

SCHEME OF EXAMINATION
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
THREE YEAR PROGRAMME (SEMESTER SYSTEM)
2011

First Year

Note:

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.

Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks the theory marks secured by the candidate shall be proportionately enhanced.

First Semester

Paper	Nomenclature	External	Internal	Practical	Total Marks
DEBBA-101	Principles of Management	70	30		100
DEBBA-102	Business Mathematics	70	30		100
DEBBA-103	Financial Accounting	70	30		100
DEBBA-104	Computers in Management	50		50	100
DEBBA-105	Disaster Management	70	30		100

Second Semester

Paper	Nomenclature	External	Internal	Practical	Total Marks
DEBBA-201	Indian System of Business and Banking	70	30		100
DEBBA-202	Microeconomic and Banking Foundation of Business	70	30		100
DEBBA-203	Company Accounts	70	30		100
DEBBA-204	Computer Programming	50		50	100
DEBBA-205	Business Communication	70	30		100
DEBBA-206	Introduction to Psychology	70	30		100

Second Year

Third Semester

Paper	Nomenclature	External	Internal	Practical	Total Marks
DEBBA-301	Organizational Behavior	70	30		100
DEBBA-302	Business Statistics	70	30		100
DEBBA-303	Basic Costing	70	30		100
DEBBA-304	Macroeconomic Management	70	30		100
DEBBA-305	Data Base Management Systems	50		50	100

Fourth Semester

Paper	Nomenclature	External	Internal	Practical	Total Marks
DEBBA-401	Business Values and Ethics	70	30		100
DEBBA-402	Indian Business Environment	70	30		100
DEBBA-403	Business Laws	70	30		100
DEBBA-404	Business Research Methods	70	30		100
DEBBA-405	Introduction to Information Technology	50		50	100

Third Year

Fifth Semester

Paper	Nomenclature	External	Internal	Practical	Total Marks
DEBBA-501	Marketing Management	70	30		100
DEBBA-502	Financial Management	70	30		100
DEBBA-503	Production Management	70	30		100
DEBBA-504	Personnel Management	70	30		100
DEBBA-505	Advanced Information Technology	50		50	100

Sixth Semester

Paper	Nomenclature	External	Internal	Practical	Total Marks
DEBBA-601	Taxation Laws	70	30		100
DEBBA-602	Structured System Analysis and Design	50		50	100
DEBBA-603	Fundamentals of International Business	70	30		100
DEBBA-604	Consumer Protection	70	30		100
DEBBA-605	Project Report	100			100
DEBBA-606	Comprehensive Viva-voce	100			100

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

First Semester

PRINCIPLES OF MANAGEMENT

PAPER CODE DEBBA-101

External: 70

Internal: 30

Note:

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2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

UNIT-I

Concept and Nature of Management:- Significance of Management; Meaning of Management; Changes in Management Concepts; Nature of Management; Management a Science or an Art or a Profession; Functions of Management; Managerial Hierarchy; Management skills; Social Responsibilities and Ethics.

UNIT-II

Management Thought:- Approaches to Management - Max Weber's Bureaucracy; F.W.Taylor's Scientific Management; Henry Fayol's Process and Operational Management; Human Relations Approach; Behavioral Approach; System Approach and Contingency Approach.

UNIT-III

Planning and Decision Making;- Concept, Nature and Elements of Planning; Kinds of Plans; Levels of Planning; Various Stages (steps) in Planning; Decision Making and Process of Rational Decision Making; Concept of Organizational Structure; Bases of Organizing; Delegation and Decentralization of Authority.

UNIT-IV

Leading Management Control:- Meaning and Significance of Leadership; Leadership Styles; Essentials of Successful Leadership; COMMUNICATIONS;- Importance and Process of Communication; Barriers to Communications and Overcoming these Barriers; Principles of Effective Communication.

MOTIVATION;- Definition, Motives and Motivation, Models of Motivation-Maslow's Need Hierarchy Model, M.C.Greger's Participation Model, Herzberg's Model Varoom's Model, Alderfer's and Mc Clelland's Models.

CONTROLLING;- Definition and Elements of Control Process; Kinds of Control System; Pre--Requisites of Effective Control System; An Overview of Budgetary And Non-Budgetary Control Devices.

BUSINESS MATHEMATICS

PAPER CODE DEBBA-102

External: 70

Internal: 30

Note:

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.

2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

UNIT I

Theory of Sets: Meaning, elements; types, presentation and equality of sets. Union, intersection, compliment & difference of sets, Venn diagrams. Cartesian product of two sets. Applications of Set theory.

UNIT II

Indices & Logarithms, Arithmetic, Geometric and Harmonic progressions and their business applications; Sum of squares and cubes of first natural numbers.

UNIT III

Permutations, combinations and Binomial Theorem (positive index).

UNIT IV

Matrices - Types, properties, addition, multiplication, transpose and inverse of matrix. Properties of determinants, solution of simultaneous Linear Equations. Differentiation of Standard Algebraic Functions; Business Applications of Matrices and Differentiation.

FINANCIAL ACCOUNTING

PAPER CODE DEBBA-103

External: 70

Internal: 30

Note:

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

UNIT-I

Accounting - Meaning, Nature, Functions and Significance. Types of Accounting, Accounting Equation, Concepts & Conventions.

UNIT-II

Review of Accounting cycle:Recording, Posting and Accounting Process, Journal, Ledger, and Trial Balance; Preparation of Trial Balance; Bank Reconciliation Statement,

UNIT-III

Preparation of Final Accounts of Sole Trader.

UNIT-IV

Depreciation Accounting: Concepts and Methods (Straight Line and Written Down Methods only); Receipt and Payments Accounts; Income and Expenditure Accounts.

COMPUTERS IN MANAGEMENT

PAPER CODE DEBBA-104

External: 50

Practical: 50

Note:

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

UNIT I

Introduction to Computers: Classification, Evolution, Computer System Organization (Hardware, Software & User), Capabilities, Characteristics & Limitations of Computer System, Operating System - Types & Features, Multiprogramming, Multi User system.

UNIT II

Number System & Programming Languages: Binary Number System, Computer Languages and its types, Generation of Computer Languages. Character Codes (ASCII, EBCDIC, ISCII)

UNIT III

Data Processing Cycle, Business Information and Automation, Classification of Information, Characteristics of Information.

UNIT IV

Impact of Computers on Society, Computer Applications in Offices, Communication, Education, Medical field, Banks.

DISASTER MANAGEMENT

PAPER CODE DEBBA-105

External: 70

Internal: 30

Note:

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

Unit I

Introduction to Disaster Management- Dimensions of Natural and Anthropogenic Disasters, Principles/Components of Disaster Management, Overview of Disaster Manager's tasks, Natural Disasters and Mitigation Efforts, Managing activities during Earthquakes, Floods, Drought, Cyclones, Avalanches, Technological, Landslides, Tornadoes, Avalanches, Heat waves and Global warming, Forest Fires, Oil Fires, Accidents in Coal Mines.

Unit II

Socio-economic Costs of natural disasters, social risk management, social protection, role of cooperation and coordination, Role of states, NGOs and local agencies, Risk Assessment and Disaster Response, Formulation of disaster Risk reduction plans, implementation and monitoring, Insurance and Risk Management, Institution Awareness and Safety programmes.

Unit III

Psychological and social Dimensions in Disasters, Trauma and Stress, Emotional Intelligence, Electronic Warning Systems, Recent Trends in Disaster Information Provider, Geo informatics in Disaster Studies, Remote sensing and GIS Technology, Laser Scanning.

Unit IV

Disaster Management in India Disaster Preparedness, Disaster mitigation, Forecasting and Warning of disasters, Assessing Risk and vulnerability, Rehabilitation of victims, Managing Refugee Camps, and relief workers, Role of Armed Forces/Other agencies in Disaster Management, Role of media in disaster management.

Second Semester

INDIAN SYSTEM OF BUSINESS AND BANKING

PAPER CODE DEBBA-201

External: 70

Internal: 30

Note:

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

Unit-I

Introduction: Concept of Business and Business Organization Forms of Business Organization, Sole Proprietorship, Partnership, Joint Hindu Family, Cooperative Societies, Joint Stock Companies and Multinational Corporations.

Unit-II

Distribution and Insurance System: Distribution Channel, Life Insurance Corporation of India and General Insurance Corporation of India.

Unit III

Indian Banking System: Reserve Bank of India and Commercial Banking System.

Unit IV

Industrial Financing Institutions, Export-Import Bank of India.

MICROECONOMIC AND BANKING FOUNDATIONS OF MANAGEMENT
PAPER CODE DEBBA-202

External: 70

Internal: 30

Note:

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

Unit I

Nature and scope of economics; functional areas of microeconomics; demand, supply and competitive equilibrium; law of demand; elasticity of demand and supply; consumer's equilibrium – utility and indifference curve approaches.

Unit II

Short and long run production function; laws of return; optimal input combination; cost classification; cost curves and their interrelationships; plant size and economics of scale; location of industries; growth of a business firm-motives and methods; optimum size of the firm.

Unit III

Basic characteristics of perfect competition; monopoly, monopolistic competition and oligopoly; measurement of market concentration and monopoly power; diversification; vertical integration and merger of firms; aspects of non-price competition.

Unit IV

Characteristics of various factors of production; mobility and productivity of factors; determination of rent, interest and wages; alternative theories of profit; marginal productivity theory of distribution.

COMPANY ACCCOUNTS

PAPER CODE DEBBA-203

External: 70

Internal: 30

Note:

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

Unit I

Accounting for share capital transaction. Issue of shares at par, at premium and at discount. Forfeiture of shares. Re-issue of forfeited shares; Redemption of preference shares.

Unit II

Debentures; Issue of debentures, provision for redemption of debentures and redemption of debentures.

Unit III

Preparation of final accounts of companies having regard to the provisions of companies Act., 1956 in general and Schedule VI to the Companies Act in particular. Underwriting Commission and Underwriting Agreement, Accounting treatment and determination of the liability of underwriters.

Unit IV

Simple problems of amalgamation, Absorption and External Reconstruction.

COMPUTER PROGRAMMING

PAPER CODE DEBBA-204

External: 50

Practical: 50

Note:

1. There will be 50 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
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Unit-I

Flowcharts, Algorithm, Decision Table and Decision Tree

Unit-II

Compiler, Interpreter, Assembler, Sorting and Searching Techniques and their Algorithm

Unit-III

Language: Basic structure of a C program, Constants, Variables and Data types, Operators & expressions, I/O Operations, Decision, Branching and Looping

Unit-IV

Arrays, Handling of Character Strings, User-Defined Functions, Storage Classes

BUSINESS COMMUNICATION

PAPER CODE DEBBA-205

External: 70

Internal: 30

Note:

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.

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Unit-I

Introducing the Concept: Meaning, Nature and scope of communication, Process of Communication, Characteristics of Business Communication, Importance of Effective B.C. Objectives of B.C. Types/Pattern of B.C.; Media/Channels of B.C. Principles of B.C.; Barriers to B.C.

Unit-II

Written Communication-I (a) Business Letter Writing, (b) Business Report Writing, Importance, Need, Types, Techniques, Language, Structure, Planning and Drafting.

Written Communication-II; (a) Preparing Official Communication, Circular, Notification, Amendment, Press Communiqué, DO letter, Telegram. (b) Writing proposals, Agenda and Minutes of meeting. Dictating: Importance of Dictation, Suggestions for better dictation, Giving Instructions and Demonstration, Clear Instructions on Individual Jobs, Suggestions for Cutting correspondence costs.

Unit-III

Oral Communication; Communicating with one: Interviewing-Art of effective interviewing, Types of Interviewing, Techniques of Interviewing, Qualities of Interviewer and Interviewee, Planning of Interviewing, Process of Interviewing. Communicating within groups: Presentational speaking-preparation of speech, Presentation of Speech, Guidelines for Effective Speech making. Communicating within groups: Discussion and Conference Participating and leading in conferences, Planning and Procedure of problem-solving conferences. Importance of Body language in interview, Speech and conference

Unit-IV

Audiovisual Communication: Role of Audio-Visual Communication, Channels of Audio-Visual Communication, Importance of Body language in non-verbal communication, Graphic Communication, Types of Graphical display, Merits and Demerits of Graphical Display. Role of Public Relation in Business Communication, Objective of P.R., Tools of P.R., Interaction between P.R. and Journalism. Role of Advertisement in Business Communication, Characteristics of Effective Advertisement, Art of Effective Advertisement, Structure of Advertisement Copy, Types of Advertisement copy.

INTRODUCTION TO PSYCHOLOGY

PAPER CODE DEBBA-206

External: 70

Internal: 30

Note:

- There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
- Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

Unit-I

Nature of Psychology: Approaches to Psychology, Scope of Contemporary Psychology, Research Methods in Psychology, Measurement in Psychology, Perceptions; Concept, Process, Absolute Threshold, Differential, Subliminal Perception. Dynamics of Perception: Perceptual Selection, Organization and Interpretation.

Unit-II

Learning and Memory: Classical conditioning, Operant Conditioning, Concept of reinforcement, Cognitive learning, Short-term memory, Long-term memory, Improving memory.

Unit-III

Personality and its assessment: Shaping of personality-Trait Approach, Social approach, Psychoanalytic approach, Phenomenological approach, Personality assessment.

Unit-IV

Emotion: Theories of Emotions, Optimal level of arousal, Stress Frustration, Reaction of Frustration, Anxiety, Defence Mechanism Stress, Attitude formation and change

Third Semester**ORGANIZATIONAL BEHAVIOUR****PAPER CODE DEBBA-301****External: 70****Internal: 30****Note:**

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

UNIT-I

Introduction:- The field of Organizational Behaviour Reasons to study O.B. Foundations and Background of OB, Approaches to OB, Contributing discipline to OB Field.

UNIT-II

Industrial Behaviour: Individual differences – Abilities, intelligence; personality- Meaning, development of personality, personality traits, major determinants. Perception- Nature, importance, perceptual selectivity, perceptual Organization, social perception; Attitudes- Nature, dimensions, importance; Job Satisfaction – importance, sources & consequences.

UNIT-III

Motivation and Learning:- Motivation – Meaning; motives, process content theories and process theories of motivation, relationship between motivation and performance learning – Meaning, types; Theories of learning, Reinforcement, Law of effect, punishment.

UNIT-IV

Group Behaviour:- Group – Concept, nature, classification; stages of group development, Group dynamics; Group Behaviour; Group structure, task & processes; Group cohesiveness; Dynamics of informal groups; Group decision – making.

BUSINESS STATISTICS
PAPER CODE DEBBA-302

External: 70

Internal: 30

Note:

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

UNIT-I

Data Classification, Tabulation and Presentation: Meaning, objectives and types of classification, formation of frequency, Role of tabulation, types of tables, significance of diagram and graphs.

UNIT-II

Measures of Central Tendency and Dispersion: Meaning, and objectives of measures of Central Tendency, different measure viz. Arithmetic mean, Median, Mode, Geometric Mean and Harmonic Mean, characteristics, applications and limitations of these measures. Measures of variation viz. Range, Quartile Deviation Mean Deviation, Standard Deviation, Co-efficient of Variation and Skew ness.

UNIT-III

Correlation and Regression: Meaning of Correlation, types of Correlation: Positive and Negative Correlation, Simple, Partial and Multiple Correlation, Methods of studying Correlation; Scatter diagram, graphic and direct method. Properties of Correlation Co-efficient, Rank Correlation, Co-efficient of Determination, Lines of Regression, Co-efficient of Regression, Standard Error of Estimate.

UNIT-IV

Index Numbers and Time Series: Index Number and their uses in business. Construction of simple and weighed price, quantity and value index numbers Test for an ideal index numbers, Components of Time Series viz. Secular Trend, Cyclical, Seasonal and Irregular Variations, methods of Estimating Secular Trend. Seasonal Indices and its use in Business Forecasting and Limitations, Calculating Growth Rate in Time Series.

BASIC COSTING
PAPER CODE DEBBA-303

External: 70
Internal: 30

Note:

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

UNIT-I

Introduction: Objectives, Elements of cost, Cost Sheet, Importance of Cost Accounting, Types of Costing, Installation of Costing System, Difference between Cost Accounting and Financial Accounting.

UNIT-II

Material and Labour Cost Control: Meaning and objectives of Material control, Material Purchase Procedure, Fixation of Inventory levels – Reorder level, EOQ, Minimum level, Maximum level, Danger level and Methods of Valuing Material Issues – FIFO, LIFO, HIFO, NIFO.

Labour and Cost Control; its importance, Methods of Time Keeping and Time Booking. Treatment and Control of Labour Turnover, Idle Time, Overtime, Systems of Wage Payment – Time Wage System, Piece Wage System and Balance or Debt Method.

UNIT-III

Overheads – Classification, Allocation and Apportionment of Overheads. Absorption of Overheads, Under – Absorption and Over Absorption.

UNIT-IV

Methods of Costing – Job, Batch, Contract and Process Costing excluding Evaluation of work in progress.

MACROECONOMIC MANAGEMENT
PAPER CODE DEBBA-304

External: 70
Internal: 30

Note:

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

UNIT-I

Nature and scope of macroeconomics; functional areas of macroeconomic management; circular flow of income; national income accounting – alternative concepts and measures of national income and their interrelationship; stock and flow variables; aggregate demand; supply and macroeconomic equilibrium; nature of a trade cycle, causes of booms and recessions.

UNIT-II

Macro analysis of consumer behaviour; cyclical and secular consumption income relationship; absolute, relative and permanent income hypotheses; other factors affecting aggregate consumption; simple Keynesian model of income determination; multiplier analysis

UNIT-III

Functional areas of fiscal management; nature of fiscal policy fiscal deficits; fiscal policy in relation to growth and price stability; basic issues in fiscal deficit management; nature and management of public debt; business taxes – types, rationale and incidence.

UNIT-IV

Functional areas of monetary management; money supply measures; money creation process and money multiplier; instruments of monetary control; promotional and regulatory role of central banking and monetary policy; inflation management.

DATA BASE MANAGEMENT SYSTEM**PAPER CODE DEBBA-305****External: 50****Practical: 50****Note:**

1. There will be 50 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

UNIT-I

Concept of Data Base, Objectives of Data Base, Advantages and Limitations of Data Base, Entities, Attributes, Relationships (I:I, I:M, M:M)

UNIT-II

Schema, Subschema, Data base Administration, 4GL, SQL

UNIT-III

Introduction to Data Models, Hierarchical, Relational & Network Data Models.

UNIT-IV

Distributed Data Base System, Backup & recovery procedures in Data Base System, Normalization in Relational Data Base.

Fourth Semester**BUSINESS VALUE AND ETHICS****PAPER CODE DEBBA-401****External: 70****Internal: 30****Note:**

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

Unit-I

Meaning and Nature of Values; Values in context of Business; Mission Statement and Role of Corporate Values in shaping it; influence of Individual Values on Morality of Managers; Indian Values and Changing Value systems of India.

Unit-II

Ethics; Evolution of Ethics and their relation to values, norms, morals. Nature of Ethics and Relevance to Business; Virtue theory; Utilitarianism and its Applications to Business; Rights; Justice; Profit Maximization vis-à-vis Ethics.

Unit-III

Contemporary Issues: Workplace Spirituality; Indian Ethos for Business; Vedanta and Managers. Corporate Social Responsibility: Public Policy of a Corporation and its role in a market society; the nature of an ethical corporation; concept of Total Ethical Management.

Unit-IV

Ethical Responsibilities of Business towards customers; Ethical Issues in Marketing; Issues relating to Product Safety, Product Quality, Pricing and Promotion. Ethical Responsibility of Business towards employees; whistleblowing; the changing workplace; employees discrimination; harassment of female workforce; rights and obligations of employees and employers.

INDIAN BUSINESS ENVIRONMENT**PAPER CODE DEBBA-402****External: 70****Internal: 30****Note:**

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

Unit-I

Nature, components and determinants of business environment; basic nature of Indian economic system; relation size and growth of public and private corporate sector; social responsibility of business; broad features of India's new economic policy.

Unit-II

Trend and pattern of industrial growth; review of industrial policy developments; industrial licensing policy; liberalization of the private sector; trends and issues in corporate management; growth and problems of the small scale sector; public sector reforms and privatization the problem of industrial sickness; MRTP Act, SICA and Industrial Disputes Act.

Unit-III

Development banks for corporate Sector (IDBI, IFCI, ICICI)- trends pattern and policy; regulation of stock exchanges and the role of SEBI; banking sector reforms; challenges facing public sector banks; growth and changing structure of non bank financial institutions; problem of non performing assets in Indian Banks.

Unit-IV

Trend and pattern of India's foreign trade and balance of payments; latest EXIM policy-main features; policy towards foreign direct investment; globalization trends in Indian economy; role of MNCs; India's policy commitments to multilateral institutions-IMF, World Bank and WTO.

BUSINESS LAWS

PAPER CODE DEBBA-403

External: 70

Internal: 30

Note:

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

Unit-I

The Indian Contract Act, 1872. Essentials of a valid contract Void Agreements. Performance of Contracts. Breach of contract and its remedies. Qasi-contracts.

Unit-II

The sale of Goods Act, 1930: Formation of contract; Conditions and warranties. Transfer of property. Performance of contract: Rights of an unpaid seller.

Unit-III

The Negotiable Instruments Act, 1881: Nature and types, Negotiation and Assignment. Holder-in-Due Course, Dishonour and Discharge of a Negotiable Instrument.

Unit-IV

The Companies Act, 1956. Nature and types of Companies, Formation, Memorandum and Articles of Association, Prospectus. Allotment of Shares. Shares and Share capital, Membership, Borrowing powers, Management and meetings, winding up.

BUSINESS RESEARCH METHODS**PAPER CODE DEBBA-404****External: 70****Internal: 30****Note:**

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

Unit-I

Decisional Research: Definition and Scope; Role of Decision maker and research; Identification of problems; decision steps and research objectives, uncertainty and decision research, Research Design: Descriptive, Exploratory, Descriptive, Diagnostic and Experimental.

Unit-II

Data Collection: Secondary and Primary Data sources; Techniques of Data Collection; Sampling: Procedure, Probability and Non-probability sampling; Sampling errors; Tabulation of Data; Attitude Scales and measurement of attitude.

Unit-III

Data Analysis: Interpretation and presentation; basic consideration in choice of analysis and statistical techniques; hypothesis testing; tests of significance; chi-square analysis.

Unit-IV

Report Writing: Substance of Research Based Reports, Formats of reports, Report writing Technique and Final Presentation of the report.

INTRODUCTION TO INFORMATION TECHNOLOGY**PAPER CODE DEBBA-405****External: 50****Practical: 50****Note:**

1. There will be 50 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

Unit-I

Introduction to Networks: User of a Network, Categories of Networks, Topologies, Network Media & Hardware, Network Software.

Unit-II

Word Processor: Advantage, Entering Text, Editing Text, Formatting Text, Mail Merge

Unit-III

Electronic Spreadsheets: Advantages, Application Areas, Creating a Worksheet, Functions, Types of Graphs, Creating Graphs, Formatting Cells, Macros.

Unit-IV

Introduction to Internet: Background & History, Working, Major Features, Accessing the Internet, Major Application Areas, Introduction to Multimedia.

(Fifth Semester)**MARKETING MANAGEMENT****PAPER CODE DEBBA-501****External: 70****Internal: 30****Note:**

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

UNIT-I

Introduction to Marketing; Core concepts of marketing; Orientation towards market place; Difference between Marketing and Selling; Marketing Process; Marketing Environment.

UNIT-II

Determinants of consumer behaviour; Consumer's Purchase decision process; Market Segmentation and Target Marketing; Marketing Research; Marketing Information System; Planning of Marketing Mix.

UNIT-III

Product decisions; Branding and Packaging decision; Product Life Cycle; Pricing strategy.

UNIT-IV

Selecting and Managing Marketing channels; Retailing, Wholesaling and Physical Distribution; Communication and Promotion mix; Designing Effective Advertising Program; Sales Promotion.

FINANCIAL MANAGEMENT

PAPER CODE DEBBA-502

External: 70

Internal: 30

Note:

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

UNIT-I

Evolution, Scope and function of Finance Managers, Objectives of the firm; Profit Vs Wealth Maximization.

UNIT-II

Investment Decisions; Brief Introduction of Cost of Capital; Methods of Capital Budgeting; ARR.PBP. NPV and IRR, Capital Rationing, (Simple problems on Capital Budgeting Methods)

UNIT-III

Financing Decision: Financial Leverage; Capital Structure Theories: NI, NOI and Traditional approach; EPS-EBIT Analysis; Brief discussion on sources of long term finances.

UNIT-IV

Dividend decision and Management of Working Capital: Determinants of Dividend Policy; Walter's Dividend Model; Working Capital of Concept and Operating Cycle Method, Brief discussion on Management of Cash, Receivable and Inventory. (Simple problem on operating cycle and Inventory Management).

PRODUCTION MANAGEMENT

PAPER CODE DEBBA-503

External: 70

Internal: 30

Note:

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

UNIT-I

Production/Operations Management: Introduction, Major decisions; objectives and activities; Difference between products and services (from POM view point). Characteristics of a production system.

UNIT-II

Types of production systems: Production to order and production to stock; Plant Location: Factors affecting locations & evaluating different locations; Plant Layout: Meaning, objectives, characteristics and types; Plant layout and materials handling.

UNIT-III

Production Planning and Control: Meaning, objectives, advantages and elements, PPC and production systems, Aggregate planning and Master production Schedules, Sequencing and assignment problems. Motion and Time Study.

UNIT-IV

Inventory Control: Objectives, advantages and techniques (EOQ Model and ABC Analysis). Quality Control: Meaning and importance; Inspection, quality control charts for variables & attributes and Acceptance Sampling; Maintenance; Meaning; importance and types.

PERSONNEL MANAGEMENT**PAPER CODE DEBBA-504****External: 70****Internal: 30****Note:**

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

UNIT-I

Personnel Management: Definition, Nature, Objectives Changing Scope of Personnel Management. Challenges to modern personnel management, Personnel Management environment in India, Role of Personnel Management in Organization, Personnel functions, personnel policies.

UNIT-II

Procurement: Job analysis, job description, job specification, Human Resource Planning – Significance & Process, Recruitment – Sources & methods, Selection criteria and process, induction training.

UNIT-III

Development: Concepts of Training and Development, Need for and benefits of training, Assessing training needs, training techniques, Management Development – Nature & purpose, Approaches for developing managers – Job Rotation, Coaching, Junior Board & Case method, Role playing, Management Games, Career planning, Managing promotions & transfers.

UNIT-IV

Compensation: Objectives, Compensation, Factors influencing compensation, components of pay structure, Methods of pay fixation, Incentives-financial, Incentives for the employees, managers, Organization wide Incentive plans, employee benefits & services, performance appraisal-techniques, problems and issues.

ADVANCED INFORMATION TECHNOLOGY

PAPER CODE DEBBA-505

External: 50

Practical: 50

Note:

1. There will be 50 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

UNIT-I

Internet: Concepts, Internet Service Provider, Setting Windows Environment for Dialup, Networking, Dialing of Networks, Search Engine Concept, Searching Web using Search Engines, Audio on Internet, Adding File Types in MS Internet Explorer, Subscribing to News Groups.

UNIT-II

Intranet: Intranet Concepts and Architecture; Building Corporate Wide Web, The HTTP Protocols (Understanding Application Layers), Intranet Infrastructure, Fundamental of TCP/IP (Understanding transport layers), Intranet Connectivity, Intranet Security Design, Intranet as Business tool, Future of Intranet, Costs of Intranet, Protocols of Communications.

UNIT-III

Introduction of MS-Back Office, Electronic Communication, ISP Type of Accounts, Tools; Sending & receiving mails, Electronic Tele & Video Conferences.

UNIT-IV

Multimedia – Introduction, Tools & Technique, Multimedia – Hardware (Windows, Production Platforms & Peripherals), Multimedia – Software (Authorizing Tools), Multimedia Building Blocks (Text, Sound, Images, Animation, Video), Assembling & Developing the projects.

Sixth Semester

TAXATION LAWS

PAPER CODE DEBBA-601

External: 70

Internal: 30

Note:

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

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 & 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

Unit-IV

Deductions from Gross Total Income, Assessment of Individuals, HUF and Firms

STRUCTURED SYSTEMS ANALYSIS & DESIGN

PAPER CODE DEBBA-602

External: 50

Practical: 50

Note:

1. There will be 50 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

Unit-I

Introduction to Analysis & 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 Requirements, Data Base Definition, Equipment Specification & Selection, Personnel Estimates, I-O Design, Storage Requirements

Unit-III

Implementation & Installation: Data Dictionary, Structured English, Decision Tables, Decision Trees, Installation Types, Logical Design to Physical Implementation

Unit-IV

Introduction to Distributed Data Processing & Real Time System: Evaluating Distributing System, Designing Distributed Data Bases, Event Based Real time Analysis Tools, State Transition Diagrams

FUNDAMENTALS OF INTERNATIONAL BUSINESS

PAPER CODE DEBBA-603

External: 70

Internal: 30

Note:

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

Unit-I

Nature and main fields of International Business; Domestic versus International Business; major risks and challenges of IB; International business environment – components and determinants; the process of internationalisation of business; concept of globalisation; balance of payments accounting; basic nature of foreign exchange market

Unit-II

Nature of multinational enterprise and foreign direct investment; basic motives and determinants of foreign direct investment; methods & forms of international business entry; strategic orientation of MNCs; basics of MNE strategy formulation and implementation

Unit-III

International trade theory – the theory of absolute advantage; theory of comparative advantage; factor endowment theory and international product life-cycle theory; tariff and non-tariff barriers to international trade; international logistic decisions; major trade documents; main intermediaries in international trade

Unit-IV

Assessing international markets; designing products for foreign markets; branding decisions; promotional decisions; pricing decision; basic methods of international payment. Regulation of international business – a overview of the role of WTO, IMF, UNCTAD and World Bank.

CONSUMER PROTECTION

PAPER CODE DEBBA-604

External: 70

Internal: 30

Note:

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

Unit-I

Concept of consumer, Types of consumers; need for consumer protection; methods of consumer protection – legal and voluntary; consumer buying motives; doctrines of caveat emptor and caveat venditor; Concept of consumer's sovereignty

Unit-II

Measures for consumer protection in India; basic provisions of the consumer Protection Act., 1986; consumer rights; Organizational set up – National and State Consumer Protection Councils; District Forum, State Commission and National Commission; their functions, powers and jurisdiction, Grounds of filing complaint; procedure of filing a complaint; relief available

Unit-III

Consumer protection measures under the Monopolies and Restrictive Trade Practices Act., 1969; concept and remedy against unfair trade practices and restrictive trade practices; consumers; roles and rights under the MRTP Act

Unit-IV

Recent developments in consumer protection movement in India; role of voluntary consumer Organizations product testing; growing consumer awareness role of the media and Government; formation and registration of a voluntary consumer Organization; business self-regulation; Advertising Standards Council of India.

Project Report

Paper Code: DEBBA- 605

External:100

Comprehensive Viva-voce

Paper Code: DEBBA- 606

External:100