressive and present Perfect
- Simple Past, Progressive and Past Perfect
- Indication of futurity

(c) The Passive (Simple Present and Past, Present and Perfect and to Infinitive Structure)

(d) Reported speech
- Declarative Sentences
- Imperatives
- Interrogative wh Question, Yes/No Questions.
- Exclamatory sentences.
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(e) Module (Will, shall, would, ought, to have to/have to/ have got to/ can could, may-might and need )
(f) – Verb Structures (Infinitive and gerundial)
(g) – Linking devices

Note :- The above Language Items will be Introduced to Express the Following Communicative Functions :
(a) – Seeking and imparting information.
(b) – Expressing attitudes – Intellectual and emotional.
(c) – Persuasion and Discussion etc

Unit – II

Reading Comprehension
Adequate Practice Should be Provided in Reading With Understanding Through Materials Prescribed in the TextBook. Attempt should also Make to Expand the Learner’s Vocabulary

Unit – III

Graded Practice Should be Provided in the basis Skills of Composition the Following Forms of Composition
Should also made to expand the Learner’s Vocabulary.
(I) Paragraph Writing (150 words)
(II) Letter Writing (both formal and informal)

Unit – IV

Speaking :-
Contextualized Vocabulary Teaching and Oral Work Should be Used to Strengthen the Learns Acquisition to the Sound Distinctions, Stress and Intonation in English

Reference Books:
1. The Book Published by M.P. Hindi Grants Academy is the Prescribed Book For This Syllabus.
2. Wren & Martin : High School English Grammar & Composition
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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Syllabus
First Year
Semester I

<table>
<thead>
<tr>
<th>Subject Title</th>
<th>Subject Code</th>
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</thead>
<tbody>
<tr>
<td>Business Communication</td>
<td>BBA-102</td>
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</tbody>
</table>

Max Marks: 70
Min Marks: 24

Course Objectives:
The Students in the Skills of Communication so as to help them to interact with the society effectively in their career.

Course outcomes
CO1 To understand and demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation.
CO2 To understand the importance of specifying audience and purpose and to select appropriate communication choices.
CO3: To understand and appropriately apply modes of expression, i.e., descriptive, expositive, narrative, scientific, and self-expressive, in written, visual, and oral communication.
CO4: To participate effectively in groups with emphasis on listening, critical and reflective thinking, and responding.

Course Content:

Unit – I
Communication:
Definition, Nature, Importance to Manager, Communication Process and its Elements
Means of Communication and Methods, Barriers to Communication

Unit – II
Oral Communication:
Speeches for Different Occasions Guide Lines, Listening (Problems and Guide Lines)

Unit – III
Interview:
Process, Problem Guidelines, Group Discussions, Conference,
Responsibility of Chairman and Participants

Unit – IV
Written Communication:
Essentials of Good Business Letters, Types of Business Letters, Types of Business Letters
Unit – V

Non-Verbal Communication:
Types and its uses and Importance in Business Communication.

Reference Books:
Thomas & Howard : A Text Book in Applied Communication Prentice Hall Inc. New Jersey M.V.
Rodriquez

Business Communication K.K Sinha : Business Communication
Syllabus

<table>
<thead>
<tr>
<th>First Year</th>
<th>Semester I</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Subject Title</strong></td>
<td><strong>Subject Code</strong></td>
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<tr>
<td>Economics</td>
<td>BBA-103</td>
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</table>

Max Marks: - 70
Min Marks: - 24

Course Objectives: The Objectives of this Paper is to Familiarize the Students with the Theoretical Concepts in Economics

Course Outcomes:

CO1 To make fundamentally strong base for decision making skills by applying the concepts of economics.

CO2 Understand how markets and the price mechanism function.

CO3 Describe the behavior of economic agents (consumers, firms, governments...)

CO4 Understand economic welfare and producer and consumer surplus.

Course Contents

**Unit-I**


**Unit-II**


**Unit-III**


**Unit-IV**

Market Structures: Meaning of Market, Classification of markets, Perfect Competition, Imperfect Competition, Monopolistic Market, Oligopoly Market, and Duopoly Market.

**Unit-V**


**REFERENCE BOOK**

Ahuja: Principles of Economics
Dutta & Samuelson: MicroEconomics
K.K. Dewatt: Mode
Course Objectives: The objective of this course is to familiarize the students with basic concepts & methods in accounting as a practical subject in business management.

Course Outcomes:
CO1. Apply generally accepted accounting principles, concepts and procedures
CO2. Complete the accounting cycle for service and merchandising concerns
CO3. Prepare and analyze financial statements, including the Statement of Cash Flows
CO4. Apply time value of money -- future and present value
CO5. Identify why accounting is a necessary skill.
CO6. Identify and describe assets, liabilities and owners’ equity

Course Content:

Unit – I

Unit – II
Conceptual Framework of Accounting: Accounting principles, accounting concepts, accounting conventions, systems of books keeping, double entry system of books keeping.

Unit – III
Final Accounts: Manufacturing account, trading account, profit & loss account, balance sheet and adjustments.

Unit – IV
Depreciation Accounting: Concept, causes, methods of providing depreciation on different assets and depreciation policy.

Unit – V

Reference Books:
1. T.S. Grewal: Double Entry Book Keeping/Accounting Principles
2. R.L. & Gupta: Advanced Accountancy
3. Jain & Narang: Elements of Accounting
4. S.N. Maheshwari: Fundamentals of Accounting
5. Shukla Grewal & Gupta: Advanced Account
**RKDF UNIVERSITY**  
**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

**Syllabus**

<table>
<thead>
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<th>First Year</th>
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<td><strong>Subject Code</strong></td>
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<tr>
<td>Introduction to Computer</td>
<td>BBA-105</td>
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</table>

**Max Marks:** - 70  
**Min Marks:** - 24

**Course Objectives:**

To Help The Student a Future Manager – User Computer Application Skills in Major Application Areas.

**Course Outcomes:**

CO1 Identify the basic elements required in a computer system.

CO2 Produce electronic documents using various software applications.

CO3 Illustrate the role of the computer for personal and professional uses.

CO4 Understand the fundamental hardware components that make up a computer’s hardware and the role of each of these components.

CO5 Develop confidence for self education and ability for life-long learning needed for Computer.

**Course Contents:**

**Unit – I**  
Computer System Concepts and Characteristics, Basic Components of Computer System, Input and Output Devices

**Unit – II**  

**Unit – III**  
Application Software – Word Processing, Spread Sheet, Power Point Presentation

**Unit – IV**  
DBMS – Introduction, Purpose of DBMS, Views of Data, Data Models, Types of Data Base Languages.

**Unit – V**  
Network – LAN, WAN, MAN, Components of LAN, Internet – Evolution, Protocols and Interface, E-mail, www, Viruses Antivirus, Antispyware, fire wall,

**Reference Books :**

1. Texali – Pc Software  
2. P.K. Sinha – Fundamentals of Computer  
4. V. Rajaraman – Fundamental of Computer, Prantice Hall  
5. Saxena – First Course in Computer, Vikas Publication  
6. S. Jaiswal – Computer Today, Galgita Publication  
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**Scheme**
The structure of the course will comprise five-papers in each Semester.

**Second Semester**

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<td>Indian Culture &amp; Business Ethics</td>
<td>30</td>
</tr>
</tbody>
</table>

|      |              |                                      | 150  | 50  | 350  | 120 | -    | -   | 500      |
Course Objectives:
To Help The Student to Acquire The Knowledge in Concepts and Theory of Principles of Management.

Course Outcomes:
CO1 Identify the basic elements required in a computer system.
CO2. Produce electronic documents using various software applications.
CO3. Illustrate the role of the computer for personal and professional uses.
CO4. Understand the fundamental hardware components that make up a computer’s hardware and the role of each of these components
CO5 Develop confidence for self education and ability for life-long learning needed for Computer.

Course Contents:

Unit – I
**Concept of Management:** Definition Management, Functions and Responsibilities of Management, Levels of Management, Management Thought and Thinkers, Robert Owen, F.W.Taylor, Henry Fayol etc. Neo Classical Theories,

Unit – II
**Planning:** Objective, types and level of planning, Strategies and Policies, SWOT analysis, **Decision Making**-Meaning, Importance

Unit – III
**Organizing:** Nature and purpose of organizing, Nature& Scope of Staffing, Manpower Planning
Organization structure, organization -Line and Staff authority, Delegation of authority

Unit – IV
**Directing:** Creativity, Innovation Motivation-Motivation Theories, Leadership, Leadership theories
Communication, Organization Culture- Managing cultural diversity.

Unit – V
**Controlling:** Meaning, Process and Control Techniques, Types of control- Maintenance Control, Quality Control, Managing Productivity, Cost Control

1. Rovwer J.C. & Daniel : Management & Practice, John Wiley & Sons
Course Objectives:
The Objective of the Course is to Help Students in Understanding The Various Statistical Method, Techniques in Business Studies and Analysis/Discussion.

Course Outcomes:
CO1 provide an understanding for the graduate business student on statistical concepts to include measurements of location and dispersion, probability, probability distributions, sampling, estimation, hypothesis testing, regression, and correlation analysis.

CO2 Describe and discuss the key terminology, concepts tools and techniques used in business statistical analysis

CO3 Critically evaluate the underlying assumptions of analysis tools

CO4 Understand and critically discuss the issues surrounding sampling and significance.

CO 5. Discuss critically the uses and limitations of statistical analysis.

Course Content:

Unit – I

Unit – II
Collection of data, Presentation of data, Frequency Distribution, Primary and Secondary Data.

Unit – III
Measures of Central Tendencies : Mean, Median, Mode Geometric, Mean, Harmonic Mean.

Unit – IV
Dispersion – Quartile Deviation, Mean Deviation and Skewness.

Unit – V
Correlation Analysis : Karl Pearson’s, Spearman’s Rank Correlation, Coefficient of Concurrent Deviation

Reference Books:
1. D.N. Elhance : Fundamental of Statistics, Kitab Mahal Allahabad
2. S.P. Gupta : Business Statistics, Sultan Chand and Sons, New Delhi
Course Objectives:
The Objectives of this Paper is to Familiarize the Students With The Basic Concepts and Methods of Financial Accounting as a Practical Subject Business Management.

Course Outcomes:

CO1 Define bookkeeping and accounting
CO2 Explain the general purposes and functions of accounting
CO3 Explain the differences between management and financial accounting
CO4 Describe the main elements of financial accounting information – assets, liabilities, revenue and expenses identify the main financial statements and their purposes

Course Content:

Unit – I

Unit – II
Meaning of Fund Flow Statement, Cash Flow Statement BEP Analysis

Unit – III
Meaning of Single Entry System, Hire Purchase Accounting

Unit – IV
Inventory Valuation – Methods, FIFO, LIFO, HIFO, Average Cost Method, Weighted Average Cost Method.

Unit – V

Reference Books:

1. Financial Account : Dr. S.N. Maheshwari
3. Advanced Accountancy : S.M. Shukla
4. Modern Accountancy : Mukherjee & Hanif
RKDF UNIVERSITY
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Syllabus

First Year

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<tr>
<th>Subject Title</th>
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<tbody>
<tr>
<td>Business Laws</td>
<td>BBA-204</td>
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</table>

Max Marks: 70

Course Objectives:
This Course is to provide the Basic Knowledge of Business Laws Useful is Business Operation.

Course Outcomes:

CO1 Demonstrate an understanding of the Legal Environment of Business.

CO2 Apply basic legal knowledge to business transactions.

CO3 Communicate effectively using standard business and legal terminology.

CO4 Examine how businesses can be held liable in tort for the actions of their employees.

5. Understand the legal and fiscal structure of different forms of business organizations and their responsibilities as an employer.

Unit – I

Unit – II
Unlawful & Void Agreements, Discharge of Contract, Remedies for breach of Contract.

Unit – III

Unit – IV
GST- Meaning, Importance, advantage and disadvantage. Impact of GST on Indian economy.

Unit – V

Books Recommended:

RKDF UNIVERSITY
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

First Year

<table>
<thead>
<tr>
<th>Subject Title</th>
<th>Subject Code</th>
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<tbody>
<tr>
<td>Indian Culture and Business Ethics</td>
<td>BBA-205</td>
</tr>
</tbody>
</table>

Max Marks: - 70

Min Marks: - 24

Course Objectives:

The objective of this course is to help students to gain an understanding of business ethic and their applications.

Course Outcomes:

CO 1 Understand and define the concepts of integrity and ethics
CO 2 Understand the ideas of values, ethics and morality in a multicultural context
CO 4 – Appraise some of the competing demands on business when scrutinizing the ethics of business activity.
CO 5 – Critically apply understanding of ethics of real-world contexts and gather and analyse information by way of undertaking a research project on a topic relevant to business ethics.
CO 6 – Discuss the corporate governance system influence performance, including both the performance of individual firms and the allocation of capital within a country.
CO 7 – Relate the evolution of diverse ownership and governance structures across different economies.
CO 8 – Evaluate theories of the firm, and explain how they are relevant to the diverse range of ownership structures that exist in reality.
CO 9 – Discuss the moral and social responsibility dimensions of corporate governance.
CO 10 – Describe why systematic way failure of corporate governance can lead to failure of confidence that could spread from individual firms to entire markets or economies.

Course Content:

Unit – I
Indian Culture: Meaning and Elements of Culture, Characteristics of Indian Culture.

Unit – II
Influence of Indian Culture on the World, External Influence on Indian Culture, Indian Heritage in Production & Consumption.

Unit – III
Business Ethics: Definition, Approaches and Evolution of Business Ethics nature, Indian Culture and Ancient Indian Ethos, Misconceptions/Myths About Business Ethics.

Unit – IV
Business and Society: Relationship of Business With Society (Stake Holder Theory, Social Contract Theory) and Problems.

Unit – V

Books Recommended:

1. Rogene A. Buchloz and Sandra B. Rasenthal, Business Ethics, New Delhi, PHI Pvt. Ltd. 1998
2. K. Chakraborty, Ethics, New Delhi, Oxford University Press, 1997
6. A.N. Tripathi, Human Values, New Age International
The structure of the course will comprise five-papers in each Semester.

### Third Semester

<table>
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<tr>
<th>S.No</th>
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<td>Production Management</td>
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<td>Business Organization</td>
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</table>
Course Objective:

The objective of this paper is to familiarize the students with the modern marketing concepts, tools and techniques to develop their skills required for the performance of marketing function.

Course Outcomes:

CO1 Develop an integrated marketing communications plan for a product, concept, good and/or service based on an identified market need or target.
CO2 Formulate strategies for developing new and/or modified products, concepts, goods and services that respond to evolving market needs.
CO3 Mastery of Marketing Content: Understand fundamental marketing concepts, theories, and principles in areas of marketing.
CO4 Apply the knowledge, concepts, tools necessary to overcome challenges, and issues of marketing in a changing technological landscape.
CO5 Discuss Channel of Distribution, Marketing channels and agencies. Marketing research and Marketing information system.

Course Content:

Unit-I

Unit-II
Market segmentation, grouping of market targeting and positioning, product decisions.

Unit-III
Marketing Mix : Elements of marketing Mix, Product Mix, Branding and package decisions, promotion mix.

Unit-IV
Pricing decisions, Methods of setting prices, pricing strategies, production.

Unit-V
Channel of Distribution, Marketing channels and agencies. Marketing research and Marketing information system.

Books Recommended:

3. Ramaswamy and Namkumari, marketing management Analysis planning and Control In Indian context.
Course Objective:
The objective of this paper is to familiarize the student with dimension of personal management in the reference to emerging India context.

Course Outcomes:
CO1. To enable the students to understand the Personnel Management and system at various levels in general and in certain specific industries or organizations.
CO2. To help the students focus on and analyze the issues and strategies required to select and develop manpower resource.
CO3. To develop the understanding of the concept of personnel management and to understand its relevance in organizations.
CO4. Provide guidance and help employees identify their strengths and weaknesses.
CO5. Design and evaluate strategies to increase the retention of personnel.

COURSE CONTENTS:

Unit-I
Concepts and Functions of personal, management. Structure and Role of Personnel Management, Line & staff Manpower planning

Unit-II
Staffing Policy and process: management planning, job analysis, job description, job specification, Recruitment, Selection, Induction, Placement and Promotion.

Unit-III
Manpower training and development: Employee training, Performance appraisal.

Unit-IV
Wage and Salary Administration: Job evaluation, Designing salary structure.

Unit-V
Industrial disputes & Participative Management, Grievance and Grievance handling procedures, Disciplinary action, Trade unions.

Books Recommended:
RKDF UNIVERSITY
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Syllabus
Second Year

<table>
<thead>
<tr>
<th>Subject Title</th>
<th>Subject Code</th>
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</thead>
<tbody>
<tr>
<td>Financial Management</td>
<td>BBA-303</td>
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</tbody>
</table>

Max Marks: - 70  Min Marks: - 24

Course Objective:
The objective of this paper is to familiarize the student with various tools and techniques in financial decision making and control.

Course Outcomes:
CO1 Demonstrate the applicability of the concept of Financial Management to understand the managerial Decisions and Corporate Capital Structure.

CO2 Analyze the complexities associated with management of cost of funds in the capital Structure.

CO3 Describe the financial environment within which organizations must operate

CO4. Critically evaluate the financial objectives of various types of organizations and the respective requirements of stakeholders

CO5. Discuss the function of capital markets.

COURSE CONTENTS:

Unit-I

Unit-II
Capitalization, Capital, Sources of Capital, over and under capitalization.

Unit-III
Financial analysis, tools and Techniques, ratio analysis, Fund flow, case flow Analysis.

Unit-IV
Working capital management and capital structure.

Unit-V
Capital Budgeting, Methods of Investment evaluation, pay back Period, Accounting rate of return, discounted cash flow method and internal rate return.

Reference books :-
RKDF UNIVERSITY
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Second Year

<table>
<thead>
<tr>
<th>Subject Title</th>
<th>Subject Code</th>
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<tbody>
<tr>
<td>Production Management</td>
<td>BBA-304</td>
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</tbody>
</table>

Max Marks: 70 Min Marks: 24

Course Objective:
The objective of this paper is to familiarize the student about techniques and function of Production Management.

Course Outcomes:
CO1 Gaining knowledge about managing production processes.
CO2 To develop skills necessary to effectively analyze and synthesize the many inter-relationships inherent in complex socio-economic productive system.
CO3 Better understanding of modern production techniques.
CO4 Better understanding of quality management.
CO5 To gain an understanding and appreciation of the principles and applications relevant to the planning, design, and operations of manufacturing/service firms.

COURSE CONTENTS:

Unit-I
Introduction Production function, Nature and Scope of production Management,

Unit-II
Production Process – Intermittent System, continues System, Production Planning and control.

Unit-III
Plant Location and Plant Layout, Productivity Production order and work study.

Unit-IV
Routing, Scheduling, CPM and PERT, Inventory management.

Unit-V
Demand Forecast, Quality Control and Plant Maintenance.

Reference books :-
1. B.S. Goel : Production Oprations Management (Pragati prakashn, Meerut)
3. E.S. Buffa Production Planning abd control.
Course Objective:
The objective of this course is to help students gain an understanding of Information & functions of Business Organization.

Course Outcomes:
CO1 To help the students gain understanding of the functions and responsibilities of managers.
CO2 To provide them tools and techniques to be used in the performance of the managerial job.
CO3 To enable them to analyze and understand the environment of the organization.
CO4 To help the students to develop cognizance of the importance of management principles.
CO5 Understand the complexities associated with management of human resources in the organizations and integrate the learning in handling these complexities.

COURSE CONTENTS:­

Unit – I

Unit - II

Unit – III
Promotion of a Company: Formation and Incorporation of a company, Capital Subscription, Memorandum and Articles of Association, Prospectus, Types of Companies: Classification Exemptions & Privileges of Private Companies.

Unit – IV

Unit – V
Social Responsibilities of Business: Concept, Business Ethics, Business Values, Social Responsibility of Business in India Corporate Governance: Definition, Need, Importance and Principles of Corporate Governance.

Reference books:-
RKDF UNIVERSITY
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Scheme
The structure of the course will comprise five-papers in each Semester.

Fourth Semester

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</tbody>
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150 50 350 120 - - 500

Signature
Dean of Department
Member
Member
Registrar
Vice Chancellor
Organizational Behavior
BBA-401

Max Marks: - 70
Min Marks: - 24

Course Objective:
The objective of this paper is to familiarize the student with concepts and behavioral process in an organization to enable him to develop and adopt effective strategies.

Course Outcomes:
CO1 Define, explain and illustrate a range of organizational behavior theories
CO2 Analyze the behavior of individuals and groups in organizations in terms of organizational behavior theories, models and concepts
CO3 Apply organizational behavior concepts, models and theories to real-life management situations through case analysis
CO4 Demonstrate a critical understanding of organizational behavior theories and current empirical research associated with the topics covered in this course
CO5 Communicate effectively in oral and written forms about organizational behavior theories and their application using appropriate concepts, logic, and rhetorical conventions.

Course Content:

Unit – I
Introduction to Organizational Behaviors- feature, purpose, goal, models of organization behavior

Unit – II
Perception-definition, process, factors, Personality-definition, trait, theories, Learning, Motivation-definition and theories

Unit – III
Leadership-types, style, theories, group and team, group dynamics, group decision making

Unit – IV
Organization power and politics, conflict-resolution management. Grievance handling, Stress management

Unit – V
Performance evaluation, Organization development Organizational change, Communication, Stress management Culture systems

Reference Books:
2. S.P.Robbins: Organizational Behaviour, Prentice Hall of India Ltd. New Delhi,
RKDF UNIVERSITY
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Second Year

<table>
<thead>
<tr>
<th>Subject Title</th>
<th>Subject Code</th>
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</thead>
<tbody>
<tr>
<td>Business Policy</td>
<td>BBA-402</td>
</tr>
</tbody>
</table>

Max Marks: 70
Min Marks: 24

Course Objective:
To familiarize the students on methods & techniques of Business Policy & strategic management.

Course Outcomes:

CO1 To introduce the concepts of strategic management and understand its nature in competitive and institutional landscape.

CO2 Identification, appreciation and interpretation of the critical challenges and opportunities before an organization.

CO3 Students will be able to describe major theories, background work, concepts and research output in the field of strategic management.

CO4 Students will demonstrate a clear understanding of the concepts, tools & techniques used by executives in developing and executing strategies and will appreciate its integrative and interdisciplinary nature.

CO5 Demonstrate the knowledge and abilities in formulating strategies and strategic plans.

Course Contents:

Unit-I

Unit-II
Business definition & objectives, Mission & purpose, Characteristic.

Unit-III
Nature of strategic decision making approaches and process of strategic management.

Unit-IV
SWOT Analysis, Environmental appraisal organizational appraisal & selective factor & process of strategic choice.

Unit-V
Social responsibilities & Strategic Management, Corporate Culture Corporate Policies.

Reference Books:

1. Azhar Kazmi : Business Policy
2. P.K. Ghosh : Business Policy
3. Satish Seth : Corporate Strategy
RKDF UNIVERSITY
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
Second Year Semester IV

<table>
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<th>Subject Title</th>
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<tr>
<td>Quantitative Techniques</td>
<td>BBA-403</td>
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</table>

Max Marks: - 70 Min Marks:-24

**Course Objective:**
To teach the student the various statistical techniques to apply them on factual data so that they earn to derive statistical interpretation.

**Course Outcomes:**
- **CO1** Provides students with quantitative skills that are required to make business decisions.
- **CO2** These skills involve using statistical, forecasting and estimation techniques.
- **CO3** Formulation and application of mathematical models in business decision making scenarios.
- **CO4** Understand why statistics are important for making business decisions (when to use quantitative analysis vs. “common sense”)
- **CO5** Demonstrate a sound knowledge of statistical terms

**Course Contents:**

<table>
<thead>
<tr>
<th>Unit</th>
<th>Course Content</th>
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</thead>
<tbody>
<tr>
<td>Unit – I</td>
<td>Nature and Importance of quantitative Techniques in statistical data interpretation.</td>
</tr>
<tr>
<td>Unit – II</td>
<td>Standard Deviation, Variation, Covariance.</td>
</tr>
<tr>
<td>Unit – III</td>
<td>Forecasting – Concept, Techniques, Advantages, Disadvantages, Methods.</td>
</tr>
<tr>
<td>Unit - IV</td>
<td>Time Series - Concept, Advantages, Disadvantages, Methods, Simple Average Method, Moving Average Method, Seasonal Variation Method.</td>
</tr>
<tr>
<td>Unit – V</td>
<td>Index Numbers – Simple Average Method, Aggregative Method, Marshall, Fisher IndexNumber.</td>
</tr>
</tbody>
</table>

**Reference Books :-**
1. D.N.Elhance : PracticalProblemsinstatisticsfundamentalsofstatistics.
2. B.N.Gupta : Statistics
3. S.P.Gupta : StatisticsMethods
5. Dr.AdithamB.Rao : QuantitativeTechniques
Course Objective:- The appraise the student on methods & techniques of statistical investigations & different research methods:

Course Outcomes:
CO1 Demonstrate the ability to choose methods appropriate to research aims and objectives. Understand the limitations of particular research methods.
CO2 Develop skills in qualitative and quantitative data analysis and presentation.
CO3 Demonstrate the ability to choose methods appropriate to research aims and objectives
CO4 Understand the limitations of particular research methods
CO5 Develop skills in qualitative and quantitative data analysis and presentation

Course Content:

Unit – I
Introduction: concept, meaning, definition and importance of research in business.

Unit – II
Types of Research, Applied research, Fundamental research and other types of research.

Unit – III
Identification & research problem, Deciding Hypothesis, objective and methodology, sampling concept. Importance & techniques.

Unit – IV
Data collection – Data and reference – concept, sources of data, primary data collection – Questionnaire schedule, case analysis, Interview, census & sampling enquiry.

Unit – V
Tabulation, Interpretation & Report writing, Diagrammatic representation of statistical Data, Charts, Graphs and Diagrams.

Reference Books :-
1. C.R.Kothari : Research Methodology
2. Sadhu&Singh : Research Methodology in Social Science
3. Dwivedi & R.S. : Research Methodology in Behavioral Science
4. Michael V.P. : Research Methodology in Management
Subject Title | Subject Code
--- | ---
Entrepreneurship | BBA-405

Max Marks: 70 | Min Marks: 24

**Course Objective:**
The objective of this course is to equip students with basic skills in starting their own enterprises.

**Course Outcomes:**
- CO1 Have the ability to discern distinct entrepreneurial traits
- CO2. Know the parameters to assess opportunities and constraints for new business ideas
- CO3. Understand the systematic process to select and screen a business idea
- CO4. Design strategies for successful implementation of ideas
- CO5 Understanding basic concepts in the area of entrepreneurship.

**Course Content:**

**Unit I**
Entrepreneur and Entrepreneurship: Concepts, Characteristics and functions of an Entrepreneur, Types of Entrepreneur, Major Entrepreneurial Competencies, Developing Competencies and Role of enterprises in Economic Development.

**Unit II**

**Unit III**

**Unit IV**
Institutional Finance to Entrepreneurs: commercial Banks, Financing Institutions (IDBI, IFCI, IRBI LIC, UTI, SFC, SIDC, SIDBI and EXIM Bank).

**Unit V**

**Reference Books:**
2. Vasant Desai, Dynamics of Entrepreneurial Development and Management, Bombay, l-imalaya Publishing House, 4th Ed. 2000-
RKDF UNIVERSITY
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Scheme
The structure of the course will comprise five-papers in each Semester.

Fifth Semester

<table>
<thead>
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<th>Subject Name</th>
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<td>1</td>
<td>BBA-501</td>
<td>Management Information System</td>
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<td>BBA-502</td>
<td>Retail Concept &amp; Strategies</td>
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<td>BBA-503</td>
<td>Comprehensive Viva-voca</td>
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<td>Specialization-Paper-I Consumer Behavior &amp; Service Marketing</td>
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<td>BSF-I</td>
<td>Specialization-Paper-I Working Capital Management</td>
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<td>BSHR-I</td>
<td>Specialization-Paper-I Human Resource Management</td>
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<td>BSBF-I</td>
<td>Specialization-Paper-I Introduction to Banking system</td>
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<td>6</td>
<td>BSM-II</td>
<td>Specialization-Paper-II Advertising Management</td>
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<td>7</td>
<td>BSF-II</td>
<td>Specialization-Paper-II Investment Analysis &amp; Portfolio Management</td>
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<td></td>
<td>BSHR-II</td>
<td>Specialization-Paper-II Training and Development</td>
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<tr>
<td></td>
<td>BSBF-II</td>
<td>Specialization-Paper-II Financial Institutions &amp; Markets</td>
<td>150</td>
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</tr>
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</table>
Course Objective:
1. To make students understand the concept of information technology importance in today’s corporate world.
2. To create awareness about various Applications available and its usages for excel the service in corporate sector.
3. To create awareness about role of MIS and its contributions to Corporate
4. To make students understand Role of Computers/Social science software contributions.

Course Outcomes:
CO1 evaluate the role of information systems in today's competitive business environment.
CO2 define an information system from both a technical and business perspective and distinguish between computer literacy and information systems literacy.
CO3 Compare the processes of developing and implementing information systems.
CO4 Outline the role of the ethical, social, and security issues of information systems.
CO5 Translate the role of information systems in organizations, the strategic management processes, with the implications for the management.

Course Content:

Unit –I
MIS: Definition, objectives, benefits, function, role of an MIS, utility. Concept information and system, Information System, Information need, Planning organization and control.

Unit –II
Computer: Organization of computer, Its functional units, introduction to computer software, Use of computer in MIS, Application of computer, emerging trends of computer and MIS.

Unit –III
Process of MIS Development: Analysis, design, selection of design, development, implementation and maintenance. SDLC, Prototyping. Conversion of manual MIS into computerized MIS.

Unit –IV
Implementation of MIS, its stages and evaluation and monitoring of the system, Maintenance of the system.

Unit –V
Decision Making: Types and phases, process of decision making, DSS, IS Support to decision making process.

References Books
1. G. Murdic & Joel E. Ross: Information system
# Course Objective:
To familiarize students with the decisions involved in running a retail firm and the concepts and principles for making those decisions. While the course focuses on the retail industry including retailers of consumer services, the content of the course is useful for students interested in working for companies that interface with retailers such as manufacturers of consumer products or for students with a general management or entrepreneurial interest.

## Course Outcomes:
1. Understand the functions of retail business and various retail formats and retail channels.
2. Understand the difference between Retail and Manufacturing Supply Chain.
3. Understand, key drivers of retail supply chain and how to select a retail store location?
5. Integrate the various Supply Chain partners and how to collaborate with them?

## Course Content:

<table>
<thead>
<tr>
<th>Unit</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Unit – II</td>
<td>The evolution of retail in India, types of Retail Stores, Retail Models and theories of retail development.</td>
</tr>
<tr>
<td>Unit – III</td>
<td>Retail Marketing mix, Retail communication mix. Role of advertising, Sales promotion. Public relations and Personal selling in retailing.</td>
</tr>
<tr>
<td>Unit – IV</td>
<td>Supply chain management in retailing, management of service and quality in retailing.</td>
</tr>
<tr>
<td>Unit – V</td>
<td>Retail stores operations, Mall management, setting objectives for retailers’ performance, Management of retail brand.</td>
</tr>
</tbody>
</table>

## Reference Books:
2. Retailing management by Suja R.Nair, Himalaya Publication.
5. Retail management by Chetan Bajaj, Rajnish Tuli & Nidhi Shrivastav
Course Objective:

Aim of the viva is to make student to go through the conceptual frame work of all that has been learnt in the course of the Three years of BBA program and answer clearly, concisely and cogently to questions posed enabling the student to prepare for proper articulation in the domain of management studies. The preparation for comprehensive viva inter-alia will enable student to face any job interview and tests on selection for admission into research programs in management and science with adequate confidence. The successful completion of Comprehensive Viva should signal firm grasp of all the courses learnt in the entire program of BBA.

Course outcomes:

The following outcomes are expected after the student successfully completes the process of Comprehensive.

1. Firm grounding of fundamentals of core courses of management.
2. The ability to put across the concepts with ease and good clarity.
3. The ability to use the theoretical framework to solve specific management problems.
4. Demonstrating one’s competency in management courses.

The student is expected to face questions on any core courses of management as well as all the courses of his/her specific stream of elective and provide answer convincingly.
Objective: The basic objective of this course is to develop an understanding about the consumer decision-making process and its applications in marketing practices of firms.

Course Outcomes:
CO1. Demonstrate how knowledge of consumer behaviour can be applied to marketing.
CO2. Identify and explain factors which influence consumer behaviour.
CO3. Relate internal dynamics such as personality, perception, learning motivation and attitude to the choices consumers make.
CO4. Use appropriate research approaches including sampling, data collection and questionnaire design for specific marketing situations.
CO5. In a team, work effectively to prepare a research report on consumer behaviour issues within a specific context.

UNIT-I
Introduction to Consumer Behavior: Consumer Behavior & Marketing Strategies. (Segmentation promotion and Positioning Strategies).

UNIT-II
Consumer Perception: Purchase search, information processing and Consumer Involvement theory; Evaluative criteria & Decision Rules; Consumer attitude & attitude Change.

UNIT-III
Advertising campaign-Advertising V/s Consumer behavior; Sales promotion- Role of Creative strategies; Advertising- Retail, National, Cooperative, Political International, Public Service Advertising.

UNIT-IV
Market Situation Analysis: Analysis of Competitor’s Strategies and Estimating their Reaction Pattern and Competitive Position;

UNIT-V
Competitive Market Strategy for Emerging Industries, Declining Industries and Fragmented Industries; Balancing Customer and Competitor Orientations

Books Recommended:
7. Porter, M E. Competitive Advantage.
RKDF UNIVERSITY
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
Third Year
(Specialization in Marketing Management)
Semester V

Subject Title | Subject Code
--- | ---
Advertising Management | BSM-II

Max Marks: - 70
Min Marks: - 24

Course Objective:
Course Outcomes:

CO1. Examine advertising and its functions in relation to brand success;
CO2. Critically evaluate how creative concepts and executions will contribute to brand success;
CO3. Analyze advertising and branding techniques and apply them to a variety of different issues;
CO4. Work effectively in teams to analyze and prepare presentations on advertising and brand management issues.
CO5 Two Step Flow of Communication Theory of Cognitive.

UNIT-I

UNIT-II
Dagmar Approach- Determination of Target Audience; Building of Advertising Programme- Message, Headlines, Copy, Logo, Appeal, Layout.

UNIT-III
Campaign Planning; Media Planning; Budgeting Evaluation-Rationale of Testing Opinion and Aptitude Tests, Recognition, Recall, Experimental Designs; Advertising Organisation- Selection Compensation and Appraisal of an Agency; Electronic Media Buying

UNIT-IV
Advertising campaign-Advertising V/s Consumer behaviour; Sales promotion- Role of Creative strategies; Advertising- Retail, National, Cooperative, Political International, Public Service Advertising.

UNIT-V

Books Recommended:
Subject Title | Subject Code
--- | ---
Working Capital Management | BSF-1

Max Marks: 70 | Min Marks: 24

Objectives: The objective of the course is to acquaint the students with the importance of the working capital and the techniques used for effective working capital management.

Course Outcomes:
- CO1 Discover basic understanding of a company’s working capital structure.
- CO2 Identify how to manage working capital to increase profits.
- CO3 Explore and establish basic knowledge of Working Capital Management policies.
- CO4 Identify how to calculate the cash conversion cycle.
- CO5 Explore and establish knowledge of working capital in the budgeting process and credit policy.

Course Contents

Unit-1

Unit-2
Management of Cash - Motives for Holding Cash and marketable securities; Cash System, Managing the Cash Flows. Cash Concentration Strategies, Disbursement tools,

Unit-3
Investment in Marketable Securities; Forecasting Cash Flows; Managing Corporate Liquidity and Financial Flexibility; Measures of Liquidity,

Unit-4
Receivable Management- Determining the appropriate Receivable Policy, Marginal Analysis, Credit Analysis and Decision, Inventory Management-kinds of Inventories, Benefits and Costs of Holding Inventories, Inventory

Unit-5
Management and Valuation of Inventory control and Capital Investment Processes.

Suggested Readings:
Course Objective: The aim of this course is to provide a conceptual framework for analysis from an investor’s perspective of maximizing return on investment – a sound theoretical base with examples and references related to the Indian financial system.

Course Outcomes:
CO1 Show a systematic knowledge, understanding and critical awareness of the theory.
CO2 Show a comprehensive understanding of the complex techniques applicable to solve problems.
CO3 Show an ability to understand, select and apply appropriate methods in portfolio management.
CO4 Demonstrate a comprehensive understanding of the complex current issues relevant to the investment market.
CO5 Apply corporate cash management, accounts receivable management, bank relations, and inventory management techniques to maximize the share holders’ value.

Course Contents:

Unit-I
Overview of Investment Concept of Investment; Various Investment Alternatives; Application of Investment Alternatives; a Case Study on Investment Alternatives.

Unit-II
Overview of Risk Management Concept of Risk Management; Analysis of Risk Management; a Case Study on Risk Management.

Unit-III
Trading of Securities Introduction to Markets and their Functions; Development of Securities Market in India; SEBI and its Role in Primary and Secondary Market; SEBI and its Functions.

Unit-IV
Portfolio Management Introduction to Portfolio Management; Relation between Risk and Return; Optimal Portfolio; Capital Asset Pricing Model; its Valuation and Validity; Case Study.

Unit-V
Portfolio analysis: concept, advantage of optimum portfolio management.

Suggested Readings
1. Security Analysis and Portfolio Management by Donald E. Fischer Ronald J. Jordan, Publisher: Prentice-Hall of India
2. Security Analysis And Portfolio Management by V. Gangadhar, Publisher: Anmol Publications
4. Security Analysis And Portfolio Management by S Kevin Publisher: Prentice hall of India.
Course Objective: The course aims to familiarize the students with the importance of human resource in the present day organizations and its subsequent management as a ‘resource’.

Course Outcomes:
CO1: To develop the understanding of the concept of human resource management and to understand its relevance in organizations.
CO2: To develop necessary skill set for application of various HR issues.
CO3: To analyze the strategic issues and strategies required to select and develop manpower resources.
CO4: To integrate the knowledge of HR concepts to take correct business decisions
CO5 Maintenance and Integration Functions: Employee grievances and their redressed, suggestion schemes, administration of discipline.

Unit-I

Unit-II
Recruitment & selection : Job Analysis, Job description, job specification, recruitment, source of recruitment selection, placement and induction and socialization

Unit-III
Training & development. Types and method, job change – career planning, promotion, demotion, transfer, retirement

Unit-IV
Compensation Function: Job evaluation – Merit rating – Methods’ of wage, payment, incentive compensation – Types, advantages, perquisites. Wage system in India – Minimum wage, fair wage, living wage.

Unit-V
Maintenance and Integration Functions: Employee grievances and their redressed, suggestion schemes, administration of discipline.

Suggested Readings
2. Edwin Flippo, Personnel Management.
5. Michael Porter, HRM and Human Relations.
9. Pattanayak, Human Resources Management, Prentice Hall of India
Course Objective: The course aims at exposing the learner to the concept and practice of training and development in the modern organizational setting through the pedagogy of case discussions and recent experiences.

Course Outcomes:
CO1. Explain the role of training and development in human resources management.
CO2. Describe the psychology of the learning process on which training is based.
CO3. Analyze the training needs of an organization.
CO4. Assess, design, access and implement various methods, techniques and sources of training.
CO5. Evaluate the value of the training once completed from the individual employee and the organization's viewpoint.

Course Contents:

UNIT-I
Training process- an overview; role, responsibilities and challenges to training manager; organization and management of training function; training needs assessment and action research;

UNIT-II
Training climate and pedagogy; developing training modules; training methods and techniques; facilities planning and training aids; training communication; training evaluation; training and development in India.

UNIT III

UNIT IV
Designing Training and Development Programs: Organization of Training and Development programs, Training design, kinds of training and development programs- competence based and role based training; orientation and socialization; diversity training, choice of training and development methods.

UNIT V
Evaluation of Training and Development: Reasons for evaluating Training and development programs, Problems in evaluation; Evaluation planning and data collection, different evaluation frameworks, Problems of Measurement and Evaluation; Costing of training, measuring costs and benefits of training program.

Suggested Readings:
3. Warren, M.W. Training for Results, Massachusetts, Addison-Wesley.
5. Garner, James, Training Interventions in Job Skill Development, Addison-Wesley.
Course Objectives:
To help the students to understand the meaning, importance and the economic and monetary implications of banking operations and impart knowledge about the various forms of banking services.

Course Outcomes:
CO1 Describe the context of banking: the financial system.
CO2 Explain the principles of banking.
CO3 Elucidate the broad functions of banks.
CO4 Elucidate the liability and asset portfolio management problems of Banks.
CO5 Describe the components of the balance sheets of banks.

UNIT – I
Introduction to Indian Banking System, Reserve Bank- Legal framework and main functions, Different types of accounts, Banker customer relationship, customer services in banks, KYC norms and antimony laundering.

UNIT – II
Technology in banks, Payment and settlement system in banks- New age clearing, national gateways, international gateways, Retail banking, Treasury management, priority sector lending.

UNIT – III
Reserve Bank of India- Legal framework and main functions Commercial Banking, public, private, foreign, co-operative sector Different types of bank accounts.

UNIT – IV
Types of Banks, Commercial banks, industrial banks, Cooperative banks and rural banks, marketing of banking and insurance services, Contemporary issues in banking and insurance.

UNIT – V
Cheques, types of cheque, online payment system, debit and credit payment system.

Books Recommended:
1. Mishra M.N. - Insurance Principle & Practice (Sultan Chand & Company Ltd., New Delhi)
2. Ganguly Anand - Insurance Management (New Age International Publishers, New Delhi)
5. Kakkar, Bisen - Insurance & Risk Management (New Age Publication, New Delhi)
Course Objective: The objective of this paper is to develop conceptual as well as practical understanding of Financial Services & Institutions & its Functioning.

Course Outcomes:
CO1 Describe the different components of a financial system and their role.
CO2 Explain the recent developments in the Indian financial system.
CO3 Describe the instruments, participants and operation of the money market.
CO4 Describe the methods of issuing shares and role of intermediaries in the primary market.
CO5 To know about the financial institutions policies.

UNIT-I
Introduction to Indian financial system: Role/ functions, component, constituents, development, role in economic development, weaknesses of Indian financial system. Financial Services: Concept, Nature & Scope of Financial Services.

UNIT-II
Fundamentals of Mutual Funds, Merchant Banking, underwriting Securitization of debt, leasing, hire purchase, venture capital, factoring & forfeiting, Discounting, Credit rating & Credit Card

UNIT-III
Financial Institutions: Fundamentals & Basic Concept Role & important of Financial institutions, Banking financial institute, non Banking Financial institutions.

UNIT-IV
Working and organization of Different Financial institutions in India: RBI, IFCI, ICICI, IDBI, UTI, LIC

UNIT-V
Hire purchase, venture capital, factoring & forfeiting, Discounting, Credit rating & Credit Card.

Books Recommended:
4. Tripathi Nalini Prava, Financial Services Prentice Hall of India Ltd.
The structure of the course will comprise five-papers in each Semester.

**Sixth Semester**

<table>
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<th>S.No</th>
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<th>Subject Name</th>
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<td>Specialization-Paper-III Banking and Insurance</td>
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Course Objectives: To create awareness regarding Environment amongst students.

Course Outcomes:
CO1 Understand key concepts from economic, political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions.

CO2 Appreciate concepts and methods from ecological and physical sciences and their application in environmental problem solving.

CO3 Appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.

CO4 Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world.

CO5 Discuss of Environmental Pollution Definition, Causes, effects and control measures of:- Air pollution, Water pollution, Soil pollution.

Course Content:

Unit – I
The Multi disciplinary nature of environmental studies Definition. Scope and importance Need for public awareness Natural Resources.

Unit-II
Renewable and non-renewable resources: Natural resources and associated Problems. Forest resources Use and over-exploitation, deforestation, case studies.

Unit – III

Unit – IV

Unit – V
Environmental Pollution Definition, Causes, effects and control measures of:- Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear hazards.
REFERENCE BOOKS:-

2. Bhurucha Irach. The Biodiversity of India Mapin Publishing Pvt Ltd.Ahmedabad-380 011, India
4. Cark R S, Marine pollution, Clanderson press oxford(TB)
   PUibli.
   House Mumbai,1196 P.
7. Dawn to Earth, Centre for Science and Environment (R)
   Stockholm
   1140P.
Course Objective: The subject aims to familiarize the student with the basic concept of e-commerce and to provide him/her with the knowledge of planning, scheduling and controlling a successful e-business.

Course Outcomes:
CO1 Understand the basic concepts and technologies used in the field of management information systems;
CO2 Have the knowledge of the different types of management information systems;
CO3 Understand the processes of developing and implementing information systems;
CO4 Be aware of the ethical, social, and security issues of information systems;
CO5 Analyzing branding and pricing strategies, using and determining the effectiveness of market research, assessing their effects.

Course Content:

Unit I:
Framework for understanding e-business: Introduction to e-commerce, Environmental forces affecting planning and practice, Ethical, legal and social concerns.

Unit II:

Unit III:
Planning, Implementing and Controlling of e-Business: Creating the Marketing Mix, Organizational and Managerial issues, Financial Planning and Working with Investors, Implementation and Control of the e-Business Plan.

Unit IV:
Understanding of Key terms of E-Commerce: Electronic Commerce & Banking, Electronic Payment Systems, Electronic Payment Technology, On-line credit card, E-Commerce Security

Unit-V
Network Infrastructure for E-Commerce – I: Local Area Network (LAN), Ethernet: IEEE 802.3: Local Area Network (LAN) Protocols, Wide Area Network (WAN), The Internet, TCP/IP Reference Model, Domain Names, Hyper Text Markup Language (HTML), Simple Exercises in HTML

Suggested Readings:
2. Frontiers of E-Commerce Ravi Kalkota, TMH
3. O'Brien J. Management Information System, TMH
4. Oberoi, Sundeep E-Security and You, TMH
5. Young, Margret Levine The complete reference to Internet, TMH
Course Objective: Mission statement: To impart high quality practical and conceptual state of the art education in the domain of business administration that can enable students for promoting their career by preparing them to face real world business challenges and preparing them to become future thought leaders, and entrepreneurs.

Course Outcomes:
CO1. Employ the fundamental knowledge to develop mathematical models and to infer useful Management insights.
CO2. Analyze a situation or mechanical system and identify possible ideas for practical implementation.
CO3. Design Management field to meet the requirements specified in a given application.
CO4. Identify manageable sub-problems from complex situations for quicker solutions through rigorous research methodology.
CO5. To nurture the students with basics of management concepts that will enable them to solve real business problems.
CO6. To develop professional skills for immediate employment and respond amicably to the changing environment through acquired skills & competencies.
CO7. Possess analytical, decision making skills needed to take appropriate decisions in business and managerial situations.
CO8. To ensure that the managers understand and demonstrate professional responsibilities toward the nature and mankind.
CO9. To encourage and train the students to start independent ventures with rigorous research and Innovation.
CO10. To groom the students to understand group dynamics and work in tandem with the organizational goals and objectives.
Course Objective: The basic objective of this course is to acquaint the students with environmental, procedural, institutional and decisional aspect of international marketing.

Course Outcomes:
CO1. Have developed an understanding of major issues related to international marketing
CO2. Have developed skills in researching and analyzing trends in global markets and in modern marketing practice
CO3. Be able to assess an organization's ability to enter and compete in international markets
CO4. To know about various strategies of international marketing.
CO5. International Marketing mix- Identification of markets, Product policy

Course Content

UNIT-I
International Marketing – definition, concept and setting; Distinction between international Trade, Marketing and Business; Economic environment of international Marketing; International Institutions – World Bank, IMF, WTO, UNCTAD, Common Markets, Free Trade Zones, Economic Communities.

UNIT-II
Constraints on International Marketing – Fiscal and non Fiscal Barriers, Non Tariff Barriers; Trading Partners - Bilateral Trade Agreements, Commodity Agreements and GSP; India and World Trade, Import and Export Policy.

UNIT-III
Public Sector Trading Agencies, ECGC, Commodity Boards etc. Procedure and Documents – Registration of exporters, Export Quotations, Production and clearance of goods for export.

UNIT-IV
International Marketing mix- Identification of markets, Product policy, International product life cycle, promotion strategy, pricing strategy and distribution strategy; various forms of international business; marketing of joint ventures and turnkey projects

UNIT-V
Direction and Quantum of India’s Exports; Institutional Infrastructure for Export Promotion; Export Promotion councils. Shipping and Transportation, Insurance, Negotiation of Documents; Instruments of Payments- Open Account, Bills of Exchange; Letter of credit- Export finance.

Books Recommended:
4. Onkvisit, sak, and shaw, JJ.: International marketing analysis and strategy.
6. Terpstra, vern and sarathi, R.: International Marketing
Course Objectives: The purpose of this paper is to acquaint the student with the concepts which are helpful in developing a sound sales and distribution policy and in organizing and managing sales force and marketing channels.

Course Outcomes:
CO1 Develop skills in managing a sales team, dealer management and innovative sales strategies as the situation warrants.
CO2 Appreciate and analyse the sales and distribution as a key function of the Marketing process.
CO3 Appraise and organize sales planning and budgeting, estimating market potential and sales forecasting, setting the sales territory and quotas.
CO4 Leaders with concern towards nation and society at large.
CO5 Organizational Patterns in Marketing Channels; Managing Marketing Channels; Marketing Channel Policies and Legal issues;

UNIT-I

UNIT-II
Management of Sales Force: Recruiting and Selecting Sales Personnel, Developing and Conducting Sales Training Programmes, Designing and Administering Compensation Plans, Supervision of Salesman, Motivating Sales Personnel, Sales meetings and contests.

UNIT-III
Sales Forecasting, Methods, Designing Territories and allocating Sales efforts, objectives and quotas for Sales Personnel. Developing and managing Sales evaluation programme.

UNIT-IV
Distribution: Overview of Marketing Channels, their Structure, Functions and Relationships; Channel Intermediaries- Wholesaling and Retailing; Logistics of Distribution; Channel Planning.

UNIT-V
Organizational Patterns in Marketing Channels; Managing Marketing Channels; Marketing Channel Policies and Legal issues; Information System and Channel Management; Assessing Performance of Marketing Channels; International Marketing Channels.
RKDF UNIVERSITY
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Books Recommended:

Course Objective: The objective of this paper is to give student an overall view of the international financial system and how multinational corporations operate and to acquaint the participants with the mechanism of the foreign exchange markets, measurement of the foreign exchange exposure, hedging against exposure.

Course Outcomes:
CO1. Apply appropriate formats and technologies to financial communication.
CO2. Analyze, apply and evaluate information within the global financial environment of foreign exchange to solve problems and make informed decisions.
CO3. Review the problems of dealing in foreign currency and the advantages and disadvantages of overseas funding.
CO4. Recognize and calculate forward exchange rates given spot rates.
CO5. Managing short-term assets and liabilities, long-run Investment Decision,

UNIT-I
Multinational Financial Management – An overview, Evolution of the international Monetary and International Finance System,

UNIT-II
Multinational Capital budgeting Application and interpretation, Cost of Capital Structure of the multinational Firm, Dividend Policy of the Multinational Firm

UNIT-III
Types of Foreign Exchange Market, Organization of the Foreign Exchange Market

UNIT-IV
Corporate Exposure Management, Parameters and Constraints On Exposure Management

UNIT-V

Books Recommended:
Course Objectives: To acquaint students with the structure and components of the Indian Financial System; to familiarize students with different types of financial institutions and their place in the Indian Financial System.

Course Outcomes:
CO1. Explain the concept of fundamental financial concepts, especially time value of money.
CO2. Apply capital budgeting projects using traditional methods.
CO3. Analyze the main ways of raising capital and their respective advantages and disadvantages in different circumstances.
CO4. Integrate the concept and apply the financial concepts to calculate ratios and do the capital budgeting.
CO5. Types of Financial Services; Fund Based services and Fee Based services.

Unit I
Introduction to Financial System: meaning, functions, role of financial system in economic development and growth.

Unit II

Unit III
Financial Institutions and Instruments, Financial Institutions Meaning, Functions and Role of Financial Institutions; Banking and Non-banking Financial Institutions.

Unit IV
Financial Instruments Meaning, importance and classification of Financial instruments; Short-term, Medium-term and Long Term Instruments; Primary and Secondary Securities; Innovative Instruments.

Unit V
Financial Services, Meaning, importance and types of Financial Services; Fund Based services and Fee Based services.

Books Recommended:
1) Prof. (Mrs) Aparna Samudra:- Financial Management (Nirali Publication)
2) M. Ranganathan, R. Madhumathi:- Investment Analysis & Portfolio Management, Person Education
3) Bharti V. Pathak:- Indian Financial System, Person Education
4) S.K. Banerjee:- Financial Management (S. Chand & Co.)
Course Objective: The course is designed to promote understanding of issues related to the compensation or rewarding human resource in the corporate sector, public services and other.

Course Outcomes:
CO1. Acquire a solid theoretical, practical and ethical perspective on many aspects of industrial relations
CO2. Critically analyse theories, models, and paradigms in the field
CO3. Understand the key participants, institutions, relationships and processes in employment relations, so that you acquire an enhanced ability to influence industrial relations outcomes in an informed manner
CO4. Develop research, writing and speaking skills necessary for work, life and further postgraduate study

UNIT-I
Industrial Relations Perspectives; Industrial Relations and The Emerging Socio-economic Scenario; Industrial Relations and the state; Legal Framework of Industrial Relations

UNIT-II
Role and Future of Trade Unions; Trade Union and the Employee; Trade Union and the Management; Discipline and grievance Management; Negotiation and Collective Settlements; Participative Management and Co-ownership; Productive Bargaining and Gain Sharing; Employee Empowerment and Quality Management; Industrial Relations and Technological Change.

UNIT-III
Conceptual and Theoretical Understanding of Economic Theory Related to Reward Management; Competitive Imperatives; Productivity, Quality , Service, Speed , Learning; Planning for improved Competitiveness; Diagnosis and Bench marking, Obtaining Commitment;

UNIT-IV
Understanding tools Used in Designing, Improving and Implementing Compensation Packages; Compensation Designs for Specific type of Human Resources like Compensation of Chief Executives, Senior Managers, R&D Staff,etc; Understanding different components of Compensation Packages like Fringe Benefits, Incentives and Retirement

UNIT-V
Compensation Practices of MNC’s and Strategic Compensation Systems; Statutory Provisions governing different Components of Reward System; Working of different Institutions related to Reward System like Wage boards, Pay Commissions.
Books Recommended:

4. Niland J R etc. The Future of Industrial Relations. New Delhi, Sage 1994.4
Course Objective: The course is designed to promote understanding of issues related to the compensation or rewarding human resource in the corporate sector, public services and other

Course Outcomes:
CO1 To learn basic compensation concepts and the context of compensation practice
CO2 To illustrate different ways to strengthen the pay-for-performance link.
CO3 To learn the concepts of Payment and employee benefits issues for contingent workers.
CO4 To understand the Legally required employee benefits.
CO5 To understand of Compensation Practices of MNC’s and Strategic Compensation Systems

UNIT-I
Conceptual and Theoretical understanding of Economic theory related to reward management; Competitive Imperatives; Productivity, Quality, Service, Speed, Learning, Planning for Improved Competitiveness; Diagnosis and Benchmarking- Determination of Inter and Intra-industry Compensation differentials; Internal and external Equity in compensation system.

UNIT-II
Understanding tools used in Designing, Improving and Implementing Compensation packages; Compensation designs for Specific Type of Human Resources like Compensation of Chief Executives, Senior managers, R & D Staff.

UNIT-III
Understanding different components of compensation packages like fringe benefits, incentives and Retirement Plans; Compensation Practices of Multinational Corporations and Strategic Compensation Systems.

UNIT-IV
Statutory Provisions governing Different Components of Reward systems. Working of different Institutions Related to Reward System Like Wage Boards, pay Commissions etc.

UNIT-V
Compensation Practices of MNC’s and Strategic Compensation Systems; Statutory Provisions governing different Components of Reward System; Working of different Institutions related to Reward System like Wage boards, Pay Commissions.

Books Recommended:
4. Niland J R etc The Future of Industrial Relations New Delhi Sage 1994.4
Course Objective: This sector specific course is spread over semester three and four covered in two papers. This course is divided into two parts. First part deals with the basics of banking and second part covers fundamentals of insurance and aspects related to life insurance only.

Course Outcomes:
CO1 To make the students understand the various services offered and various risks faced by banks
CO2 To make them aware of various banking innovations after nationalization.
CO3 To give them an overview about insurance industry
CO4 To make the students understand various principles, provisions that govern the life General Insurance Contracts
CO5 Apply the knowledge of Banking, insurance and accounting fundamentals in a cohesive and logical pattern to solve structured and unstructured problems in Banking and Insurance.

UNIT-I
Banker – Customer Relationship: Definition and Meaning of “Banker” and “Customer” – Permitted activities of Commercial Banks in India – General and Special Features of their relationship, Their rights and duties.

UNIT-II
Deposit Accounts: Opening Operations and Closure, Fixed Deposit Account, Recurring Account, Savings Account, Current Account, Deposit Schemes for NRIs.

UNIT-III
Accounting conventions, basic accounting principles, bank reconciliation statements, procedure leading to preparation of final accounts, self-balancing ledgers, Accounting in banking companies.

UNIT – IV

UNIT – V

Books Recommended:
1. Indian Institute of Bankers (Pub) Commercial Banking Vol-I/Vol-II (part I&II) Vol- III.
2. Varshaney: Banking Law and Practice.
3. Dr. P. Periasamy: Principles and Practice of Insurance
Subject Title | Subject Code
---|---
Marketing of Financial Service | BSBF-4

Max Marks: 70  Min Marks: 24

Course Objective: The objectives of the course are to help the student in understanding the Security Market, its components and Analysis.

Course Outcomes:
CO1 Define, explain and illustrate some of the frameworks and approaches that are helpful in marketing financial services.

CO2 Understand the distinctive characteristics of financial services

CO3. Identify the problems and issues in marketing of financial services

CO4 . Apply the marketing framework for developing a marketing strategy for financial services

CO5 Concepts of Financial services Leasing and Hire Purchase; Debt Securitization; Housing Finance, Credit Rating

Course Content:-

Unit I
Indian banking system, Scheduled & Nonscheduled Banks, Commercial Banking System.

Unit II
Insurance- Concept, Types, Contract of Indemnity, IRDA.

Unit III
Venture Capital, Factoring for Failing and Bill Discounting, Insurance.

Unit IV
Mutual Funds- Meaning, Types, AMFI, Mutual Funds in India.

Unit V
Other Financial services Leasing and Hire Purchase; Debt Securitization; Housing Finance, Credit Rating; Credit Cards.

REFERENCE BOOKS:-
1. Management of Financial Services: Khan & Jain, Tata Mcgrawhills
2. Management of Financial Services, Bhalla, V.K Anmol, New Delhi