

BHAKTA KAVI NARSINH MEHTA UNIVERSITY



Faculty of Commerce & Management

Syllabus

For

BBA – Semester-IV

(CHOICE BASED CREDIT SYSTEM-CBCS)

Effective From December-2019

Bhakta Kavi Narsinh Mehta University

Junagadh-362263

Website: www.bknmu.edu.in

Bhakta Kavi Narsinh Mehta University (BKNMU)

Semester-IV Syllabus (CBCS)

Undergraduate (UG) Level

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Effective from December, 2019

Conceptual Framework of the Semester-IV BBA Syllabus

Sr. No.	Core/ Elective/ Allied/ Foundation/ Practical/ Project	Course (Paper) Title	Course Code	Total Credit	Teaching Hours in a Week/ Total Hours in Semester	Internal Marks	External Marks	Total Marks
1.	Core	Modern Marketing Practices	401	3	3	30	70	100
2.	Core	Elements of Organisational Behaviour	402	3	3	30	70	100
3.	Core	Corporate Finance Practices	403	3	3	30	70	100
4.	Project	Practical Studies	404	3	3	-	*100	100
5.	Founda- tion	Corporate Communication	405	3	3	30	70	100
6.	Allied	Economics for Business Decisions	406	3	3	30	70	100
7.	Allied	Statistics for Business Decision Making	407	3	3	30	70	100
8.	Elective	Advanced Corporate Accounting	408	3	3	30	70	100
	Total			24	24	240	560	800

* Report: 50 marks and Viva 50 Marks

(401) MODERN MARKETING PRACTICES (CORE)

Name of Course	Sem.	Core/ Elective/ Allied/ Practical/ Project	Paper Code	Paper Title	No. of Credit	Internal Marks	External Marks	External Exam. Time Duration
BBA	IV	Core	401	Modern Marketing Practices	3	30	70	2.5 Hrs.

COURSE OBJECTIVES

The course contains some important areas of modern marketing management theory and practices. The objective of this course is to help the students understand and assimilate actual marketing practices and marketing environment.

COURSE CONTENTS:

Note: The topics in the course should be discussed in relations to the real marketing practices within and outside India

Units	Title of the Unit and the Topics	No. of Lectures
Unit 1	Market Segmentation And Market Targeting	9
	Concept, Objectives, and Significance of Market Segmentation; Bases for Segmenting Consumer Market: Consumer Characteristic Approach and Product Characteristics Approach; Bases for Segmenting Industrial Markets; Market Targeting: Concept of Target Market and Market Targeting; Product Positioning: Concept and Product Positioning Process.	
Unit 2	Consumer Behaviour and Buying Process	9
	Concept of Consumer Behaviour; Role of Consumer Behaviour; Detailed Analysis of Factors Affecting Consumer Behaviour: Cultural Factors, Social Factors, Personal Factors, and Psychological Factors; Buying Decision Process: Concept, Stages, and Managerial Implications.	
Unit 3	Introduction to Marketing Research	9
	Concept, Nature and Scope of Marketing Research; Objectives and Importance of Marketing Research; Limitations of Marketing Research; Data: Concept, Types, and Sources; Marketing Research Process.	
Unit 4	Sales Force Management	9
	Concept and Sales Force Objectives; Sales Force Size (Methods and Factors); Sales Forces Recruitment and Selection; Sales Force	

	Remuneration (Elements, Methods, and Factors); Sales Force Training (Concept, Contents, and Methods); Sales Force Control (Concept and Methods)	
Unit 5	Aspects of Marketing Environment	9
	Marketing Environment: Concept and Factors; Marketing Ethics: Marketing Ethics: Definitions, Characteristics of Marketing Ethics, Some Common Marketing Ethics, and Need of Marketing; Consumerism: Concept, Need, and Reasons of Failure in India; Analysing Competition: Need and Importance; Primary Idea of Marketing Strategies for Competitors, including Strategies for Market Leader, Market Challenges, Market Followers, and Market Nichers.	

SUGGESTED REFERENCES

1. R. B. Rudani, *Basics of Marketing Management*, S. Chand & Company, New Delhi, 2015
2. Philip Kotler, Kevin Lane Keller, Abraham Koshy, and Mithileshwar Jha, *Marketing Management*, 14th edition, Person education, New Delhi, 2012
3. S.A. Sherlekar, *Marketing Management*, Himalaya Publishing House, Mumbai, India, 2009
4. John Quelch, and Kasturi Rangan, *Marketing Management: Text and Cases*, Tata McGraw-Hill, New Delhi, 2005

EVALUATION SCHEME AND DISTRIBUTION OF MARKS (With Effect From November, 2018)

INTERNAL ASSESSMENT			30 Marks
NO	Particulars	Marks	
	Test, Assignment, Seminar, or Presentation	30	
EXTERNAL ASSESSMENT BY UNIVERSITY			70 Marks
Q. No.	Particulars	Marks	
1 OR 1	Question from Unit-1	14	
2 OR 2	Question from Unit-2	14	
3 OR 3	Question from Unit-3	14	
4 OR 4	Question from Unit-4	14	
5 OR 5	Question from Unit-5	14	
	Marks	70	
	Total Marks	100	

Passing Standard

- Passing level is 40% marks, out of total the 100 marks paper
- Student must obtain minimum 40% marks in Internal Assessment (12 marks out of total 30), and minimum 40% marks (28 marks in University Examination out of total 70 marks).

(402) ELEMENTS OF ORGANISATIONAL BEHAVIOUR (CORE)

Name of Course	Sem.	Core/ Elective/ Allied/ Practical/ Project	Paper Code	Paper Title	No. of Credit	Internal Marks	External Marks	External Exam. Time Duration
BBA	IV	Core	402	Elements of Organisational Behaviour	3	30	70	2.5 Hrs.

COURSE OBJECTIVES

The basic objective of this course is to enable the students understand the fundamental concepts and theories of behavioral science and help them to assess the impact of human behaviour on work performance. They can apply the knowledge of the subject to improve human relations and work climate at the workplaces.

COURSE CONTENTS:

Units	Title of the Unit and the Topics	No. of Lectures
Unit -1	Introduction to Organisational	9
	Concepts, Definitions, Salient Features and Importance of OB, Brief Idea of Contributing Disciplines to OB, Limitations of OB; Concepts and Components of International OB, Elementary Idea of the Hawthorne Experiments; Concepts and Components in Brief of Positive Organisational Behaviour.	
Unit -2	Understanding Individual Behaviour-1	9
	Concepts of Individual Behaviour; Dynamics (Forces/ Components) of Individual Behaviour; Perception: Concepts and Characteristics, Perceptual Process, Concepts and Factors of Perceptual Selectivity Learning: Concepts and Characteristics, Principle, Brief Idea of Components of Learning Process;	
Unit -3	Understanding Individual Behaviour-2	9
	Attitude: Concepts And Characteristics, Factors and Measures of Changing Attitude Value: Concepts, Types and Significance Personality: Concepts and Characteristics, Factors, Primary Idea of Type A and Type B Personalities; Emotion: concept and types	
Unit -4	Dynamics of Groups and Teams	9
	Concepts of Group Dynamics; Group: Factors, Concepts and Characteristics of Group, Need for Group Formation, Group Formation Process in Brief, Difference Between Formal Group and Informal	

	Group ; Team: Concepts and Characteristics of Team, Popular Forms of Team, Making Team Effective; Elementary Idea of Transactional Analysis	
Unit -5	Basic Leadership and Motivation Theories	9
	Motivation Theories: Maslow's Need Hierarchy Theory, Vroom's Expectancy Theory, Adam's Equity Theory; Leadership Theories: Fielder's Contingency Theory, Managerial Grid, Concepts and Characteristics of Transformational Leadership and Charismatic Leadership	

SUGGESTED REFERENCES

1. Ramesh B. Rudani, *Management and organizational behaviour*, Tata Mc Graw-Hill Education private limited, New Delhi India.
2. Stephen P. Robbins, Timothy A. Judge, and Neharika, *Organizational Behaviour*, person new Delhi, India
3. John W Newstrom *organizational behaviour*, Tata Mc Graw-Hill Education Private limited, new Delhi, India
4. Fred E. Luthans, *organizational Behaviour*, Mc Graw-Hill New York, International Edition, 2005

EVALUATION SCHEME AND DISTRIBUTION OF MARKS (With Effect From November, 2018)

INTERNAL ASSESSMENT			30 Marks
NO	Particulars	Marks	
	Test, Assignment, Seminar, or Presentation	30	
EXTERNAL ASSESSMENT BY UNIVERSITY			70 Marks
Q. No.	Particulars	Marks	
1 OR 1	Question from Unit-1	14	
2 OR 2	Question from Unit-2	14	
3 OR 3	Question from Unit-3	14	
4 OR 4	Question from Unit-4	14	
5 OR 5	Question from Unit-5	14	
	Marks	70	
	Total Marks	100	

Passing Standard

- Passing level is 40% marks, out of total the 100 marks paper
- Student must obtain minimum 40% marks in Internal Assessment (12 marks out of total 30), and minimum 40% marks (28 marks in University Examination out of total 70 marks).

(403) CORPORATE FINANCE PRACTICES (CORE)

Name of Course	Sem.	Core/ Elective/ Allied/ Practical/ Project	Paper Code	Paper Title	No. of Credit	Internal Marks	External Marks	External Exam. Time Duration
BBA	IV	Core	403	Corporate Financial Practices	3	30	70	2.5 Hrs.

COURSE OBJECTIVES

Primary purpose of the course is to provide insight to understand the concepts and theories and to develop skills for practical application of financial data to make better financial decision.

COURSE CONTENTS:

Units	Title of the Unit and the Topics	No. of Lectures
Unit 1	Capital Budgeting	9
	<ul style="list-style-type: none"> ▪ Meaning And Definition ▪ Characteristics of Capital Budgeting ▪ Sources of Long Term Capital ▪ Capital Rationing ▪ Techniques of Capital Budgeting (with simple practical examples) 	
Unit 2	Aspects of Working Capital	9
	<p>Inventory Control</p> <ul style="list-style-type: none"> ▪ Meaning and definition ▪ Uses of inventory mgt. ▪ Techniques of inventory control <p>Receivable Management</p> <ul style="list-style-type: none"> ▪ Meaning and definition ▪ Elements of receivable mgt. ▪ Uses of receivable mgt. <p>Cash Management</p> <ul style="list-style-type: none"> ▪ Meaning and definition ▪ Purpose of cash mgt. ▪ Cash budget 	
Unit 3	Leverage Analysis	9
	<ul style="list-style-type: none"> ▪ Meaning and Definition ▪ Types of Leverages: Financial Leverage and Operating Leverage ▪ Difference Between Financial Leverage and Operating Leverage ▪ Total Leverage ▪ Practical Examples: EPS, Operating Leverage, Financial Leverage and Total Leverage. 	

Unit 4	Corporate and Market Decisions	9
	<ul style="list-style-type: none"> ▪ Time Value of Money: Meaning and Definition, Uses, Concept of Compound Interest, and Simple Interest ▪ Dividend Policy: Concept, Types of Dividend, Factor Affecting to Dividend Decisions. 	
Unit 5	Cost of Capital	9
	<ul style="list-style-type: none"> ▪ Meaning and Definition ▪ Different Types of Costs ▪ Determinants of Cost of Capital ▪ Importance of Cost of Capital ▪ Computation of Cost of Capital 	

SUGGESTED REFERENCES

Reference Books

1. Financial management, S.N. Maheshwari, sultal chand & sons
2. Financial management, Khan & Jain, Tata Mcgraw Hill Publishing House
3. Financial management, I M Pandey, Vikas Publishing House, New Delhi
4. Financial management, Ravi kishor, Taxmann's Allied service Pvt Ltd.
5. Financial management and polices, C. Van Horne, Prentice Hall of India, New Delhi.

EVALUATION SCHEME AND DISTRIBUTION OF MARKS

(With Effect From November, 2018)

INTERNAL ASSESSMENT		30 Marks
NO	Particulars	Marks
	Test, Assignment, Seminar, or Presentation	30
EXTERNAL ASSESSMENT BY UNIVERSITY		70 Marks
Q. No.	Particulars	Marks
1 OR 1	Question from Unit-1	14
2 OR 2	Question from Unit-2	14
3 OR 3	Question from Unit-3	14
4 OR 4	Question from Unit-4	14
5 OR 5	Question from Unit-5	14
	Marks	70
	Total Marks	100

Passing Standard

- Passing level is 40% marks, out of total the 100 marks paper
- Student must obtain minimum 40% marks in Internal Assessment (12 marks out of total 30), and minimum 40% marks (28 marks in University Examination out of total 70 marks).

(404) PRACTICAL STUDIES (PROJECT WORK)

Name of Course	Sem.	Core/ Elective/ Allied/ Practical/ Project	Paper Code	Paper Title	No. of Credit	Internal Marks	External Marks	External Exam. Time Duration
BBA	IV	Project	404	Practical Studies	3	-	100*	-

*50 Marks from Evaluation Report and 50 Marks from the student's performance in Viva

Course Objectives

The objective of industrial training in Semester IV of BBA programme is to give the students Practical exposure about the business organisation and functioning of Marketing Management, Human Resource management, Financial management, and Accounting. This paper also aims at inspiring and developing research appetite in the students.

COURSE GUIDELINES

Allocation of Marks: Practical Studies Report: 50 Marks, Viva Voce: 50 Marks

Under this course, the students have to undergo a practical study and prepare the practical studies report. The students have to choose one option out of the two options, given as under:

PART A: Industrial Training Report

OR

PART A: Preparation of Secondary Data-Based Dissertation or Primary Data-Based Survey

PART A: Industrial Training Report

The students shall be placed in any one of the different types of organisations, including manufacturing unit, trading unit, service, and non-profit organisation for a minimum period of 10 days for practical studies. **The report shall contain the data for minimum period of last three years.** Every student shall prepare a report on the following aspects pertaining to the organisation in which he/she was placed for this purpose:

Areas of study and Contents of Report:

1. General information:

- a. History and development of unit
- b. Size of unit and form of organization
- c. Products and manufacturing process
- d. Organization structure

- e. Time-keeping system
- f. Employer services

2. Marketing Department:

- a. Organization of Marketing Department
- b. Product Decisions
- c. Market Segmentation
- d. Pricing Policies
- e. Market promotion (including advertising, personal selling, sales promotion, publicity, and public relations)
- f. Marketing Research
- g. Channel of Distribution
- h. International Marketing (if applicable)

3. Human Resource Department:

- a. Organisation of HRD
- b. Recruitment, Selection and Induction Procedure
- c. Training and Development Programme
- d. Promotion and Transfer Policy
- e. Wage and Salary Administration
- f. Employee welfare activities (including ESI Scheme)
- g. Provident Fund Scheme
- h. Grievance Handling Procedure

4. Finance and Accounting Department:

- a. Organization of Finance and Accounting Department
- b. Financial Planning
- c. Capitalization: Whether the unit is Under Capitalized or Over Capitalized)
- d. Capital Structure: Financial Leverage and Capital Gearing.
- e. Management of Fixed Assets:
 - (i). Capital Budgeting
 - (ii). Review of last Capital Project of the Unit with reference to Project Cost, Project Financing and Implementation
- f. Management of Working Capital:
 - (i). Management of Inventories
 - (ii). Management of Receivables
 - (iii). Management of Cash including Cash Budget
- g. Operating Leverage analysis.
- h. Profitability and Dividend Distribution: A Trend analysis of past three years
- i. Right Issue, Bonus Issue, Convertible Issues, Fund raising through Public Deposits, etc if any.

Note: Maximum **four** students are permitted to undergo for training in the same industrial unit. Report must be drafted individually.

OR

PART A: Preparation of Secondary Data-Based Dissertation or Primary Data-Based Survey

This is an option under this paper for those students who, for any reason, are not ready to go for industrial training in any business organisation. Under this option, the students can **select any one from the following four options** for practical studies purpose:

1. A Study of corporate profile of any large scale public Limited company with Indian or foreign origin.

This option includes an analytical description of corporate profile of any large scale company. Aspects to be covered include (1) Establishment and development history and promoters (2) Information of the present managing body, and Mission statement, (3) present product portfolio, (4) Financial performance for the last financial year, including total sales, profits, dividend, EPS, PE Ratio, current stock price, etc. (5) CSR activities, efforts, and expenditure as per the Company Law provisions, (6) Brief idea of SWOT analysis of the company concern, (7) long term business strategies, (8) Aspects of corporate governance and business ethics in relation to the company under study (9) Any other additional information.

Under this option, the students can use primary and secondary data for practical study and preparation of the report

2. A detail study of any two the first generation entrepreneurs of Indian or foreign origin

Study of biography of the entrepreneurs may include a few photographs and primary details, childhood and family background, education, remarkable corporate achievements and contribution, personal and family life, political liaison, notable ups and downs in the corporate life, mindset and personality aspects, inspirational quotes and useful lessons, the retired life and death events, any other details that inspire the readers to develop useful entrepreneurial spirit.

Under this option, the students can use secondary data to describe the life story of the entrepreneurs under study. If required, they can also use primary data.

3. A comparative study of financial performance any two business houses carrying any type of business.

Financial Parameters of study may include ratio analysis, fund flow analysis, and other financial parameters. The data and outcomes must be supplemented with relevant comments and conclusions.

4. Consumer and/or Dealer Survey

The students who opt for ‘consumer or dealer survey’ have to prepare a dissertation after conducting survey of dealers and consumers. The students can use all sources of the secondary data. In this option, the report contains two parts, first part that contains corporate details of the company and second part that contains survey details. Tables, charts, diagrams, etc., should be used to present the survey in an effective manner. Topics for survey may be ‘Consumer Satisfaction’, ‘Brand Loyalty’, ‘Dealer Effectiveness’, ‘Service Quality’ or any other.

In case of a survey, the students have to prepare and use questionnaire. The copy of questionnaire shall be attached in the end of the report. The market survey must fulfill all formalities, in term of survey objectives, hypothesis, population, sampling, analysis tools, etc.

Important Note: The length of report in this option must be sufficient to justify 100 marks (not less 7500 words). Every student should prepare the dissertation in own simple and effective words. The presentations shall be original. The students can collect data from any primary or secondary data, but the copy-paste approach should avoided. During the semester, the students have to remain in a close contact with the project teacher/guide. The report shall be prepared in due consultation with the project teachers.

Every student has to prepare dissertation on a separate topic. Two or more students are not permitted to work on the same areas or topic.

PART B: GUIDELINES FOR DRAFTING THE REPORT

Follow the instruction given below while drafting the report:

1. **Writing Style:** While preparing practical studies report, the students shall follow specific format. The report writing norms are (a) Font size 14 pt, (b) Times New Roman, (c) 1.5 spacing line, (d) A4 size paper, (e) printed on one side of paper, and (f) printed in black colour without boarder and decoration. Students can use photos, graphs, and tables at the right places.
2. **Binding Type:** Preferably hardbound.
3. **Format/Layout of the report :** Students have to prepare report as per following sequence:
 - a. **Cover Page:** Preferably saffron in colour and attach a sticker/chit of paper on the front cover showing full details of the students on it.
 - b. **Title Page:** Full name of students, Semester number, roll/seat number, name of unit/topic, name of academic institutions, month and year, etc.
 - c. **Company Detail:** Name, address of registered office, phones, fax, website, e-mail address, etc.
 - d. A copy of certificate issues by the business unit (in case of industrial training,); *duration of time is not compulsory to mention.*
 - e. A Copy of the Certificate issued by the concerned teacher/project guide
 - f. Student's declaration regarding originality of the report.
 - g. Acknowledge
 - h. Preface/Introduction
 - i. Index and contents with page number
 - j. **Main part of the report:** General information and other practical details (as shown in Part A)
 - k. Conclusion and suggestions
 - l. Bibliography (if any)
 - m. Appendix (if necessary)
4. Only Practical aspects are required. Therefore the Book-concepts should be avoided from the report so far possible.

GENERAL INSTRUCTIONS: (For project teacher/guide and students)

Under this course, the students and project teacher (or project guide) shall follow following guidelines while preparing the training report:

1. The Practical studies curriculum shall be assigned an overall the three-credit equivalent workload.
2. The practical study/survey shall be conducted during vacation, or during holidays.
3. Students shall make arrangement for permission from the business units for practical studies under the guidance of concern faculty of the academic institution.
4. The teacher concerned shall teach or guide the students regarding the subject and topics prior to the visit to the industry, or commencement of study or survey.
5. For industrial training or dissertation, every student shall register his/her topic with the concerned teacher/project guide before the student starts his/her practical work. No student is allowed to undergo practical studies without formal consultation of the concerned teacher.
6. The project teacher has to maintain the register containing name of the students with role number, name of topic, and date of registration. **Panel of examiner may ask to show the register.**
7. All students shall draft their training report independently which shall be checked and

certified by the teacher concerned.

8. The Student shall prepare his practical studies report in **two copies**, the first copy is to be submitted to the college/institute, and the second copy can be retained as his/her personal copy.
9. The report shall be assessed by the panel of examiners appointed by the University. The student also shall be examined by Viva-voce by the same panel of examiners.
10. The students have to draft the report as per guidelines as given in the PART B, as above.

SUGGESTED REFERENCES

If required, the teacher can recommend reference books necessary for preparation of the report.

EVALUATION SCHEME AND DISTRIBUTION OF MARKS (With Effect From November, 2018)

EXTERNAL ASSESSMENT BY UNIVERSITY		100 Marks
1.	Evaluation of Report	50
2.	Performance in Viva	50
	Total Marks	100

Passing Standard

- Passing level is 40% marks, out of total 100 marks from evaluation of the report and viva. No bifurcation of marks is required.

(405) CORPORATE COMMUNICATION (FOUNDATION)

Name of Course	Sem.	Core/ Elective/ Allied/ Practical/ Project	Paper Code	Paper Title	No. of Credit	Internal Marks	External Marks	External Exam. Time Duration
BBA	IV	Foundation	405	Corporate Communication	3 (45 Lectures)	30	70	2.5 Hrs.

COURSE OBJECTIVES

- To groom the student for entering into corporate world by developing necessary skills
- To develop student in comprehending literature from skills point of view
- To make the student able to compete competitive atmosphere of present time

COURSE CONTENTS:

Units	Title of the Unit and the Topics	No. of Lectures
Unit -1	Text book: (Five Units from the Text ‘English and Soft Skills’)	10
	<ol style="list-style-type: none"> 1. The look-out man- Nicolas Bentley 2. The lighthouse keeper of Aspinwall- Henryk Sienkiewicz 3. Senor Payroll- W.E. Barrett 4. A real good smile- Bill Naughton 5. Gateman’s gift- R.K. Narayan 	
Unit -2	Soft Skills for Professionals	10
	(The above texts will be exploited to develop the following skills) <ul style="list-style-type: none"> ▪ Problem Solving Skill- need, qualities required to solve the problem ▪ Adaptability- need, maintain self respect and adjusting with others ▪ Positive Attitude- factors affect attitude, benefits of having positive attitude, steps for developing positive attitude ▪ Non verbal communication- Smile & Sense of humor 	
Unit -3	Oral Communication	8

	<ol style="list-style-type: none"> 1. Speech – preparation, overcoming fear, tips for good speeches (Situations: Speech at welcome function, farewell function, annual function, vote of thanks, introducing chief guest on stage) 2. Presentation Skill – purpose, importance, how to prepare, boredom factors, PowerPoint presentation 3. Group Discussion – purpose, forms (meeting, seminar, GD, conference, symposium, panel discussion, workshop), components in GD (knowledge, communication skills, group behavior, leadership) 4. Interview – definition, types, preparation, job interview, tips for success 	
Unit -4	Written Communication	8
	<ul style="list-style-type: none"> ▪ Job application, Call letter, Order Letter, Resignation letter ▪ Resume building (Difference between CV & Resume) 	
Unit -5	Grammar	9
	<ul style="list-style-type: none"> ▪ Reported Speech ▪ Punctuation: capitalization, full-stop, comma, colon, semi-colon, single/double inverted comma 	

SUGGESTED REFERENCES

Primary Text

1. Dhanavel, S.P. *English and Soft Skills*. Orient BlackSwan: Hyderabad. 2010.

Other Reference Books

1. Carnegie, Dale. *How to Develop Self-Confidence & Influence People By Public Speaking*. Classics: New Delhi. 2018.
2. Ghosh, B.N. *Managing Soft Skills for Personality Development*. Tata McGraw: New Delhi. 2012.
3. Murphy, Raymond. *Intermediate English Grammar*. Cambridge University Press: London
4. Rai, Urmila and Rai, S.M. *Managerial Communication*. Himalaya Publishing House: Mumbai. 2010.
5. Yeung, Rob. *Smart Answers to Tricky Interview Questions*. Robinson: London. 2015

Free Online Education Certificate Course Link

1. <https://swayam.gov.in/courses/5827-senior-secondary-english>

**EVALUATION SCHEME AND DISTRIBUTION OF MARKS
(With Effect From November, 2018)**

INTERNAL ASSESSMENT			30 Marks
NO	Particulars	Marks	
	Test, Assignment, Seminar, or Presentation	30	
EXTERNAL ASSESSMENT BY UNIVERSITY			70 Marks
Q. No.	Particulars	Marks	
Q.1	Unit 1: (a). Answer the questions (2/3) (b). Short Note (1/2)	(14) (10) (04)	
Q.2	Unit 2: Answer the questions (2/3)	(14)	
Q.3	Unit 3: Answer the questions (2/3)	(14)	
Q.4	Unit 4: (a). Job Letters (b). Resume	(14) (06) (08)	
Q.5	Unit 5: (a). Turn into indirect speech (b). Punctuate the sentences	(14) (07) (07)	
	Marks	70	
	Total Marks	100	

Passing Standard

- Passing level is 40% marks, out of total the 100 marks paper
- Student must obtain minimum 40% marks in Internal Assessment (12 marks out of total 30), and minimum 40% marks (28 marks in University Examination out of total 70 marks).

(406) ECONOMICS FOR BUSINESS DECISIONS (ALLIED)

Name of Course	Sem.	Core/ Elective/ Allied/ Practical/ Project	Paper Code	Paper Title	No. of Credit	Internal Marks	External Marks	External Exam. Time Duration
BBA	IV	Allied	406	Economics for Business Decisions	3	30	70	2.5 Hrs.

COURSE OBJECTIVES

1. To provide basic knowledge basic principles, concepts and tools of managerial economics.
2. To make enable students for understanding application/working of managerial economic theories, concepts and tools in real market conditions.
3. To develop/enhance ability of student to take accurate decisions on basis of knowledge of principles, concepts and tools of economics.

COURSE CONTENTS:

Units	Title of the Unit and the Topics	No. of Lectures
Unit -1	Competition Analysis	9
	Concepts of competition: Price competition and non-price competition, predatory and discriminatory competition, fair and unfair competition, effective competition.	
Unit -2	Pricing Policies	9
	Importance, objectives, factors affecting to it; Methods and strategies of pricing: Cost-plus pricing, Going rate pricing, Skimming and penetration pricing, Rate of return pricing, Multi-stage pricing, and Peak load pricing.	
Unit -3	Price Differentiation	9
	Concept of price differentiation, When it becomes beneficial? Types of differentiation; Distributor's discounts quantitative discount; Postage stamp pricing and dual pricing.	
Unit -4	Break-even Analysis	9

	Introduction to breakeven analysis; Break-even point; Break-even chart; Assumptions, uses and Limitations.	
Unit -5	Capital Budgeting	9
	Meaning of capital budgeting; Nature of capital budgeting: Demand for capital, Supply of capital and Capital rationing; Methods of capital budgeting: Payback Method, Net Present Value Method, Average Rate of Return Method, and Internal Rate of Return Method, profitability Index	

SUGGESTED REFERENCES

1. Managerial Economics: P. L. Mehta, Sultan Chand & Sons
2. Managerial Economics: Varshney and Maheshwari, Sultan Chand & Sons,
3. Managerial Economics: DM Mithani, Himalaya Publishing House
4. Managerial Economics: Joel Dean

EVALUATION SCHEME AND DISTRIBUTION OF MARKS (With Effect From November, 2018)

INTERNAL ASSESSMENT			30 Marks
No.	Particulars	Marks	
	Test, Assignment, Seminar, or Presentation	30	
EXTERNAL ASSESSMENT BY UNIVERSITY			70 Marks
Q. No.	Particulars	Marks	
1 OR 1	Question from Unit-1	14	
2 OR 2	Question from Unit-2	14	
3 OR 3	Question from Unit-3	14	
4 OR 4	Question from Unit-4	14	
5 OR 5	Question from Unit-5	14	
	Marks	70	
	Total Marks	100	

Passing Standard

- Passing level is 40% marks, out of total the 100 marks paper
- Student must obtain minimum 40% marks in Internal Assessment (12 marks out of total 30), and minimum 40% marks (28 marks in University Examination out of total 70 marks).

(407) STATISTICS FOR BUSINESS DECISION MAKING (ALLIED)

Name of Course	Sem.	Core/ Elective/ Allied/ Practical/ Project	Paper Code	Paper Title	No. of Credit	Internal Marks	External Marks	External Exam. Time Duration
BBA	IV	Allied	407	Statistics for Business Decision Making	3	30	70	2.5 Hrs.

COURSE OBJECTIVES

- To clear the Fundamental of Statistics
- To improve Logical Abilities
- To develop Research Aptitude

COURSE CONTENTS:

Units	Title of the Unit and the Topics	No. of Lectures
Unit -1	Statistical Decision Theory	8
	<ul style="list-style-type: none"> ▪ Introduction, meaning & Scope ▪ Essential steps for Decision making ▪ Components of decision theory ▪ Decision Making without probabilities <ul style="list-style-type: none"> ○ Max-max , Min- Max, Harwich, Laplace, Max- min Regret ▪ Decision Making with probability <ul style="list-style-type: none"> ○ EMV, EOL, EVPI Examples	
Unit -2	Statistical Quality Control	8
	<ul style="list-style-type: none"> ▪ Introduction ▪ Advantages of SQC 	

	<ul style="list-style-type: none"> ▪ Causes of Quality Control ▪ Types of Variations ▪ Control Charts <ul style="list-style-type: none"> ○ Variable Charts (Mean & Range) ▪ Attribute Charts (p , np & C) <p>Examples</p>	
Unit -3	Business Forecasting	10
	<ul style="list-style-type: none"> ▪ Introduction ▪ Methods for forecasting ▪ Moving Average Method ▪ Least Square method <ul style="list-style-type: none"> ○ Linear Equation ○ Second degree parabola ▪ Exponential Smoothing Method <p>Examples</p>	
Unit -4	Large Sample Test (Z- Test)	10
	<ul style="list-style-type: none"> ▪ Parameters & Statistics ▪ Standard Error ▪ Hypothesis, Type I & Type II Errors ▪ Level of Significant , Critical Region, One tailed & Two tailed ▪ Test of Significant of a Mean ▪ Test of Significant of Difference between Two Means ▪ Test of Significant of difference between Two Standard Deviation ▪ Test of Significant of a Sample Proportion ▪ Test of Significant of difference between Two Sample Proportion <p>Examples</p>	
Unit -5	Small Sample Test (T-Test & F-Test)	9
	<ul style="list-style-type: none"> ▪ Introduction ▪ Degree of Freedom ▪ Difference between Large and Small Sample test ▪ Test of Significant of a Mean ▪ Test of Significant of Difference between Two Means ▪ Paired t-test ▪ Introduction of F-test ▪ Variance Ratio Test <p>Examples</p>	
SUGGESTED REFERENCES		
<ol style="list-style-type: none"> 1. Fundamental of Mathematics and Statistics by V.K. Kapoor and S.C. Gupta – Sultan & Chand 2. Fundamentals of Statistics by S. P. Gupta - Sultan & Chand 		

**EVALUATION SCHEME AND DISTRIBUTION OF MARKS
(With Effect From November, 2018)**

INTERNAL ASSESSMENT			30 Marks
NO	Particulars	Marks	
	Test, Assignment, Seminar, or Presentation	30	
EXTERNAL ASSESSMENT BY UNIVERSITY			70 Marks
Q. No.	Particulars	Marks	
1 OR 1	Question from Unit-1	14	
2 OR 2	Question from Unit-2	14	
3 OR 3	Question from Unit-3	14	
4 OR 4	Question from Unit-4	14	
5 OR 5	Question from Unit-5	14	
	Marks	70	
	Total Marks	100	

Passing Standard

- Passing level is 40% marks, out of total the 100 marks paper
- Student must obtain minimum 40% marks in Internal Assessment (12 marks out of total 30), and minimum 40% marks (28 marks in University Examination out of total 70 marks).

(408) ADVANCED CORPORATE ACCOUNTING (ELECTIVE)

Name of Course	Sem.	Core/ Elective/ Allied/ Practical/ Project	Paper Code	Paper Title	No. of Credit	Internal Marks	External Marks	External Exam. Time Duration
BBA	IV	Elective	408	Advanced Corporate Accounting	3	30	70	2.5 Hrs

COURSE OBJECTIVES

To develop conceptual understanding and practical knowledge regarding corporate accounting system and to learn how to make analysis and interpretation of accounting information.

COURSE CONTENTS:

Units	Title of the Unit and the Topics	No. of Lectures
Unit -1	Managerial Remuneration	8
	Meaning and scope of managerial remuneration, Provisions of Company Act relating to Managerial remuneration, Remuneration to directors, Remuneration to Managers, Calculation of net profit for remuneration purpose.	
Unit -2	Underwriting Commission	10
	<ul style="list-style-type: none"> ▪ Concepts: Underwriter and Broker; Marked and unmarked applications, Underwriting agreement. ▪ Determination of liability of Underwriters: When entire issue is underwritten, when issue is partly underwritten, Firm underwriting. 	
Unit -3	Analysis and interpretation of Financial Statements	11
	<ul style="list-style-type: none"> ▪ Financial Statements: Meaning, objectives and limitations of financial statement, Classification of financial statements, Tools of analysis: Comparative Statements, Common size statements, Trend analyses. ▪ Ratio analysis: Meaning and limitations of ratios, Analysis of financial statements on the base of the following ratios: Profitability Ratios, Liquidity Ratios, Turnover Ratios, Capital Structure Ratios, Liquidity Ratios and Capital Gearing. 	

Unit -4	Valuation of Goodwill and Shares	10
	<ul style="list-style-type: none"> ▪ Valuation of Goodwill: Meaning of Goodwill, Factors affecting the value of goodwill, Need for valuation of goodwill, Methods of valuation of goodwill, Calculation of average and weighted average profit, Super profit, Capital employed and Average capital employed. ▪ Valuation of Shares: Need for valuation of shares, Factors affecting the value of shares, Methods for valuation of Equity Shares: Intrinsic Value, Market Value and Fair value. 	
Unit -5	Economic Value Added	6
	<ul style="list-style-type: none"> ▪ Meaning, Importance of EVA; Concepts: EVA and Earning Per Share, EVA and Return on Assets, EVA and Discounted Cash Flow, EVA and maintaining Shareholder's Value, Market Return, Cost of Capital; Steps in implementing EVA. ▪ Preparation of EVA Statement, Computation of EVA, Value Added Ratios, Adjustment to Net Operating Profit after Tax, Adjustment to Capital Employed. 	

SUGGESTED REFERENCES

1. Financial Accounting - P.C.Tulsian, Tata Mc Graw Hill, Delhi
2. Advanced Accounts - M.C.Shukla & - T.S. Grewal, S.Chand & Co., Delhi
3. Advanced Accounting - S.N.Maheshwari, Sultan Chand & Sons, Delhi
4. Advanced Accounting - R.L.Gupta & - M.Radhaswamy, Sultan Chand & Sons, Delhi
5. Advanced Accounting - Ashok Sehgal & - Deepak Sehgal, Tata Mc GrawHill, Delhi
6. Modern Accounting - Hanif Mukherjee, Tata Mc Graw Hill, Delhi

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5 OR 5	Question from Unit-5	14	
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	Total Marks	100	

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