

**COURSE OF STUDIES**

**BACHELOR OF  
BUSINESS ADMINISTRATION  
(BBA)**

**KHALLIKOTE AUTONOMOUS COLLEGE**

**BERHAMPUR (ODISHA)**

# COURSE STRUCTURE 3-YEAR BBA (SEMESTER PATTERN)

## FIRST YEAR (SEMESTER-I)

<b>Paper Code</b>	<b>Title of the Paper</b>	<b>Internal Marks</b>	<b>T.End Marks</b>	<b>Credit</b>
BBA 1.1.1	Business Organization	20	80	6
BBA 1.1.2	Principles of Management	20	80	6
BBA 1.1.3	Business Economics	20	80	6
BBA 1.1.4	Financial Accounting	20	80	6
BBA 1.1.5	Business Statistics	20	80	6

## FIRST YEAR (SEMESTER-II)

<b>Paper Code</b>	<b>Title of the Paper</b>	<b>Internal Marks</b>	<b>T.End Marks</b>	<b>Credit</b>
BBA 1.2.1	English	20	80	6
BBA 1.2.2	Principles of Marketing Management	20	80	6
BBA 1.2.3	Organizational Behavior	20	80	6
BBA 1.2.4	Computer for Management	20	80	6
BBA 1.2.5	Quantitative Methods	20	80	6

## SECOND YEAR (SEMESTER-III)

<b>Paper Code</b>	<b>Title of the Paper</b>	<b>Internal Marks</b>	<b>T.End Marks</b>	<b>Credit</b>
BBA 2.3.1	Business Law	20	80	6
BBA 2.3.2	Cost and Management Accounting	20	80	6
BBA 2.3.3	Human Resource Management	20	80	6
BBA 2.3.4	Financial Management	20	80	6
BBA 2.3.5	Production and Operation Management	20	80	6

**SECOND YEAR (SEMESTER-IV)**

<b>Paper Code</b>	<b>Title of the Paper</b>	<b>Internal Marks</b>	<b>T.End Marks</b>	<b>Credit</b>
BBA 2.4.1	Indian Society and Culture	20	80	6
BBA 2.4.2	Fundamentals of Marketing Management	20	80	6
BBA 2.4.3	Business Communication Skills	20	80	6
BBA 2.4.4	Human Resource Development	20	80	6
BBA 2.4.5	E-Business	20	80	6

**THIRD YEAR (SEMESTER-V)**

<b>Paper Code</b>	<b>Title of the Paper</b>	<b>Internal Marks</b>	<b>T.End Marks</b>	<b>Credit</b>
BBA 3.5.1	Advanced Accounts	20	80	6
BBA 3.5.2	Research Methodology	20	80	6
BBA 3.5.3	Insurance and Risk Management	20	80	6
BBA 3.5.4	Retail Management	20	80	6
BBA 3.5.5	Financial Management-II	20	80	6

**THIRD YEAR (SEMESTER-VI)**

<b>Paper Code</b>	<b>Title of the Paper</b>	<b>Internal Marks</b>	<b>T.End Marks</b>	<b>Credit</b>
BBA 3.6.1	Rural Marketing	20	80	6
BBA 3.6.2	Income Tax	20	80	6
BBA 3.6.3	Management of Financial Services	20	80	6
BBA 3.6.4	Project Report	.....	100	6
BBA 3.6.5	Viva & Presentation on Dissertation	.....	100	6

**(SEMESTER -I)**  
**BUSINESSS ORGAINZATION**  
**BBA 1.1.1**

Full Marks: 100 (Internal – 20, End Term – 80)

**MODULE- I**

**Introduction to business:** Meaning of business; nature of business; objectives of business; essentials of a successful business; qualities of a successful businessman; Classification of industries;

**MODULE- II**

**Forms of business organization:** Sole Trader; meaning; features; merits and demerits. Partnership: meaning; characteristics; kinds of partners; partnership deed; advantages and disadvantages of partnership form of business organization;

**MODULE- III**

**Joint Stock Company:** Meaning and definition; characteristics; kinds of companies; distinction between private and public company; merits and demerits of company form of business organization.

**MODULE- IV**

**Promotion of a Company:** Introduction; stages of promotion; promoters; memorandum of association; alteration of memorandum of association; articles of association; alteration of articles of association; distinction between memorandum and articles of association;

**Recommended Books:**

1. Business Organization & Management : D.P.Jain (Vrinda)

# PRINCIPLES OF MANAGEMENT

## BBA-1.1.2

Full Marks: 100 (Internal – 20, End Term – 80)

### MODULE-1

**Introduction:** Management Concept; Characteristics and Importance of Management, Managerial Roles; Function of managers; Levels of management; Managerial skills. **Planning:** Nature; Signification; Process and Types; Decision Making: Process; Group decision making.

### MODULE-II

**Organization:** Nature; Significance; Principles of organization; Centralization and Decentralization; Organization structure formal, Informal; Line structure; Line and staff structure; Staffing: Importance and Process of staffing.

### MODULE-III

**Motivation:** Concept; Need theory of motivation. **Leading:** Concept and leadership Styles; **Effective Communication.**

### MODULE-IV

**Controlling:** Concept and process; **Management of Change:** Concept, nature and process of planned change, Resistance of change, overcoming resistance to change.

#### Recommended Books:

1. Principles of Management: R.K.Shrma & S.K. Gupta (Kalyani)
2. Principles of Management: L.M.Prasad (S.Chand & Co.)

## **BUSINESS ECONOMICS**

### **BBA-1.1.3**

**Full Marks: 100 (Internal – 20, End Term – 80)**

#### **MODULE-I**

**Introduction to Business Economics:** Nature & Scope of Business Economics, Concept of utility and its types, Law of diminishing marginal utility, Law of equimarginal utility, and Law of demand. Concept of elasticity and its types, factors affecting elasticity.

#### **MODULE-II**

**Production and Market Analysis:** Concept of production function, Law of variable proportion, Concept and types of cost, Nature of short run & long run cost curve

#### **MODULE-III**

Types of markets (Perfect market, monopoly, oligopoly, duopoly) perfect competition features, Price determination under perfect competition and Monopoly (both firm and industry).

#### **MODULE-IV**

**National Income & its Measurement:** Meaning of National Income, GNP, NNP, Importance of National Income, Measurement of National Income, Functions of Money,

**Inflation:** Concept of inflation types of inflation, effects and control of inflation.

#### **Books Recommended:**

1. Business Economics by : H.L.Ahuja
2. Macro Economics: H.L.Ahuja

**BBA-1.1.4**

Full Marks: 100 (Internal – 20, End Term – 80)

**MODULE-I**

**Introduction to Accounting:** Meaning of Accounting; Book Keeping – The Basis of Accounting, Evolution of Accounting; Sub fields of Accounting; Users of Accounting information.

**Accounting Cycle, Journal and Ledger:** Accounting Cycle; Identification of Transactions; Recording of transactions in Journal; The Ledger. Accounting Concepts.

**MODULE -II**

Subsidiary Books of Account: Subdivision of Journal; Cash Book; Purchase Day Book; Sales Day Book; Purchase returns Book; Sales Return Book; Bills receivable and payable Book; Journal Proper.

**The Trial Balance:** Introduction; Objectives in Drawing up a Trial Balance; Construction of a Trial Balance; Errors disclosed and not disclosed by a Trial Balance; rectification of errors.

**Capital and Revenue:** Introduction; Capital and Revenue Expenditures; Deferred Revenue Expenditure; Capital and Revenue Receipts; Capital and Revenue Profits; Capital and Revenue Losses.

**MODULE – III**

**Bank Reconciliation Statement**

**Final Accounts:** Preparation of Trading and Profit and Loss Account and Balance Sheet of Non-Corporate entities with important adjustments

**MODULE – IV**

**Accounting for Nonprofit Organization:** Non-profit Entities; Characteristics of nonprofit organization; preparation of Receipts and Payments Account, Income and Expenditure Account and Balance Sheet with important adjustment.

**Recommended Books:**

1. Double Entry Book-keeping: C.Mohan Joneja, A.S.Arora, R.C.Chawla, K.K.Saxena (K.P)
2. Financial Accounting: P.C. Tulsian (Pearson)

Higher Secondary Accounting: Hanif, Mukherjee, Biswal and Sharma

**Full Marks: 100 (Internal – 20, End Term – 80)**

**MODULE-I**

**Introduction:** Meaning and Definitions of Statistics, Importance of Statistics, limitations of Statistics, Classification and Tabulation of data.

**Measures of Central Tendency:** Introduction, mean, median, mode, comparison between mean, median and mode, HM.

**Measures of Dispersion:** Introduction, Range, Quartile deviation, Mean Deviation, Variance, Standard Deviation, Coefficient of variation.

**MODULE –II**

**Moments:** Moments about the Origin, Central Moments, Measure of Skewness and Kurtosis, Co-efficient of Skewness.

**Probability:** Introduction, Basic Terminology in probability, Types of Probability, Laws of Probabilities, Independent Events, Conditional Probability and Basic Theorems of Probability, Generalized Baye's Theorem.

**MODULE -III**

**Correlation Analysis:** Concept, Importance, Type of Correlation, Karl Pearson's Co-efficient of Correlation of two and three variables, Rank of correlation. Partial Correlation of three Variables.

**Regression Analysis:** Introduction, uses of Regression analysis, Difference between Correlation and Regression analysis, Regression lines and Equations.

**MODULE -IV**

**Index Number:** Introduction, uses of index number, problems in index number construction, types of price index number, time reversal and factor reversal test, chain base index number, bases shifting, splicing and deflating index numbers.

**Time series Analysis:** Introduction, Components of a time series, Trends, Seasonal variation, Cyclical variation, Irregular variation, Forecasting, Importance of time series for business and economics.

**Recommended Books:**

1. Business Statistics: Digambar Patri, D.N.Patari(K.P.)
2. Quantitative Methods: Digambar Patri, D.N.Patari(K.P.)
3. Fundamentals of Statistics: S.C.Gupta
4. Statistical Methods: S.P.Gupta (Sultan Chand)



**SEMESTER-II**

**ENGLISH**

**BBA-1.2.1**

Full Marks: 100 (Internal – 20, End Term – 80)

**MODULE-I**

**Grammar-I:** Parts of speech; Countable and Uncountable Nouns; Tense Patterns; Modal Verb patterns. Synonyms; Antonyms.

**MODULE-II**

**Grammar-II:** Prepositions; Imperatives; The Passive; Conditionals; Direct & Reported Speech.

**MODULE-III**

**Pieces to be Studied:** A couple of Misers; A Hero; The Submerged Valley.

**MODULE-IV**

**Pieces to be Studied:** The king who limped; Lal Bahadur Shastri : morning shows the day; Balraj Sahni : The Man behind the Star.

**Books Recommended:**

1. Invitation to English 2 (Orissa State Bureau of Text Book Preparation)
2. Invitation to English 4 (Orissa State Bureau of Text Book Preparation)

**~~PRINCIPLES OF MARKETING MANAGEMENT~~**  
**BBA-1.2.2**

Full Marks: 100 (Internal – 20, End Term – 80)

**MODULE-I**

**Introduction:** Marketing concepts; selling vs. Marketing; marketing mix;

**Markets Segmentation:** Concept; Importance; Bases for market segmentation.

**MODULE-II**

**Product:** Concept; New Product development; Product life cycle concept;

**Brand:** Concept of Branding; Advantages of branding.

**MODULE -III**

**Price:** Importance of pricing; Methods of pricing;

**Place:** Types of distribution channels; Factors affecting choice of distribution channel.

**MODULE -IV**

**Promotion:** Various promotional tools; Advertising: Benefits of advertising; sales promotion: various tools; Public relation: functions; Personal selling – advantages.

**Recommended Books:**

1. Marketing Management - Arun Kumar, N Meenakshi (VIKAS).
2. Marketing Management – Philip Kotler (PHI)
3. Marketing Management – C.N.Sontaki (Kalyani)
4. Marketing Management – S.A.Sherlekar (Himalaya)
5. Principles of Marketing – P.Ravi Lochana

**BBA-1.2.3**

Full Marks: 100 (Internal – 20, End Term – 80)

**MODULE-I**

**Introduction:** Meaning & Definition; Importance of OB; Various schools of thought; **Perception:** Meaning; Factors affecting; Application of perception concepts of OB; Managerial application of perception; Distortion in perception

**MODULE -II**

**Attitudes:** Concept; Types; Attitude and Behavior, Factors in attitude formation. **Personality:** Determinants; Theories – Psychoanalytical. **Learning:** Concept & Theories

**MODULE -III**

**Work Stress:** causes, Effects, Stress Management: Individual coping Strategies, Organizational Coping Strategies, Counseling **Motivation:** Concept; Cognitive theory; Behavioral theory; **Leadership:** Meaning: Theories, Contingency theories, and Transformational theory.

**MODULE -IV**

**Conflict:** Nature; Sources; Conflict resolution techniques; **Transactional Analysis:** Ego states, Types of Analysis, **Power & Politics:** Types, Sources,

**RECOMMENDED BOOKS:**

1. Organizational Behaviour: Stephen Robbins (PHI)
2. Organizational Behaviour: L.M. Prasad
3. Organizational Behaviour: K.Aswathappa (HPH)
4. Management Process and Organizational Behaviour: P.K.Agarwal

**BBA-1.2.4**

Full Marks: 100 (Internal – 20, End Term – 80)

**MODULE -I**

**Introduction to Computer:** Characteristics of computer, types and classification of computers; Computer hardware and software; computer organization.

**MODULE -II**

**Computer Devices and Language:** Input Devices, Output devices, Storage devices: primary and secondary; Memory Devices, Special Devices

**MODULE -III**

**System Softwares: Bios.**

**Operating Systems:** Meaning; types and functions.

**Computer languages:** high – level language, assembly language, machine language, Compiler and interpreter; number systems.

**MODULE -IV**

**Computer Network:** Different types of networks – LAN, MAN, WAN,

**Network Environments:** Topology, Protocol.

**Introduction to Internet:** Internet; extranet; Internet service provider; Internet access; web fundamentals; e-mail; e-Commerce; Security and Privacy issue.

**PRACTICAL:** DOS Commands – Internet, External; Using Windows; Ms-Word, Ms-Excel; MS-Access; MS power point; Using Internet.

**RECOMMENDED BOOKS:**

1. P.K.Sinha/Priti Sinha – Fundamental of Computer. (DPB Publication)
2. R.P.Jain – Fundamental of Computer.
3. Leon and Leon – Introduction to Computer.

## QUANTITATIVE METHODS

### BBA-1.2.5

Full Marks: 100 (Internal – 20, End Term – 80)

#### MODULE-I

**Theory of sets:** Concept of a set, Types of set, Operation of sets, Union, Intersection, Symmetric difference, Demorgan's law, Venn Diagram, Cartesian product of sets.

**Functions:** Meanings, Definition & Characteristics, Different types of functions, Domain, Range of function.

#### MODULE-II

**Limit:** Limit of a function, Definition, Left hand limit, Right hand limit, Infinite limit and limit at infinity, Algebra of limits,

**Differentiation:** Definition of Derivatives and Rules of Differentiation. Derivatives of implicit function.

#### MODULE-III

**Integration:** Simple Indefinite integration, Integration by substitution, By parts, Partial fractions, definite integration and its properties.

#### MODULE-IV

**Theory of probability:** Distribution curve, Binomial and Poisson distribution.

**Network Analysis:** Meaning Network diagram, Techniques of Network analysis CPM & PERT,

#### Recommended Books:

1. Statistical Methods and Quantitative Techniques: Digambar Patri (KP)
2. Higher Secondary Mathematics (Part-1 & 2)
3. Quantitative Techniques – Theory and Problems : Tulsian and Pandey (Pearson)

**(SEMESTER -III)**

**BUSINESS LAW**

**(BBA-2.3.1)**

Full Marks: 100 (Internal – 20, End Term – 80)

**MODULE-I**

**Law of Contract ( 1872):** Nature of contract; Classification; Offer and acceptance; Capacity of Parties to contract; Free consent; Consideration; Legality of object; Discharge of contract; Agreement declared void; Performance of Contract; Remedies for breach of contract.

**MODULE-II**

**Special Contracts:** Indemnity and Guarantee; Bailment and Pledge; Agency.

**MODULE-III**

**Sales of Goods Act 1930:** Formation of contracts of sale; Goods and their Classification; Price; Conditions and Warranties; Transfer of property in goods; Performance of the Contract of sales; unpaid seller and his rights; Sale by auction; Hire purchase agreement.

**Negotiable Instrument Act 1881:** Definition of Negotiable Instruments; Features; Promissory note; Bill of Exchange and cheque; holder and holder in due course; crossing of a cheque; types of crossing; Negotiations; Dishonor and discharge of Negotiable Instrument.

**MODULE-IV**

**Company Law:** Promotion and incorporation of companies; Memorandum of Association; Article of Association; Prospectus; Company meetings ; kinds of meetings; Quorum; Voting; Resolutions; Minutes.

**Books:**

1. Maeswari and Maheswari – HPH
2. Mercantile Law- S.C.Kuchhal
3. Mercantile Law- N.D.Kapoor
4. Business and Company Law- Chawla and Grag.
5. Business Law- Avtar Singh

# COST AND MANAGEMENT ACCOUNTING

(BBA-2.3.2)

Full Marks: 100 (Internal – 20, End Term – 80)

## MODULE -I

Nature and scope of cost accounting, objectives, importance, advantages and limitations of cost accounting, Financial Accounting Vs. Cost Accounting.

**Cost Analysis and Classification:** Elements of Cost, Classification of Cost, Cost Sheet.

## MODULE -II

**Nature and Scope of Management Accounting:** Functions, Objectives of Management Accounting, Advantages and Limitations of Management Accounting, Management Accounting Vs. Financial Accounting, Management Accounting Vs. Cost Accounting, Role of Management Accountant.

**Financial Statements:** Meaning, nature, essentials of good financial statement, Importance and limitations of financial statements.

## MODULE -III

**Financial Statement Analysis:** Meaning, Types and Procedure of Analysis and Interpretation, Objectives, Importance and Techniques of Analysis, Limitations of Financial Statements Analysis.

Ratio Analysis: Meaning and Utility of ratios, significance of ratio analysis, Limitations of ratios analysis, classification of ratios, significance of ratios and inter firm comparison.

## MODULE -IV

Human Resource Accounting: Introduction, Meaning and definitions, Basic premises of HRA, Need or significance of HRA, Objectives of HRA, Advantages of HRA, Methods of HRA, objections against HRA, HRA in India.

### Book:

1. Management Accounting: Sharma Gupta, Kalyani Publisher
2. Cost Accounting: Jain and Narang, Kalyani Publisher

# **HUMAN RESOURCE MANAGEMENT**

## **(BBA-2.3.3)**

Full Marks: 100 (Internal – 20, End Term – 80)

### **MODULE-I**

**Nature and scope of Human Resource Management:** Meaning and Definition, scope, functions and objectives, Evolution of Human resource management in India

**Human Resource planning:** Meaning and Definition, Importance of Human Resource Planning, Factors Affecting Human Resource Planning, Human Resource Planning Process,

**Job Analysis:** Meaning, Process, Methods of Collecting Job data, Problems with Job Analysis.

**Job Design:** concept, factors Affecting Job design, Techniques of Job Design.

### **MODULE-II**

**Recruitment:** Meaning, factors affecting process, constraints, sources.

**Selection:** Meaning, Role, Process, Barriers to Selection

**Promotion:** concept, Bases of promotion, advantages, disadvantages, promotion vs upgradation.

**Transfer:** concept, purpose of Transfer, Reasons of Transfer

### **MODULE-III**

**Performance Appraisal / Merit Rating:** Concept, Meaning, Definition, Objectives, Methods, Merits & Problems of performance Appraisal / Merit Rating.

**Job Evaluation:** Concept, Scope, Process of Job Evaluation, Methods, Advantages and Limitations of Job Evaluations.

**Absenteeism:** concept, types, Features, causes, Measures to minimize Absenteeism

### **MODULE-IV**

**Industrial Relations:** Concept, Nature, Importance, Approaches, Parties to IR, IR Strategy, Role of HRM.

**Trade Union:** Concept, Nature, Why do employees join Union? Strategic Choices, Before Unions,.

**Disputes and Their Resolution:** Nature of Disputes, cause, settlement of disputes – Collective Bargaining.

#### **Book:**

1. Essence of HRM: Mackenna & Beech.
2. HRM: K. Aswathapa
3. HRM: P. Subba Rao



# **FINANCIAL MANAGEMENT**

## **(BBA-2.3.4)**

Full Marks: 100 (Internal – 20, End Term – 80)

### **MODULE - I**

**Financial Management :** An Overview, Evolution of Financial Management; Financial Decisions in a Firm; Goal of Financial Management; Risk – Return Trade off Emerging Role of The Finance Manager in India.

**The Time value of Money:** Time lines and Notation; Future value of a single amount; Present value of a single amount; Future value of Annuity; Present Value of An annuity; Intra Year compounding and discounting.

### **MODULE - II**

**Valuation of Bond and Stock:** Bond Valuation: Bond Yields, Bond Market;

**Stock Valuation;** Relationship Between Earning – Price, Expected Return and Growth.

### **MODULE - III**

Technique of Capital Budgeting: Capital Budgeting Process; Project Classification; Investment Criteria; Net Present Value; Benefit Cost Ratio; Internal Rate of Return; Pay Back Period; Accounting Rate of Return, Investment Appraisal in Practice.

### **MODULE -IV**

**Working Capital Policy:** Characteristics of Current Assets; Factors influencing Working Capital Requirements; Level of Current Assets; Current Assets Financing Policies; Profit Criterion for Working Capital; Operating Cycle and Cash cycle; Cash Requirement for Working Capital.

**Working Capital Financing:** Accruals; Trade Credit; Working Capital Advance By Commercial Banks; Public Deposits; Intra Co-operate Deposits; Short term Loans From Financial Institutions; Rights Debentures for working capital; Commercial papers.

#### **Book:**

1. Financial Management: Prasanna Chandra
2. Financial Management: I.M.Pandey
3. Financial Management and Policy: Van Home (PHI)

# ~~PRODUCTION AND OPERATION MANAGEMENT~~

## (BBA-2.3.5)

Full Marks: 100 (Internal – 20, End Term – 80)

### MODULE-I

**Nature of Production and Management:** Nature of Production, Production as a System, Production as an Organization Function, Importance of Production Function, Characteristics of Modern Production Operations Function.

### MODULE-II

**Product design:** Factors influencing product design, Approaches to product design legal, Ethical and environmental issues in product design,

**Process Design:** Process planning and process design, What is a process? Process planning, Process selection, Process strategy, Process management, Major process decisions, Make or buy decisions.

### MODULE-III

**Plant Location:** Introduction, Location Theories, Freedom of location, Errors in selection, Steps in location selection-relative importance of location factors,

**Plant Layout:** introduction-meaning, Definition and scope, Factors influencing facility layout, Principles of layout, Importance of facility layout, Layout planning.

### MODULE-IV

**MRP:** general overview of MRP, MRP system inputs, MRP system outputs, Benefits, Implementations of MRP, Problems in using MRP, ERP.

**Projects management:** Introduction, Nature of projects, Project life cycle, Importance of project management, Project organization, Roles & skills of a project manager.

**Quality management:** Inspection & Quality control, Objectives, Scope of quality control, Benefits of QC, Organization for QC, Total Quality Management (TQM).

#### Recommended Books:

1. Production & Operations Management: K. Aswathapa HPH
2. Production & Operations Management: R.Paneerselvam (PHI)
3. Production & Operations Management: S.N.Chary.

**(SEMESTER -IV)**

**INDIAN SOCIETY AND CULTURE**

**(BBA-2.4.1)**

Full Marks: 100 (Internal – 20, End Term – 80)

**MODULE-I**

**The Physical Features of India:**

**Chapter I -** i) Main Geographical Divisions

ii) Influence of Geography on History

**Chapter-II: General Features of Indian History**

i) Diversities

ii) Unity

**MODULE-II**

**Florescence of Indian Culture:**

**Chapter-I: Harappan Culture**

i) Town Planning

ii) Social, Economics and Religious life

**Chapter-II: Vedic Culture (Early & Later Vedic)**

i) Literature

ii) Spiritual and Ethical thought

**MODULE-III**

**Protestant Religious Movements in India:**

**Chapter – I:**

i) Impact of Jainism on Indian Society

ii) Impact of Buddhism on Indian Society

**Chapter – II:**

i) Rise, growth and impact of Bhakti Movement

ii) British Impact on Indian Culture

**MODULE-IV**

**Social reforms & Freedom Struggle:**

**Chapter – I:**

i) Bramho Samaj

ii) Arya Samaj

**Chapter – II:**

i) Role of Mahatma Gandhi in the Freedom Struggle of India

ii) Role of Subhas Chandra Bose in the Freedom Struggle of India

**Books Recommended:**

1. Indian Society and Culture by Himansu Sekhar Patnaik, Kharavela Mahanti, Rabi Narayan Mahanti, Published by Kitab Mahal.
2. Evolution of Indian Culyure by B.N.Luniya.

# ~~FUNDAMENTALS OF MARKETING MANAGEMENT~~

## (BBA-2.4.2)

Full Marks: 100 (Internal – 20, End Term – 80)

### UNIT-I

**Definition and Concept of Marketing:** Definition, Nature of Marketing, Importance of Marketing, Different Marketing Concepts, Scope of Marketing Management, Function of Marketing Management.

### UNIT-II

**Marketing Research:** Definition and Type of Marketing Research, Objective, Importance and Classification of Marketing Research, Process and steps in Marketing Research.

**Marketing Strategy & Product:** Definition and Meaning & Significance : Steps for formation of Marketing Strategy.

### UNIT-III

**Personal Selling :** Merits and Limitations Methods of Personal selling, Process of Personal Selling.

**Advertisement:** Objectives of Advertisement. Function of Advertisement. Factors affecting in Selection of media.

### UNIT-IV

**International Marketing:** Concept, Reasons for International Marketing, Distinction between national and international Marketing.

**Services marketing:** Concept, Characteristics of Service, Service Marketing Mix.

#### **Book:**

1. Salakar( HPH) Marketing Management.
2. Philips & Kotler – Marketing Management.
3. Ravi Sankar – Marketing Management
4. Saxena & Sahu – Marketing Management.
5. C.N.Sontaki - Marketing Management.

# **~~BUSINESS COMMUNICATION SKILLS~~**

## **(BBA-2.4.3)**

(Full Marks: 100 (Internal – 20, End Term – 80))

### **UNIT-I**

- Foundations of Business Communication
- Achieving success through effective business communication.
- Communicating in terms & mastering listening and non-verbal communication skills.

### **UNIT-II**

- Applying the three-step writing process.
- Planning and writing business messages.
- Writing Letters, Memos, E-mail
- Writing routines, good-news & bad news messages.

### **UNIT-III**

- Designing & Delivering Oral Presentations
- Planning, writing and completing oral presentations.
- Enhancing oral presentations with electronic slide shows and overhead transparencies.

### **UNIT-IV**

- Writing employment messages and interviewing for jobs.
- Writing resumes and application letters.
- Interviewing for employment and following up.

#### **Books:**

1. Business Communication Today - Bovee Thill Schatzman.
2. Lesiker's Business Communication (TMH)

# **HUMAN RESOURCE DEVELOPMENT**

## **(BBA-2.4.4)**

Full Marks: 100 (Internal – 20, End Term – 80)

### **MODULE – I**

**Field of Human Resource development:** Concepts, Goals, Need, Importance, Scopes and Objectives of HRD, HRD Culture and HRD Climate, Role of HRD Professionals

### **MODULE – II**

**Career Development:** Introduction, Defining Career Concepts, Stages of Life and Career Development, Models of Career Development.

**Management development:** Introduction, Describing the Managers Job Roles and Competencies, Management Education, Management Training and Experiences.

### **MODULE – III**

**Designing Effective HRD Programs:** Introduction, Defining the objectives of the HRD Interventions, The Make VS Buy decisions, Selecting the trainer, Preparing a lesson Plan, Selecting training methods and media.

**Implementing HRD Programs:** Introduction, Training Delivery Method, OJT, Classroom training approaches

### **MODULE – IV**

**HRD and Diversity:** Introduction, Organization Culture, Lab our Market Changes and discriminations, Cross Cultural education and training programs

**Organizational Development:** Meaning, Nature, Objectives, Benefits, **Quality work life** and HRD, **TQM and HRD**

#### **Books recommended:**

1. Human Resource Development: Werner n Desimone (Cengage Learning)
2. Human Resource Development: T V Rao

# **E-BUSINESS**

## **(BBA-2.4.5)**

Full Marks: 100 (Internal – 20, End Term – 80)

### **MODULE – I**

From business to e-business, starting our site, Building the object model.

### **MODULE – II**

Presenting our online store, structure the online store, Building product catalogue. The shopping basket. Hosting and deployment, Privacy, Customer service, Creating an online community.

### **MODULE – III**

The checkout, Order processing. Secure Communications. Searching.

### **MODULE – IV**

Up-sell, Cross sell and Recommendations, Integration with other systems, Marketing your site.

#### **Reference:**

1. Mathew Reynolds – Beginning E-Commerce, Shroff publishers and distributors Pvt. Ltd.
2. E-commerce- CSV Murthy – Himalaya Publishing House.
3. Ravi Kalakola and Andrew B. Whinston-Frontiers of electronic commerce, Addison Wisley.
4. Samantha Shurely – E-business with Net-Commece, Prentice Hall PTR.
5. Jason R Rich- The unofficial guide to starting and E-Commerce Business, IDG Books.

## ADVANCED ACCOUNTS

### BBA-3.5.1

Full Marks: 100 (Internal – 20, End Term – 80)

#### MODULE-I

**Consignment:** Meaning, Books of the consignor and Books of the consignee with cost and invoice price method. Treatment of normal and abnormal loss.

**Branch Account:** Dependent branch – Debtor system (Cost and invoice price), Stock and Debtor system (Cost and invoice price). Independent branch- Incorporation of branch result in head office books (Excluding Foreign Branch).

#### MODULE-II

**Partnership – I:** Admission of a partner- Calculation of new profit sharing ratio, Revaluation of assets and liabilities, Treatment of goodwill, Treatment of accumulated profit and loss, Adjustment of capital according to profit sharing ratio.

#### MODULE-III

**Partnership – II:** Retirement – Calculation of new profit sharing ratio, Revaluation of assets and liabilities, Treatment of goodwill, Treatment of accumulated profit and loss. Dissolution-All partners solvent, One partner insolvent (Garner Vs Murray), All partners insolvent.

#### MODULE-IV

**Company Accounts:** Issue of shares – At par, Premium, Discount. Allotment of oversubscribed shares. Forfeiture and reissue of forfeited shares (Including pro-rata allotment).

Understanding Final account of company-Profit and Loss account, Profit and Loss appropriation account and Balance sheet.

#### Reference:

1. Morden accountancy by Mukherjee and Hanif – TATA M/C
2. Advanced accounts by RL Gupta – S.Chand & Co
3. Company accounts by Jain and Narang-Kalyin Publishers



# **RESEARCH METHODOLOGY**

## **BBA-3.5.2**

Full Marks: 100 (Internal – 20, End Term – 80)

### **MODULE –I**

**Basic concepts:** - Research and its objectives, types research, importance of research,

**Research Process:** - Steps, research problem, techniques involved in defining a problem, meaning, features, need of research design, types of research designs.

### **MODULE-II**

**Sampling Design:-** Meaning and implications of sampling design, steps of Sampling, types of sampling design, types of sampling,

### **MODULE-III**

**Testing Of Hypothesis:** - Meaning of hypothesis, basic concept of testing hypothesis, testing of means, Chi-square test as a test for comparing variance.

### **MODULE-IV**

**Processing Operations:** - Editing, coding, concept of standard error, Sample size and its determination. Meaning and types of Report writing and their mechanics.

#### **Books Recommended:-**

1. Research Methodology by C.R.Kothari
2. Research Methodology (Vrinda Publication)

# **INSURANCE AND RISK MANAGEMENT**

## **BBA-3.5.3**

Full Marks: 100 (Internal – 20, End Term – 80)

### **MODULE- I**

Introduction to risk, Types of risk, Peril & Hazard,. Types of Pure risk; Risk management: Risk management Objectives, Process; Methods of handling risk

### **MODULE- II**

Reinsurance: Definition, Objectives; Regulation of insurance business in India.; Insurance Marketing: Marketing of insurance products; Globalization of insurance and its impact on India

### **MODULE- III**

Insurance defined, Cost & benefits of insurance, Elements of insurable risk, Principles of insurance, Life Insurance: Types of LI, Process of Issuing LI, Settlement of Claims of LI

### **MODULE- IV**

Non-life insurance : Auto Insurance: Concept, Need, Types, settlement of claims  
Fire Insurance: Concept, Need, Types, Settlement of claims

#### **Books Recommended:**

P.K Gupta: Insurance and Risk management. Himalaya Publications

# **RETAIL MANAGEMENT**

## **BBA-3.5.4**

Full Marks: 100 (Internal – 20, End Term – 80)

### **MODULE-I**

**Retail Marketing:** An introduction; retailing in India.

**Shopper/ Shopping Behavior:** the grocery shopper;; loyalty programs.

**Retail Pricing & Planning:** Price promotions; Price perceptions;

### **MODULE-II**

**Merchandise Management:** Brand wars; Category management; Vendor collaboration; Assortment planning.

### **MODULE-III**

**Trading Area and Site Analysis:** Shopping Trip and Parking; Retail Location as a Strategic decision.

**Store Atmospherics:** Retail atmospherics; Store design; Space valuation in a mall.

### **UNIT-IV**

**Retail promotion; Retail salesperson Specialty Retailing:** Pharmacy retailing; Jewelry retailing; Furniture retailing; Consumer Electronics retailing.

#### **Reference books:**

Retail Marketing: A Siva Kumar - Excel Books

Retailing Environment & Operations: Newman & Cullen – Cengage learning

# **FINANCIAL MANAGEMENT-II**

## **BBA-3.5.5**

Full Marks: 100 (Internal – 20, End Term – 80)

### **MODULE-I**

**Financial Management:** Meaning, nature and scope of financial management;

**Sources of Long Term Finance:** Equity Capital, Internal accurats, Preference capital, Term loans. Debentures etc.

### **MODULE-II**

**Cost of Capital:** Meaning and significance of cost of capital, calculation of cost of capital, calculation of cost of debt, preference shares, equity shares and retained earnings.

**Financial and Operating Leverage:** Meaning and measures; Combining financial and operating leverage, Financial leverage and share holder's risk; Capital structure theory and policy.

### **MODULE-III**

**Dividend Policies:** Issues of dividend decision, Walters model, Gordon's model, M.M. Hypothesis, Dividend and uncertainty, Relevance of dividend, Dividend policy in practice, Forms of dividends, Stability in dividend policy, Corporate Dividend Behaviour

### **MODULE-IV.**

**Financial statement analysis:** Cash flow statement & Fund flow statement.

#### **Books Recommended:**

Financial Management: Prasanna Chandra

Financial Management: I.M.Pandey

Financial Management and Policy: Van Home (PHI)

**(SEMESTER - VI)**  
**RURAL MARKETING**

**BBA-3.6.1**

Full Marks: 100 (Internal – 20, End Term – 80)

**Objective:**

The objective of the course is to provide conceptual understanding on the Rural Marketing with special reference to Indian context and develop skills required for planning of Rural Products.

**MODULE- I**

**Rural Economy:** Introduction; Rural-Urban market disparities;

**Rural Marketing:** Introduction; concept & scope; nature of rural marketing; rural vs. urban marketing.

**MODULE- II**

**Consumer Behavior:** Introduction; Buyer characteristics; Buying decision process; Brand loyalty.

**Selecting & Attracting marketing:** Introduction; concepts & process; Segmentation; Bases of segmentation;

**MODULE- III**

**Product Strategy:** Introduction; scope; product mix decisions; competitive product strategies.

**Price Strategies:** Introduction; concepts; significance; pricing objectives; pricing strategy.

**MODULE- IV**

**Promotion Strategy:** Introduction; profiling target audience; designing right promotion strategy.

**Distribution Strategy:** Introduction; channels of distribution; new approaches.

**Book Recommended:**

Rural Marketing: C.S.G. Krishnamacharyulu, Lalitha Ramakrishna (Pearson)

## **INCOME TAX**

### **BBA-3.6.2**

Full Marks: 100 (Internal – 20, End Term – 80)

#### **MODULE-I**

**Basic concepts:** Assessee, Assessment year, Previous year, Income, Person, Agricultural income and its integration in total income. Residential status of an individual, , Exempted income U/S 10 of Income Tax Act.

#### **MODULE-II**

Income from salary & House Property.

#### **MODULE-III**

Profits and gains of business or profession. Income from Capital gains

#### **MODULE-IV**

Income from other sources, Carry forward and Set off of losses. Computation of taxable income of an individual assessee , taking into account deductions from gross total income U/S 80.

#### **Books Recommended:**

Gaur/Narang: Kalyani Publisher (Income Tax law and practice)

V K Singhania & Kapil Singhania (Taxmann's Direct taxes law and practice,)

# MANAGEMENT OF FINANCIAL SERVICES

## BBA-3.6.3

Full Marks: 100 (Internal – 20, End Term – 80)

### MODULE -I

**Introduction to financial services:** Meaning and concept, Characteristics, kinds of financial services (asset based, fee based)

**Development Banks:** IFCI, IDBI.

### MODULE -II

**Merchant banking:** Meaning and concept, evolution, function, recent development, code of conduct, regulations, merchant banking scenario in India.

**Venture Capital:** Meaning, features, types, modes of finance, selection of venture capitalist, procedure followed by venture capital, venture capital in India.

**Lease Financing:** Meaning, features, types leasing, Advantages and Disadvantages of leasing,

### MODULE -III

**Financial Market:** Meaning and concept, Money market (function, constituents, institutions in money market, Indian money market)

**Capital market-** Objectives and importance, components, New issue market, Stock market, function of stock market, factors influencing prices of stock market.

Distinction between capital market and money market, marketing of securities, Method of marketing securities.

### MODULE -IV

**Consumer finance:** Meaning and concept, parties to transaction, modes of consumer finance (Hire purchase, O/D, credit card, installment) procedure of granting finance, benefits of consumer finance, terms of financing credit.

**Mutual funds:** Meaning and concept, types, Advantages, problems of mutual funds in India, management of mutual funds in India. Designing and marketing of mutual funds schemes.

#### **Books recommended:**

Gupta & Agarwal: Financial institutions and market Kalyani Publishers

L.M.Bhole: Financial institutions and market.