

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
THIRD YEAR

Fifth Semester

Paper No	Title of Paper(s)	External Marks	Internal Assessment/ Work-shop Marks	Practical Marks	Total Marks
BBA501	Purchase and Materials Management	80	20	-	100
BBA502	Company Law	80	20	-	100
BBA503	Management Accounting	80	20	-	100
BBA504	Computer Networking & Internet	50	-	50	100
BBA505	Presentation Skills	80	20	-	100
BBA506	Summer Training Report*	100	-	-	100
	TOTAL				600

NOTE: 1 *Summer Training Report will be evaluated by the external examiner as per the provisions contained in the Ordinance

Sixth Semester

Paper No	Title of Paper(s)	External Marks	Internal Assessment/ Work-shop Marks	Practical Marks	Total Marks
BBA601	Corporate Taxation	80	20	-	100
BBA602	System Analysis & Design	80	20	-	100
BBA603	Foundations of International Business	80	20	-	100
BBA604	Consumer Protection	80	20	-	100
BBA605	E-Commerce	50	-	50	100
BBA606	Personality and soft skills development	80	20	-	100
BBA607	Comprehensive Viva-voce	100	-	-	100
	TOTAL				700

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

Instructions for the conduct of Practical, Comprehensive Viva-Voce, Workshop etc for BBA/MBA Programme

Conduct of Computer practical, Comprehensive Viva-voce, Workshop etc. wherever applicable, shall be done by a Board of examiners as per provisions in the concerned Ordinances of all programmes of BBA/MBA on invitation of the concerned Director/ Principal of the affiliated Institutes of the University. The external examiner in the concerned subject only shall be invited , who is at present working as faculty on permanent basis against sanctioned post, approved by the University having experience of not less than FIVE years in the University or a Institute/ College affiliated to University for the conduct of computer practical, comprehensive viva-voce, workshop etc.

The concerned Principal/Director of the College/Institute shall request the examiner at his own level and shall make necessary arrangements for the smooth conduct of the examinations as stipulated in the Ordinances. The Principal/Director shall ensure to upload the marks awarded by the examiner(s) on the University website and also submit the hard copy of the award list along with attendance of the candidates and eligibility proof of examiner duly signed by both the examiner and Principal/Director to the office of the Controller of Examinations within 15 days of the conduct of examinations.

The concerned Principal/Director is also required to make payment of TA/DA and examination remuneration to the examiner on the spot as per University norms and the same will be reimbursed by the University after submitting the bills to the Controller of Examinations duly verify by the concerned Principal/ Director of the Institute. The Institutes/Colleges are also advised to invite the examiners from nearby stations only. In case the examiner(s) is/are invited beyond 100 kms. distance (one way), the permission of the University may be sought.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

PURCHASE AND MATERIALS MANAGEMENT

PAPER CODE: BBA-501

UNIT-I

Purchasing: meaning, role, objectives and functions; organization of purchase management and its relationship with other departments; five R's of purchasing (right quality, right quantity, right source, right time and right price)

UNIT-II

Determination and description of material quality; vendor rating, selection, development and relations; evaluating suppliers efficiency; price determination and negotiation; make or buy decisions; purchase: procedures and documentation

UNIT-III

Materials Management: meaning, objectives, importance, functions and organization materials information system; standardization, simplification and variety reduction; value analysis and engineering

UNIT-IV

Stores Management: meaning, objectives, importance and functions, stores layout; classification and codification; inventory control of spare parts; materials logistics-warehousing management, materials handling, traffic and transportation; disposal of scrap, surplus and obsolete materials

SUGGESTED READINGS:

1. Dobler & Burt, Purchasing and Supply Management: Text & Cases, Tata McGraw Hill Publishing Company Ltd., New Delhi
2. Nair, Purchasing and Material Management, Vikas Publishing House, New Delhi
3. Gopal Krishnan, P., Handbook of Materials Management, Prentice Hall of India Pvt. Ltd., New Delhi
4. Gopalakrishnana, P. & Sundarshan, M., Materials Management: An Integrated Approach, Prentice Hall of India Pvt. Ltd., New Delhi
5. Bhat, K. Shridhara, Materials Management, Himalaya Publishing House

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.

COMPANY LAW
PAPER CODE: BBA-502

UNIT-I

Meaning and nature of company, kinds of companies, formation and incorporation of company, Memorandum of Association; Articles of Association, affects of memorandum and articles of association; relationship and distinction between memorandum of association and article of association; doctrine of indoor management. Meaning and definition of prospectus; abridged form of prospectus; misstatement in a prospectus and their consequences

UNIT-II

Definition of member; members and share holders; modes of acquiring membership; termination of membership; rights and liabilities of a member. Meaning need and requisitions of valid meeting; voting, proxy and resolutions; kinds of general body meetings. Meaning of dividend; sources of dividend payments; declaration of dividend; payment of dividend; unpaid and unclaimed dividends. Appointments, qualifications and remunerations of auditors; power, duties and obligations of auditors. Inspection and investigations.

UNIT-III

Meaning, qualification, appointment and removal of directors; duties and liabilities of directors; remuneration of directors; distinction between managing director and manager; distinction between managing director and whole time director; meetings of board of directors. Meaning, need and current development in corporate governance

UNIT-IV

Inter-company loans, investments and borrowing. Meaning and prevention of oppression; prevention of mismanagement. Meaning and modes of winding up; grounds for winding up by the tribunals; types of voluntary winding up; consequences of voluntary winding up; appointment, power and duties of a liquidators in winding up. Meaning and nature of contributor's liability. Meaning and dissolution of defunct company.

SUGGESTED READINGS:

1. Kapoor G.K., Corporate Law, Taxmann's Publications, New Delhi
2. Singh Avtar, Company Law, Eastern Book Company, Lucknow
3. Bagrial, Ashok K, Company Law, Vikas Publishing House (P) Ltd, 5-Ansari Road, Delhi

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3. All questions will carry equal marks.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

MANAGEMENT ACCOUNTING
PAPER CODE: BBA-503

UNIT-I

Management Accounting: - Meaning, nature, scope, objective and functions; marginal costing and profit planning, practical application of marginal costing techniques

UNIT-II

Responsibility Accounting: - types of responsibility centers, performance evaluation criteria, responsibility reporting; budgeting – role of budgets and budgeting in organizations, budgeting process, operational and financial budgeting

UNIT-III

Nature and types of Financial Statements; techniques of financial statement analysis, ratio analysis, fund flow and cash flow analysis, techniques in performance measurement

UNIT-IV

Management accounting information for activity and process decisions; basic capital budgeting techniques

SUGGESTED READINGS:

1. Kaplan, S. Robert, Anthony A. Atkinson, Management Accounting, Pearson Education
2. Kishore M. Ravi, Cost and Management Accounting, Taxman Publication
3. Holman, Louderbock, Management Accounting, Cenage Publication
4. Khan & Jain, Management Accounting, Tata McGraw Hill Publication

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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.

COMPUTER NETWORK AND INTERNET

PAPER CODE: BBA-504

UNIT-I

Introduction to network, advantages and disadvantages of network, network topologies, analog and digital signal, analog and digital transmission

UNIT-II

OSI model and TCP/IP model, protocols and their classification, flow control and cryptography, ranking

UNIT-III

Overview of internet, internet service provider, setting windows environment for dial up networking, search engine, searching web using search engine, audio on internet, newsgroup, subscribing to news groups

UNIT-IV

Intranet concepts and architecture, building corporate world wide web, HTTP protocol, intranet infrastructure, fundamental of TCP/IP, intranet security design, intranet as a business tools, future of intranet, protocols of communication

Lab: HTML and Surfing with Internet

SUGGESTED READINGS:

1. Forouzan , Data Communication & Networking, TMH, N.Delhi.
2. Miller, Data and Network Communication, Vikas Publishing House, New Delhi.
3. Shay, Understanding Data Communication and Networks, Thomson Learning, Vikas Publishing House, New Delhi.
4. Tannenbaum, Computer Networks, PHI, N.Delhi.
5. Uyles Black, Computer Networks, PHI, N.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.

PRESENTATION SKILLS

PAPER CODE: BBA-505

UNIT-I

Introduction – Meaning, types of presentation: presentation that deeply involves the audience, presentation that creates excitement, persuasive presentation, presentation evoking emotional appeal, presentation that sells a new idea, humorous presentation

UNIT-II

Planned and unplanned presentation, planning a presentation – analyzing the audience, location of presentations, objective of presentation, researching the topic; structuring the presentation, presentation notes and session plan

UNIT-III

Methods of presentation – Fish bowl, role plays, group discussion, conference, seminar, workshop, clinics, brainstorming, simulations, games, questionnaire; delivering presentation – presenter effectiveness, difficult situations and nerves, motivation and attention

UNIT-IV

Outcomes of presentation – inspiring presentation, presentation that builds trust, presentation that offers a solution, value added presentation, presentation that facilitates decision making

SUGGESTED READINGS:

1. Gordon, Josh, Presentations that Change Minds, Tata McGraw Hill, New Delhi
2. Kaul, Asha, The Effective Presentation, Response Books, New Delhi
3. Krachnert, Gary, Basic Presentation Skills, Tata McGraw Hill, 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.

CORPORATE TAXATION
PAPER CODE: BBA-601

UNIT-I

Basic concepts of income tax, residential status and tax incidence, income exempted from tax

UNIT-II

Income from salaries, income from house property and income from profits and gains of business and profession

UNIT-III

Income from capital gains, income from other sources, set off and carry forward of losses, clubbing of income, deduction of tax at source, advanced payment of tax

UNIT-IV

Deductions from gross total income, assessment of individuals, assessment of companies

SUGGESTED READINGS:

1. Malhotra H.C., Income Law and Practice, Sahitya Bhawan Publication
2. Singhanian V.K., Student Guide to Income Tax, Taxmann's Publication
3. Lal B.B., Income Tax Law and Practice

Note:

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2. **Section 'B'** shall comprise 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.

SYSTEM ANALYSIS AND DESIGN

PAPER CODE: BBA-602

UNIT-I

Introduction to analysis and design: - SDLC, Case tools for analyst, role of system analyst, ER data models, feasibility study – economic, technical, operational

UNIT-II

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

UNIT-III

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

UNIT-IV

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

SUGGESTED READINGS:

1. James A., Analysis and Design of Information System, McGraw Hill
2. Len, Fertuck, System Analysis and Design, McGraw Hill
3. Powers, Cray, System Analysis and Design, McGraw Hill
4. Elias, M., System Analysis and Design, Prentice Hall of India

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.

FOUNDATIONS OF INTERNATIONAL BUSINESS
PAPER CODE: BBA-603

UNIT-I

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

UNIT-II

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

UNIT-III

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

UNIT-IV

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

SUGGESTED READINGS:

1. Daniels, J.D., and H.L. Radebaugh, International Business: Environment and operations, Pearson Education, New Delhi
2. Hill, Charles W.L., International Business, Tata McGraw Hill, New Delhi
3. Sharan, V., International Business: Concept, Environment and Strategy, Pearson Education, New Delhi
4. Bennett, Roger, International Business, Pearson Education, 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.

CONSUMER PROTECTION

PAPER CODE: BBA-604

UNIT-I

Concept and types of consumer, need for consumer protection; approaches to consumer protection; consumer buying motives; doctrines of caveat emptor and caveat venditor; concept of consumer's sovereignty; basic consumer rights

UNIT-II

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

UNIT-III

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

UNIT-IV

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

SUGGESTED READINGS:

1. Aaker and Day (eds.), Consumerism: Search for the Consumer Interest
2. Gulshan, Consumer Protection and Satisfaction: Legal and Managerial Dimensions
3. Aggarwal, Consumer Protection in India
4. Verma Y.S. and C. Sharma, Consumerism in India, Anamika Prakashan, Delhi

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3. All questions will carry equal marks.

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

E-COMMERCE
PAPER CODE: BBA-605

UNIT-I

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

UNIT-II

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

UNIT-III

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

UNIT-IV

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

SUGGESTED READINGS:

1. Murty, C.V.S., E-Commerce, Himalaya Publications, New Delhi
2. Kienam, Managing Your E-Commerce business, Prentice Hall of India, N.Delhi.
3. Kosiur, Understanding E-Commerce, Prentice Hall of India, N.Delhi.
4. Kalakota, Whinston , Frontiers of Electronic Commerce, Addison Wesley.

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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.

PERSONALITY AND SOFT SKILLS DEVELOPMENT
PAPER CODE: BBA-606

UNIT-I

Introduction – Concept of personality, personality consciousness, personality patterns, personality syndrome; symbols of self: clothing names and nicknames, speech, age, success, reputation, molding the personality pattern, persistence and change

UNIT-II

Personality determinants – Physical determinants, intellectual determinants, emotional determinants, social determinants, aspiration and achievement, educational determinants, family determinants

UNIT-III

Personality development – Healthy personalities, developing self awareness, managing personal stress, solving problems analytically and creatively; grooming – appearance, dress sense, personal hygiene, etiquettes and body language; time management, public speaking

UNIT-IV

Interpersonal and group skills – Building positive relationship, strategies for gaining power and influence, fostering motivational environment, building effective teams, interviewing skills, conducting meetings

SUGGESTED READINGS:

1. Hurlock, Elizabeth B, Personality Development, Tata McGraw Hill, New Delhi
2. McGrath, E.H., Basic Managerial Skills for All, Prentice Hall of India Pvt. Ltd., New Delhi
3. Wehtten, David A and Kim S Cameron, Developing Managerial Skills, Pearson Education, New Delhi

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