

**SCHEME OF EXAMINATION**  
**&**  
**SYLLABI**  
**of**  
**BACHELOR OF BUSINESS ADMINISTRATION**



**FROM THE ACADEMIC SESSION 2012-13**

**MAHARSHI DAYANAND UNIVERSITY**  
**ROHTAK (HARYANA)**

## CURRICULUM AND SCHEME OF EXAMINATIONS OF BBA PROGRAMME

### SECOND YEAR

#### Third Semester

Paper No	Title of Paper(s)	External Marks	Internal Assessment/ Work-shop Marks	Practical Marks	Total Marks
BBA301	Cost Accounting	80	20	-	100
BBA302	Marketing Management	80	20	-	100
BBA303	Capital Markets	80	20	-	100
BBA304	Production Management	80	20	-	100
BBA305	Data Base Management System	50	-	50	100
BBA306	Environmental Studies	80	20	-	100
	TOTAL				600

#### Fourth Semester

Paper No	Title of Paper(s)	External Marks	Internal Assessment/ Work-shop Marks	Practical Marks	Total Marks
BBA401	Indian Business Environment	80	20	-	100
BBA402	Financial Management	80	20	-	100
BBA403	Human Resource Management	80	20	-	100
BBA404	Business Research Methods	80	20	-	100
BBA405	Business Laws	80	20	-	100
BBA406	Introduction to Information Technology	50	-	50	100
	TOTAL				600

**NOTE:** 1 The duration of the end term examination shall be 3 hours

2 Immediately after the completion of the IV semester examination, the students shall proceed for their Summer Training of 4 weeks duration. The Summer Training Reports prepared after the completion of shall be assessed in the V semester as a compulsory paper.

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

## **COST ACCOUNTING**

### **PAPER CODE: BBA-301**

#### **UNIT-I**

Introduction: - Objective, elements of cost, cost sheet, importance of cost accounting, types of costing, installation of costing system, difference between cost accounting and financial accounting

#### **UNIT-II**

Material Control: - Meaning and objectives of material control, material purchase procedure, fixation of inventory levels – Reorder level, EOQ, Minimum level, Maximum level, Danger level and Methods of Valuing Material Issues

#### **UNIT-III**

Labour Cost Control: - its importance, methods of Time Keeping and Time Booking; Treatment and Control of Labour Turnover, Idle Time, Overtime, Systems of Wage Payment – Time Wage System, Piece Wage System and Balance or Debt Method; Overhead – classification, allocation and apportionment of overhead including machine hour rate

#### **UNIT-IV**

Methods of Costing – Job, Batch and Contract Costing, Process Costing Fundamental, Process Losses & Gains

#### **SUGGESTED READINGS:**

1. Jain & Narang, Advance Cost Accounting, Kalyani Publishers, New Delhi
2. Mittal, S.N., Cost Accounting
3. Bhar, B.K., Cost Accounting
4. Prasad, N.K., Principles and Practice of Cost Accounting

#### **Note:**

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

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

## **MARKETING MANAGEMENT**

### **PAPER CODE: BBA-302**

#### **UNIT-I**

Introduction to Marketing; difference between marketing and selling; core concepts of marketing; marketing mix; marketing process; marketing environment

#### **UNIT-II**

Determinants of consumer behaviour; consumer's purchase decision process (exclude industrial purchase decision process); market segmentation; target marketing; differentiation and positioning; marketing research; marketing information system

#### **UNIT-III**

Product and product line decisions; branding decisions; packaging and labeling decisions; product life cycle concept; new product development; pricing decisions

#### **UNIT-IV**

Marketing channels: - retailing, wholesaling, warehousing and physical distribution, conceptual introduction to supply chain management, conceptual introduction to customer relationship marketing; promotion mix:- personal selling, advertising, sales promotion, publicity

#### **SUGGESTED READINGS:**

1. Kotler, Philip, Kevin Lane Keller, Abraham Koshy & Mithileshwar Jha, Marketing Management, Pearson Education, New Delhi
2. Dhunna, Mukesh, Marketing Management, Text and Cases, Wisdom Publications, New Delhi
3. Sakena, Rajan, Marketing Management, McGraw Hill, New Delhi
4. Zikmund, William G, Marketing, Cengage Learning, New Delhi
5. Panda, Tapan K, Marketing Management, Excel Books, New Delhi

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2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
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External Marks: 80  
Internal Marks: 20  
Time: 3 hrs.

## **CAPITAL MARKETS**

### **PAPER CODE: BBA-303**

#### **UNIT-I**

Meaning, nature and role of capital market, features of developed capital market, reforms in the capital market, regulatory framework of capital market, capital market instruments and innovation in financial instruments

#### **UNIT-II**

Primary capital market scenario in India, primary market intermediaries, primary market activities, methods of raising resources from international market; secondary market scenario in India, reforms in secondary market, organization and management, trading and settlement, listing of securities, stock market index, steps taken by SEBI to increase liquidity in the stock market

#### **UNIT-III**

Meaning, need and benefits of depository system in India, difference between demat and physical share, depository process, functioning of NSDL and SHCIL  
Importance of Debt market in capital market, participant in the debt market, types of instrument treated in the Debt market, primary and secondary segments of debt market

#### **UNIT-IV**

Role and policy measures relating to development banks and financial institution in India, products and services offered by IFCI, IDBI, IIBI, SIDBI, IDFC, EXIM Bank, NABARD and ICICI  
Meaning and benefits of mutual funds, types of mutual funds, SEBI guidelines relating to mutual funds

#### **SUGGESTED READINGS:**

1. Pathak, Bharati V, The Indian Financial System, Pearson Education
2. Khan, M. Y, Indian Financial System, Tata McGraw Hill
3. Bhole, L M, Financial Institutions and Markets, Tata McGraw Hill

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2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

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

**PRODUCTION MANAGEMENT**  
**PAPER CODE: BBA-304**

**UNIT-I**

Production/Operations Management: Introduction, evaluation, major long term and short term decisions; objectives, importance and activities; difference between products and services (from POM view point)

**UNIT-II**

Meaning and types of Production Systems: Production to order and production to stock; plant location; factors affecting locations and evaluating different locations; plant layout: meaning, objectives, characteristics and types; plant layout and materials handling

**UNIT-III**

Production Planning and Control: Meaning, objectives, advantages and elements, PPC and production systems, sequencing and assignment problems; work study: meaning, objectives, prerequisites and procedure; procedure and tools of methods study, procedure and techniques of work measurement

**UNIT-IV**

Inventory Control: Objectives, advantages and techniques (EOQ model and ABC analysis); quality control: meaning and importance; inspection, quality control charts for variables and attributes and acceptance sampling; maintenance; importance and types

**SUGGESTED READINGS:**

The list of books, cases and other specific references, including recent articles will be announced in the class by the concerned teacher.

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2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 50  
Practical Marks: 50  
Time: 3 hrs.

**DATA BASE MANAGEMENT SYSTEM**  
**PAPER CODE: BBA-305**

**UNIT-I**

Introduction to data base management system – Data versus information, record, file; data dictionary, database administrator, functions and responsibilities; file-oriented system versus database system

**UNIT-II**

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

**UNIT-III**

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

**UNIT-IV**

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

**Lab:** Working over Microsoft Access

**SUGGESTED READINGS**

1. Navathe, Data Base System Concepts 3<sup>rd</sup>, McGraw Hill
2. Date, C.J., An Introduction to Data Base System 7<sup>ed</sup>, Addison Wesley
3. Singh, C.S., Data Base System, New Age Publications, New Delhi

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2. **Section ‘B’** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

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

## **ENVIRONMENTAL STUDIES**

### **PAPER CODE: BBA-306**

#### **UNIT-I**

Environmental studies – Nature, scope and importance, need for public awareness; natural resources – renewable and non-renewable resources, use and over-exploitation/over-utilization of various resources and consequences; role of an individual in conservation of natural resources; equitable use of resources for sustainable lifestyles

#### **UNIT-II**

Ecosystems – concept, structure and function of an ecosystem; energy flow in the ecosystem; ecological succession; food chains, food webs and ecological pyramids; types of ecosystem – forest ecosystem, grassland ecosystem, desert ecosystem, aquatic ecosystems

Environmental Pollution – Definition, cause, effects and control measures of different types of pollutions – air pollution, water pollution, soil pollution, marine pollution, noise pollution, thermal pollution, nuclear hazards; solid waste management – causes, effects and control measures of urban and industrial wastes; role of an individual in prevention of pollution

#### **UNIT-III**

Social issues and the environment – Sustainable development, urban problems related to energy, water conservation, rain water harvesting, watershed management; resettlement and rehabilitation of people, its problems and concerns; climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust; Wasteland reclamation, consumerism and waste products

#### **UNIT-IV**

Environmental legislation – Environment Protection Act. Air (prevention and control of pollution) Act. Water (prevention and control of pollution) Act, Wildlife Protection Act, Forest Conservation Act

#### **SUGGESTED READINGS:**

1. Rajagopalan R, Environmental Studies, Oxford University Press, New Delhi
2. Kaushik Anubha, C.P. Kaushik, Perspective in Environmental Studies, New Age International (P) Ltd. Publishers
3. Joseph Benny, Environmental Studies, Tata McGraw Hill Publishing Company Ltd., New Delhi
4. Ubaroi, N.K., Environment Management, Excel Books, New Delhi

#### **Note:**

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2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.



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

## **INDIAN BUSINESS ENVIRONMENT**

### **PAPER CODE: BBA-401**

#### **UNIT-I**

Nature, components and determinants of business environment; basic nature of Indian economic system; growth of public and private corporate sector; social responsibility of business; economic reforms since 1991 – an overview

#### **UNIT-II**

Review of industrial policy developments and pattern of industrial growth since 1991; industrial licensing policy; public sector reforms; privatization and liberalization trends; growth and problems of SMEs; industrial sickness

#### **UNIT-III**

Development banking: an overview and current developments; regulation of stock exchanges and the role of SEBI; banking sector reforms; challenges facing public sector banks; growth and changing structure of non-bank financial institutions

#### **UNIT-IV**

Trend and pattern of India's foreign trade and balance of payments; latest foreign trade policy; India's overseas investments; policy towards foreign direct investment; globalization trends in Indian economy; role of MNCs; impact of multilateral institutions (IMF, World Bank and WTO) on Indian business environment

#### **SUGGESTED READINGS**

1. F. Cherunilum, Business Environment, Himalaya Publishing House, New Delhi
2. Biswanath Ghosh, Economic Environment & Business, Vikas Publishing House, New Delhi
3. N.K. Sengupta, Government and Business, Vikas Publishing House, New Delhi
4. K. Ashwathappa, Business Environment for Strategic Management, Himalaya Publishing House, New Delhi
5. Govt. of India, Economic Survey (latest year)
6. Bedi, Suresh, Business Environment, Excel Books, New Delhi

#### **Note:**

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2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

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

**FINANCIAL MANAGEMENT**  
**PAPER CODE: BBA-402**

**UNIT-I**

Evolution, scope and function of finance managers, objectives of financial management, profit vs. wealth maximization

**UNIT-II**

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

**UNIT-III**

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

**UNIT-IV**

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

**SUGGESTED READINGS:**

1. Pandey, I.M., Financial Management, Vikas Publishing House, New Delhi
2. Khan and Jain, Financial Management, Tata McGraw Hill, New Delhi
3. Kishore, R., Financial Management, Taxman's Publishing House, New Delhi

**Note:**

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2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

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

## **HUMAN RESOURCE MANAGEMENT**

### **PAPER CODE: BBA-403**

#### **UNIT-I**

Introduction – nature and scope of human resource management, HRM objectives and functions, HRM policies, HRM in globally competitive environment; strategic human resource management

#### **UNIT-II**

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

#### **UNIT-III**

Developing human resources – employee training, training need assessment, training methods and evaluation, cross-cultural training, designing executive development programme, techniques of executive development, career planning and development

#### **UNIT-IV**

Enhancing and rewarding performance – establishing the performance management system, establishing rewards and pay plans, employee benefits, ensuring a safe and healthy work environment

#### **SUGGESTED READINGS:**

1. Bohlander George and Scott Snell, Management Human Resources, Thomson Learning,
2. Bhattacharyya, Dipak Kumar, Human Resource Management, Excel Books, New Delhi
3. Cascio, Wayne F., Managing Human Resources, Tata McGraw Hill, New Delhi
4. DeCenzo, David A, and Stephan P. Robbins, Fundamentals of Human Resource Management, Wiley India, New Delhi
5. DeNisi, Angelo S, and Ricky W Griffin, Human Resource Management, Biztantra, New Delhi

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2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

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

**BUSINESS RESEARCH METHODS**  
**PAPER CODE: BBA-404**

**UNIT-I**

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

**UNIT-II**

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

**UNIT-III**

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

**UNIT-IV**

Stages of data analysis, nature and types of descriptive analysis, univariant and divariat tests of statistical significance, meaning and types of research report, ingredients of research report

**SUGGESTED READINGS:**

1. Shekharan Uma, Business Research Methods, John Wiley Publications
2. Zikmund, Business Research Methods, Cenage Publications
3. Copper, Business Research Methods, Tata McGraw Hill

**Note:**

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

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

**BUSINESS LAWS**  
**PAPER CODE: BBA-405**

**UNIT-I**

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

**UNIT-II**

Purpose and meaning of the contract of the guarantee; kinds of guarantees; rights and obligations of creditors; rights, liabilities and discharge of surety; contract of indemnity; Definition of bailment and its kinds; duties and rights of a bailor and a bailee; rights and duties of a pledgor and pledgee.

**UNIT-III**

Contract of agency; definition of agent and agency; creation of agency; duties and rights of agent and principal; principal's duties towards agents and third parties; termination of agency; power of attorney.

Law of sale of goods – definition and essential of a contract of sale, conditions and warranties, passing of property in goods; performance of contract; right of unpaid seller; remedies for breach of contract.

**UNIT-IV**

Negotiable instrument act – Meaning and essential elements of a negotiable instruments; types of negotiable instrument; holder and holder in due course; negotiation of negotiable instruments; dishonour of negotiable instruments. Meaning and scope of information technology act; digital signature; electronic governance; regulation of certifying authority; digital signature certificates; duties of subscribers; penalties adjudication and offences.

**RTI Act 2005 : Purpose, Right to Information and Obligation of Public Authorities, Exemption from disclosure of information**

**SUGGESTED READINGS:**

1. Kapoor, N.D., Business Law, Sultan Chand & Sons
2. Gulshan, S.S., Mercantile Law, Excel Books
3. Kuchhal, M.C., Mercantile Law, Vikas Publishing Pvt. Ltd.
4. Chadha, P.R., Business Law, Galgotia Publishing
5. Aggarwal, S.K., Business Law, Galgotia Publishing Company
6. Maheshwari S.N. & Maheshwari, Business Regulatory Framework, Himalaya Publishing House

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External Marks: 50

Practical Marks: 50

Time: 3 hrs.

**INTRODUCTION TO INFORMATION TECHNOLOGY**  
**PAPER CODE: BBA-406**

**UNIT-I**

Overview of data and information, information system, their classification, role of information system in business, office automation

**UNIT-II**

Word Processor: advantage, entering text, editing text, formatting text, mail merge

**UNIT-III**

Electronic spreadsheet: - advantages, application areas, creating a worksheet, functions, types of graph, creating graph, formatting cells, macros

**UNIT-IV**

Introduction to Internet: - background of history, working, major features, accessing the internet, major application areas, introduction to multimedia, multimedia applications

**Lab:** Practice in Ms-Office and Tally Accounting Package

**SUGGESTED READINGS:**

1. Saxena, Introduction to Information Technology, Vikas Publishing House, New Delhi
2. Williams and Eawyer, Using Information Technology, Tata McGraw Hill, New Delhi

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