

BBA (Hons./Hons. With E Commerce)
(Eight Semester full-time programme Curriculum)
Scheme of Examination and Credit Distribution

1st Year Semester – I

COURSE CODE	NAME OF THE COURSE	COURSE	THEORY	CIA	PRACTICAL	CREDITS	MAX. MARKS
BBA(H) 101	Functional Hindi-I	AEC 1	35	15	-	2	50
BBA(H) 102	Environment	VAC 1	35	15	-	2	50
BBA(H) 103	Introduction to Management Concept	DSC 1	70	30	-	4	100
BBA(H) 104	Introduction to Accountancy	DSC 2	70	30	-	4	100
BBA(H) 105	Introduction to Microeconomics	DSC 3	70	30	-	4	100
BBA(H) 106	Introduction to Journalism and Mass Communication Or Introduction to Electronic Media Or Any of the 4 Credit Course from SWAYAM Or Any other MOOC Platforms	GE 1	70	30	-	4	100
	Practical	-	-	-	100	2	100
	TOTAL					22	600

1st Year Semester – II

COURSE CODE	NAME OF THE COURSE	COURS E	THEORY	CIA	PRACTICAL	CREDITS	MAX. MARKS
BBA(H) 201	Functional English-I	AEC 2	35	15	-	2	50
BBA(H) 202	Basics of Computer Application	SEC 1	35	15	-	2	50
BBA(H) 203	Introduction to Marketing	DSC 4	70	30	-	4	100
BBA(H) 204	Introduction to Organizational Behavior	DSC 5	70	30	-	4	100
BBA(H) 205	Introduction to Financial Management	DSC 6	70	30	-	4	100
BBA(H) 206	Media Economics Or Language in Media and Translation Or Any of the 4 Credit Course from SWAYAM Or Any other MOOC Platforms	GE 2	70	30	-	4	100
	Practical	-	-	-	100	2	100
	TOTAL					22	600

2nd Year Semester – III

COURSE CODE	NAME OF THE COURSE	COURS E	THEORY	CIA	PRACTICAL	CREDITS	MAX. MARKS
BBA(H) 301	Basics of Business Communication	AEC 3	35	15	-	2	50
BBA(H) 302	Value Education	VAC 2	35	15	-	2	50
BBA(H) 303	Business Mathematics	DSC 7	70	30	-	4	100
BBA(H) 304	Human Resource Management	DSC 8	70	30	-	4	100
BBA(H) 305	Cost and Management Accounting	DSC 9	70	30	-	4	100
BBA(H) 306	Banking Operations Management Or Talent Management & HRIS Or Any of the 4 Credit Course from SWAYAM Or Any other MOOC Platforms	DSE 1	70	30	-	4	100
	Practical	-	-	-	100	2	100
	TOTAL					22	600

2nd Year Semester – IV

COURSE CODE	NAME OF THE COURSE	COURSE	THEORY	CIA	PRACTICAL	CREDITS	MAX. MARKS
BBA(H) 401	Functional English-II	AEC 4	35	15	-	2	50
BBA(H) 402	Web Analysis	SEC 2	35	15	-	2	50
BBA(H) 403	Business Laws and Ethics	DSC 10	50	30	-	4	100
BBA(H) 404	Commerce & E Commerce	DSC 11	50	30	-	4	100
BBA(H) 405	Internet and E-Commerce	DSC 12	70	30	-	4	100
BBA(H) 406	Basics of Entrepreneurship Or Total Quality Management Any of the 4 Credit Course from SWAYAM Or Any other MOOC Platforms	DSE 2	70	30	-	4	100
	Practical	-	-	-	100	2	100
	TOTAL					22	600

3rd Year Semester – V

COURSE CODE	NAME OF THE COURSE	COURSE	THEORY	CIA	PRACTICAL	CREDITS	MAX. MARKS
BBA(H) 501	Democracy, Election and Good Governance	VAC 3	35	15	-	2	50
BBA(H) 502	Data Literacy	SEC 3	35	15	-	2	50
BBA(H) 503	Logistics & Supply Chain Management	DSC 13	70	30	-	4	100
BBA(H) 504	Introduction to E- Business	DSC 14	70	30	-	4	100
BBA(H) 505	Consumer Behaviour	DSC 15	70	30	-	4	100
BBA(H) 506	Introduction to Retail Management Or Introduction to Digital Marketing Or Any of the 4 Credit Course from SWAYAM Or Any other MOOC Platforms	DSE 3	70	30	-	4	100
	Practical				100	2	100
	TOTAL					22	600

3rd Year Semester – VI

COURSE CODE	NAME OF THE COURSE	COURSE	THEORY	CAI	PRACTICAL	CREDITS	MAX. MARKS
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BBA(H) 601	Artificial Intelligence in Management	SEC 4	35	15	-	2	50
BBA(H) 602	Internship	-	-	-	50	2	50
BBA(H) 603	Fundamentals of Strategic Management	DSC 16	70	30	-	4	100
BBA(H) 604	Business Statistics	DSC 17	70	30	-	4	100
BBA(H) 605	Network Infrastructure for E-Commerce	DSC 18	70	30	-	4	100
BBA(H) 606	Media Management Or Corporate Social Responsibility and Reporting Or Any of the 4 Credit Course from SWAYAM Or Any other MOOC Platforms	DSE 4	70	30	-	4	100
	Practical	-	-	-	100	2	100
	TOTAL					22	600

4th Year Semester – VII

COURSE CODE	NAME OF THE COURSE	COURSE	THEORY	CIA	PRACTICAL	CREDITS	MAX. MARKS
BBA(H) 701	Research Methodology	DSC 19	70	30	-	4	100
BBA(H) 702	Seminar and Presentation	DSC 20	-	60	140	6	200
BBA(H) 703	Project-I	-	-	60	140	8	200
BBA(H) 704	Financial Markets and Institutions Or Management Information System Or Any of the 4 Credit Course from SWAYAM Or Any other MOOC Platforms	DSE 5	70	30	-	4	100
	TOTAL					22	600

4th Year Semester – VIII

COURSE CODE	NAME OF THE COURSE	COURSE	THEORY	CIA	PRACTICAL	CREDITS	MAX. MARKS	
BBA(H) 801	Customer Relationship Management	DSC 21	70	30	-	4	100	
BBA(H) 802	E-Commerce Technologies	DSC 22	70	30	-	4	100	
BBA(H) 803	Dissertation	-	-	60	140	6	200	
BBA(H) 804	Project-I	-	-	30	70	4	100	
BBA(H) 805	Principles of Travel and Tourism Management Or Leadership Skills and Managerial Effectiveness Or Any of the 4 Credit Course from SWAYAM Or Any other MOOC Platforms	DSE 6	70	30	-	4	100	
	TOTAL					22	600	
		TOTAL CREDITS = 22 x 8 semester					176 Credit	4800 Marks
		TOTAL MARKS = 600 x 8Sem						

Particulars	Abbreviations	Total Courses (in 4 Years)
Ability Enhancement Course	AEC	04
Value Addition Course	VAC	03
Discipline Specific Course	DSC	22
General Elective	GE	02
Skill Enhancement Course	SEC	04
Discipline Specific Elective	DSE	06

Credit Distribution:-

15 Hrs Theory Classes= 1 Credit/ each class time being 45 minutes duration.

30Hrs Practical Classes=1 Credit

1. 3 Credit Classes= Minimum 60 Classes in a Semester= **4 Theory Classes Per Week**
2. 4 Credit Classes=Minimum 80 Classes in a Semester=**6 Theory Classes Per Week**
3. 4 Credit Practical Classes=Minimum 160 Classes in a Semester=**11 Classes Per Week**

<p>UNIT - IV</p>	<p>□□□□□ - □□□□□□□□□□, □□□□□-□□□□□□ □□□□□, □□□□ □□ □□□□, □□□□□□□□□ □□□□□□□, □□□□□□□□□ □□□□ □□□□ □□□□□□□□□□□□□□</p>
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BBA (Hons./Hons. With E-Commerce) SEM I

ENVIRONMENT

COURSE VAC 1

COURSE CODE BBA(H) 101

CREDIT POINTS - 02	TOTAL MARKS - 50	THEORY - 35	CIA - 15
Scheme of Examination			
1 - 01 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 5 Marks each = 05×01 = 05 Marks			
2 - 03 long Answered questions of 10 Marks each = 10×03			
With internal choice of one question from each unit = 30 Marks			
MAXIMUM MARKS - 35		MINIMUM PASSING MARKS - 14	
UNIT - I	Definition, Scope, and importance, need for Public Awareness, Natural Resources and Associated Problems: Forest Resources, Water Resources, Mineral Resources, Energy Resources, Land Resources.		
UNIT - II	Ecosystems, Biodiversity, And Its Conservations, Concept, Structure and Function an Ecosystem, Producers, Consumers and Decomposers, Energy Flow in The Ecosystem, Ecological Succession, Food Chains, Food Webs, Ecological Pyramids. Levels Of Biological Diversity: Genetic, Species and Ecosystem Diversity		
UNIT - III	Environmental Pollution, Environmental pollution: concepts and types, Air, water, soil, noise, and marine pollution- causes, effects and controls,		

	Concept of hazards waste and human health risks, Solid waste management: Control measures of Municipal, biomedical and e-waste.
UNIT - IV	Environment Ethics, Issues and Possible Solutions, Climate Change, Global Warming, Ozone Layer Depletion, Acid Rain and Their Impacts on Human Communities and Agriculture. Environment Laws: Wildlife Protection Act; Forest Conservation Act. Water (Prevention and Control of Pollution) Act; Air (Prevention & Control of Pollution) Act; Environment Protection Act; Biodiversity Act
UNIT - V	Human Population and The Environment, Population Growth, Variation Among Nations, Population Explosion Family Welfare Program, Environment and Human Health, Human Rights, Value Education, HIV/AIDS, Woman, and Child Welfare. Role Of Information Technology in Environment and Human Health, Case Studies.

REFERENCE BOOKS :

- 1- Agarwal K.C. 2001 Environmental Biology, Nidi.Publ. Ltd. Bikaner
- 2- Barouche Erach, The biodiversity of India, Mapin Publishing Pvt. Ltd Ahmedabad 380013 India, Email. Mapin@icenet .net (R)
- 3- Brunner R.C. 1989, Hazardous Waste Incineration. Mc. Grew Hill Inc. 480p
- 4- Clark R.S Marine pollution. Clanderson press Oxford (TB)
- 5- Cuningham. W.P. cooper , T.H Gorhani,E & Hepworth, M.T. 2001
- 6- Dr. A.K. Environmental chemistry, Willy Eastern Ltd.
- 7- Down to earth, center for science and Environment ®

BBA (Hons./Hons. With E-Commerce) SEM I
INTRODUCTION TO MANAGEMENT CONCEPT
COURSE DSC 1
COURSE CODE BBA(H) 103

CREDIT POINTS - 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Management-Meaning and Definition, Evolution of Management thoughts, Major Contribution of F.W.Taylor, Hanry Fayol, Peter Drucker , Role of managers and Managerial Skill, Levels of Management, Concept of PODSCORB		
UNIT - II	Planning-Nature, Process of Planning, Planning and Environmental Uncertainties, Types of Planning, Advantages and Limitations of Planning- Decision Making-Stages in Decision Making		
UNIT - III	Nature & Significance of Organization, Authority & Responsibility Relationships-Span of Control, Process of Delegations-Barriers to		

	Delegation, Centralization & Decentralization. Concept of Line & Staff- Overcoming Line-staff conflict, Committees, Coordination, Organization Structures, Types, Advantages & Disadvantages
UNIT - IV	Staffing, Motivation & Leadership, Scope of Staffing Functions, Theories of Motivation. Theory X, Theory Y, Theory Z. Maslow's need hierarchy, Leadership Styles.
UNIT - V	Controlling : concept, steps in controlling, techniques of controlling. Directing: Meaning, Elements of Directing- Supervision- Motivation Leadership-Communication, Techniques of Directing

Reference Books:

1. Essentials of Management - Koontz and Wehrich, McGraw-Hill Publication
2. Principles of Business Management-Dr.S.C.Saxena,Sahitya Bhawan Publication
3. Principles of Management -R.N.Gupta, S.Chand Publication
4. Principles of Management - Rajesh Vishwanthan, Himalaya Publishing House
5. Taxmann's Principles of Management with Case studies, Dr.Neeru Vasistha
6. Case studies in Management - Prem Vrat, KK Ahuja and PK Jain, Vikas Publication
7. Modern Business Administration and Management, Sherlekar S.A. Himalaya Publishing House

BBA (Hons./Hons. With E-Commerce) SEM I

INTRODUCTION TO ACCOUNTANCY

COURSE DSC 2

COURSE CODE BBA(H) 104

CREDIT POINTS - 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Introduction to Accounting Basic Accounting Concepts, Objectives of Accounting, Book-Keeping Vs. Accounting, Accounting Terminologies, Accounting Systems, Users of Accounting, Branches of Accounting, Accounting concepts and conventions ,Accounting Standards		
UNIT - II	Accounting Process Types of Accounts, Golden Rules of Accounts, Journal, Ledger Creation, Subsidiary Books, Preparation of Trial Balance, Classification and Rectification of Errors		
UNIT - III	Provision of Depreciation , Reserve & Goodwill Depreciation: Meaning, Causes and Methods of Depreciation- Straight Line Method ,Written		

	Down Method, Change in Depreciation Method , Reserves & its types , Goodwill: meaning and methods of Goodwill calculation - Average Profit, Super Profit and Capitalization
UNIT - IV	Preparation Of Final Account Final Accounts of Sole Proprietorship and Partnership Firm -Introduction of Final Accounts, Adjustment Entries
UNIT - V	Partnership Accounts, Concept, Profit Loss Appropriation Account, Capital Accounts, Current Account and Admission and Retirement of a Partner. Dissolution Of Partner, Provision of Company Law Regarding, Maintenance of Accounts of Limited Company, Format Under Schedule VI, Accounting for Fresh Issue

Reference Books:

1. Advance Accountancy: Volume I- M.C. Shukla And Grewal ,S.Chand & Company Pvt.Ltd.,New Delhi
2. Advance Accountancy: S.P. Jain And K.L. Narang,Kalyani Publishers,New Delhi
3. Advance Accountancy: R.L. Gupta And M.Radhaswamy,Sultan Chand & Sons,New Delhi
4. Book Keeping And Accountancy-Dr.M.Sharma, Dr.D.K.Bhardwaj ,Sanjay Biyani, Ramesh Book Depot, Jaipur
5. Financial Accounting-V.Rajasekaran And R.Lalitha, Pearson Publications, Noida,Utter Pradesh
6. Accounting For Managers, S.K.Tripathi ,Laxmi Publications Pvt. Ltd
7. Basic Accounting ,K.M.Bansal And Ritu Gupta, Taxmann Publication

BBA (Hons./Hons. With E-Commerce) SEM I

INTRODUCTION TO MICRO ECONOMICS

COURSE DSC 3

COURSE CODE BBA(H) 105

CREDIT POINTS - 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Introduction to Economics, Definition, Scope and Significance of Economics, Difference between Micro and Macro Economics, Basic Economic Problems, Market Forces in Solving Economic Problems, Circular Flow of Income and Expenditure.		
UNIT - II	Concept of Utility-Law of Diminishing Marginal Utility Indifference curve analysis-consumer's equilibrium, Law of Demand determinants of demand, Elasticity of demand, Measurement of Elasticity of demand		
UNIT - III	Factor Pricing and Production Function, Cost and Revenue-Concepts and Curves, Innovation Theory of Profit ,Risk and Uncertainty theory		

	of Profit– Liquidity Preference theory, Production function Long Run & Short Run.
UNIT - IV	Perfect Competition Concept of Perfectly Competitive market: Assumptions, Profit maximization conditions; Related concepts of Total Revenue, Average Revenue and Marginal Revenue, Shortrun and Long- run equilibrium of a firm; determination of short-run supply curve of a firm, measuring producer surplus under perfect competition
UNIT - V	Imperfect Competition Monopoly Concept of Monopoly: Sources of monopoly power; Short-run and Long-run equilibrium of a monopoly firm; Price discrimination; Social Cost of Monopoly (concept only). Monopolistic Competition Concept of Imperfectly Competitive market; Monopolistic Competition: Features and examples; Oligopoly: Non-Collusive Oligopoly: Sweezy’s Kinked demand Curve Model, Collusive Oligopoly: Cartel (concept with example)

Reference Books:

1. Micro Economics-K C Dash- Himalaya Publishing House
2. Ahuja, H.L, Micro Economics, S.Chand
3. Mehta P.K, Singh M. – Micro Economics – Taxmann Publication
4. Micro Economics-T.R. Jain , B.D. Majhi, V.K. Global
5. Browning, E.K. and J.M. Browning; Microeconomic Theory and Applications, Kalyani Publishers, New Delhi.
6. Microeconomics I and Statistics: Das & Sengupta, Oxford University Press
7. Dwivedi, D.N. Micro Economics, Vikash Publication

BBA (Hons./Hons. With E-Commerce) SEM-I
INTRODUCTION TO JOURNALISM AND MASS
COMMUNICATION
COURSE GE 1

COURSE CODE BBA(H) 106

CREDIT POINTS - 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
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Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks

MAXIMUM MARKS - 70	MINIMUM PASSING MARKS - 28
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UNIT - I	Introduction to Mass Communication, Definition and scope of mass communication, Evolution of mass communication: from oral tradition to the digital age, Functions and importance of mass communication, Theories of mass communication: Normative, Agenda Setting, Magic Bullet, Cultivation, Uses and Gratifications, Dependency, etc.
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UNIT - II	Print Media, History and evolution of print media, Types of print media: newspapers, magazines, books, etc. Newspaper structure
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	and functions: editorial, news, features, etc.
UNIT - III	Electronic Media, History and evolution of electronic media: radio, television, internet, etc. Radio broadcasting: formats, programming, impact, Television broadcasting: genres, production, audience dynamics, New media and digital journalism: social media, online news portals, blogging, etc.
UNIT - IV	Public Relations and Advertising, Concept and importance of public relations (PR), Role of PR in organizations and society, Advertising strategies and techniques
UNIT - V	Media Ethics and Laws, Ethical issues in journalism and mass communication, Codes of ethics for journalists and media professionals, Media laws and regulations: freedom of speech, defamation, privacy, etc, Role of media in democracy

Reference Books:

1. Understanding Journalism" by John Wilson
2. Journalism in India" by Rangaswami to Rarth Sarthi
3. Mass Communication" by W.J.S. Murthy
4. Mass Communication in India" by Keval J. Kumar
5. Process and Effects of Mass Communication" by Wilber Schram

BBA (Hons./Hons. With E-Commerce)Sem-I

INTRODUCTION TO ELECTRONIC MEDIA

COURSE GE 1

COURSE CODE BBA(H) 106

CREDIT POINTS - 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Communication: definition, elements and types of communication - concept of mass - evolution of mass communication - nature, characteristics, functions and dysfunctions of mass media - types of media: print, radio, TV, film and new media.		
UNIT - II	Introduction to broadcasting – definition of broadcasting; evolution of broadcasting - broadcast technology: earth station, teleport, uplinking, downlinking, transmission, cable, terrestrial and		

	satellite transmission - new trends in broadcasting.
UNIT - III	Radio: characteristics, scope and limitations - brief history of radio.
UNIT - IV	Television: characteristics, scope and limitations - origin and development of television.
UNIT - V	News: types of news - news determinants - news story structure: lead, types of lead, body, conclusion - inverted pyramid style and hour glass style stories - headline writing - types of headlines in print.

Reference Books:

1. Uma Joshi : Textbook of Mass Communication and Media, Anmol Publications New Delhi, 1999.
2. Keval J Kumar : Mass Communication in India, Jaico Publishing House, New Delhi, 2005.
3. D S Mehta : Mass Communication and Journalism in India.
4. Dr. J V Vilanilam : Mass Communication in India.

BBA (Hons./Hons. With E-Commerce) SEM I
PRACTICAL

CREDIT POINTS - 02

TOTAL MARKS - 100

PRACTICAL - I

Business Documentation

- Financial Agreement, Business Report Writing, Company Bylaws, Employment Agreement, Meeting Minutes Document, Non-Disclosure Agreement, Business Plan.

PRACTICAL - II

Presentations

- Individual Presentation, Group Presentation, Objective Specific Presentations

SEMESTER 2

BBA (Hons./Hons. With E-Commerce) SEM II

FUNCTIONAL ENGLISH I

COURSE AEC 2

COURSE CODE BBA(H) 201

CREDIT POINTS - 02

**TOTAL MARKS -
50**

THEORY - 35

CIA - 15

Scheme of Examination

1 - 05 Short Answered questions (Covering 5 Units)

(Not more than 100 words) - 4 Marks each = 05×04

= 20 Marks

2 - 05 long Answered questions of 10 Marks each = 05×10

With internal choice of one question from each unit

= 50 Marks

MAXIMUM MARKS - 50

MINIMUM PASSING MARKS - 14

UNIT - I

Functional Grammar : Nouns – Countable, Uncountable (Types), Pronouns – Personal, Relative and others, Verb and Verb Structure (infinitives and gerunds), Tenses.

UNIT - II

Functional Grammar : Adverbs and Adverbial phrases, Comparisons and Intensification, Adverbs and Modifiers, Adjectives and Adjective Phrases.

UNIT - III

Vocabulary : Synonyms, Antonyms & Homonyms, Diminutives and Derivatives, Jargons or Registers.

UNIT - IV	Mechanics of Writing – Precise writing, Paragraph writing, Curriculum Vitae / Resume.
UNIT - V	Preparation of questionnaire for interview skills, Expansion/Working skills, Language of Newspapers, Letter Writing for Various Departments, Opinion Writing, Letter to Editor.

Reference Books:

1. Intermediate English Grammar by Raymond Williams.
2. Vocabulary by Michael Macarthyand Felicity O'Dell.
3. English Grammar by Jayanthi Dakshina Murthy.
4. Detailed Study of Kinds of Poetry, forms of Drama, Popular fiction, Book review etc.

BBA (Hons./Hons. With E-Commerce) SEM II

BASICS OF COMPUTER APPLICATION

COURSE SEC 1

COURSE CODE BBA(H) 202

CREDIT POINTS - 02	TOTAL MARKS - 50	THEORY - 35	CIA - 15
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 50		MINIMUM PASSING MARKS - 14	
UNIT - I	Definition, Characteristics, Evolution of Computers, Basic Anatomy of the Computers, Types of Computers, Storage Unit (Primary and Secondary), Processing Unit, Input Devices & Output Devices, Computer Output Microfilm (COM), Computer software, High-level programming language – COBOL, Fortran, BASIC, PASCAL, ADA, LISP, Disc operating system, features of WINDOWS-95, Unix, Linux, Data Backup, Relationship between hardware and software, Software License		
UNIT - II	Data Communication Definition, Network Definition, Types of Networks – LAN, MAN, SAN, WAN, Network Structure - Server based network, client server network, Peer to Peer network, Star,		

	Network, Bus Network, Mesh Network, Network Media, Network Hardware, Common Terms In Internet World: WWW, Types of internet connection: Analog: Dial-up Internet Access, DSL – Digital Subscriber Line, ADSL - Asymmetric Digital Subscriber Line
UNIT - III	Commonly used software Packages like Microsoft Word, Microsoft Excel, Microsoft Power Point.
UNIT - IV	Introduction to World Wide Web- Internet Operations- Internet Browsers and Business .Websites, Use of Search Engines and Google Applications, Introduction to SAP, IP addresses, IP protocol, various ERP packages, Implementation of ERP..
UNIT - V	Using Spreadsheet, Basics of spreadsheet, manipulation of cells. formulas and functions, editing of spreadsheet, printing of spreadsheet.

Reference Books:

- 1."Computer Fundamentals" by P.K. Sinha
2. "Computer Awareness" by R. Pillai
3. "The Non-Designer's Design Book" by Robin Williams (Peachpit Press)
- 4."Internet Basics" by Kevin Wilson

BBA (Hons./Hons. With E-Commerce) SEM II

INTRODUCTION TO MARKETING

COURSE DSC 4

COURSE CODE BBA(H) 203

CREDIT POINTS - 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Marketing Management; Understanding Basics.; Core Concepts of Marketing; Different Type of Orientations; Marketing Social, International, Global; Marketing Process; Marketing Plan; Rural Marketing.		
UNIT - II	Environmental Influences; Different Environments and Their Influences; Understanding Consumer and Industrial Market; Understanding Consumer and Competition.		
UNIT - III	Marketing Mix; Understanding Marketing Mix; Market Segmentation, Targeting and Positioning; Marketing of Services.		

<p style="text-align: center;">UNIT - IV</p>	<p style="text-align: center;">Product; Product Mix; Product Classification: Consumer Goods and Industrial Goods; Product Life Cycle; Brands: USP, EVP; New Product Development; Pricing: Nature of Price; Factors Affecting Pricing and Steps in Price Determinations; Pricing Strategies, Price Selection Techniques.</p>
<p style="text-align: center;">UNIT - V</p>	<p style="text-align: center;">Distribution And Promotion; Importance and Function of Distribution Channel; Channel Design Selection; Channel Members and Their Management; Promotion Mix.</p>

Reference Books:

1. Philip Kotler, Marketing Management Analysis, PHI, New Delhi.
2. R.S. Davar, Modern Marketing Management, Universal Book Sellers, New Delhi.
3. Stanton & Futrell, Fundamentals of Marketing, McGraw Hill, New York.
4. McCarthy, Basic Marketing, Universal Book Sellers, New Delhi.
5. Ramaswamy, V.S. I, Marketing Management: Analysis, Planning: Implementation & Control, Macmillan, Chennai.
6. Philip Kotler & Armstrong Jr., Principles of Marketing: PHI, New Delhi.
7. Ramaswamy V.S. & Nama Kumari's. Marketing Management Planning, Implementation & Control, McMillan India Ltd.

BBA (Hons./Hons. With E-Commerce) SEM II
INTRODUCTION TO ORGANIZATIONAL BEHAVIOUR
COURSE DSC 5
COURSE CODE BBA(H) 204

CREDIT POINTS - 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
<p>Scheme of Examination</p> <p>1 - 05 Short Answered questions (Covering 5 Units) (Not more than 100 words) - 4 Marks each = 05×04 = 20 Marks</p> <p>2 - 05 long Answered questions of 10 Marks each = 05×10 With internal choice of one question from each unit = 50 Marks</p>			
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	<p>Introduction To Organisational Behaviour: Organisational Behaviour -Concept and Significance; Relationship Between Management and Organisational Behaviour; Emergence Of Ethical Perspective; Attitudes; Perception; Learning; Personality</p>		
UNIT - II	<p>Process Of Motivation; Theories of Motivation – Need Hierarchy Theory, Theory X And Theory Y, Two Factor Theory, Alderfer's ERG Theory, Mccllland's Learned Need Theory, Victor Vroom's Expectancy Theory, Stacy Adams Equity Theory</p>		

<p style="text-align: center;">UNIT - III</p>	<p style="text-align: center;">Leadership Concept and Theories: Concept; Leadership Styles; Theories -Trait Theory, Behavioural Theory, Fielder's Contingency Theory; Harsey and Blanchard's Situational Theory; Managerial Grid; Likert's Four Systems of Leadership.</p>
<p style="text-align: center;">UNIT - IV</p>	<p style="text-align: center;">Group Dynamics and Team Development: Group Dynamics - Definition and Importance, Types of Groups, Group Formation, Group Development, Group Composition and Group Performance Factors, Interpersonal and Organisational Communication, Transaction Analysis, Organisational Conflict and Organisational Development</p>
<p style="text-align: center;">UNIT - V</p>	<p style="text-align: center;">Conflicts: Meaning, Types, Conflict Process, Conflict Management Techniques. Crisis Management: Definition, Types, Models and Communication, Importance of Crisis Management.</p>

Reference Books:

1. Luthans Fred, Organizational Behaviour.,New York, McGraw Hill.
2. Robbins S.P., Organizational Behaviour, New Delhi, PHI.
3. Singh, Dalip, Emotional Intelligence at Work, Response Books, Sage Publications, Delhi.
4. Davis Keith, Human Behaviour at Work, TMH, New Delhi
5. Pareek Udai, Organizational Behaviour, Oxford, IBH, Mumbai
6. Hersey Paul and Blanchard, Management of Organizational Behaviour, Prentice Hall of India, New Delhi.
7. Uma Shekharan, Organization Behaviour, TMH, New Delhi.

BBA (Hons./Hons. With E-Commerce) SEM II
INTRODUCTION TO FINANCIAL MANAGEMENT
COURSE DSC 6
COURSE CODE BBA(H) 205

CREDIT POINTS - 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
<p>Scheme of Examination</p> <p>1 - 05 Short Answered questions (Covering 5 Units) (Not more than 100 words) - 4 Marks each = 05×04 = 20 Marks</p> <p>2 - 05 long Answered questions of 10 Marks each = 05×10 With internal choice of one question from each unit = 50 Marks</p>			
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Meaning of Financial Management, Finance Functions, Organization structure of Finance Department; Goals of Financial Management, Financial Decisions-Types of Financial Decisions, Role of a Financial Manager; Financial Planning – Principles of Sound Financial Planning, Steps in Financial Planning, Factors influencing Financial Plan.		
UNIT - II	Meaning, Need, Future Value (Simple interest and compound interest); Present Value (Single Flow, series of cash flow, even and uneven Flow, Annuity and		

	perpetuity); Doubling Period; Concept of Valuation - Valuation of Bonds, Debentures and Shares (Simple Problems) .
UNIT - III	Financing Decision: Sources of Long-term Finance - Meaning of Capital Structure, Factors influencing Capital Structure, Optimum Capital Structure – EBIT, EPS Analysis, Break-even level of EBIT (Problems), Leverages –Meaning, types, Problems. Dividend Decision: Meaning of Dividend, Types of Dividends, Determinants of Dividend, Bonus Shares (Meaning only), Dividend Policy – Meaning and types, Factors influencing dividend policy.
UNIT - IV	Investment Decision, Meaning, Scope, Features & Significance of Capital Budgeting, Techniques - Payback Period, Accounting Rate of Return, Net Present Value, Internal Rate of Return and Profitability Index (Problems)
UNIT - V	Meaning and need for Working Capital, Components of Working Capital, Types of Working Capital, Problems of Excess or Inadequate Working Capital, Significance of Adequate Working Capital, Determinants of Working Capital, Sources of Working Capital, Estimation of Working Capital (Simple Problems)

Reference Books:

1. I M Pandey, Financial Management. Vikas Publication.
2. Prasanna Chandra, Financial Management, TMH
3. S N Maheshwari, Financial Management, Sultan Chand

4. Khan and Jain, Financial Management, TMH
5. Dr. V Rajeshkumar and Nagaraju V, Financial management, MH India
6. Dr. Aswathanarayana.T ,Financial Management, VBH

BBA (Hons./Hons. With E-Commerce) SEM II

MEDIA ECONOMICS

COURSE GE 2

COURSE CODE BBA(H) 206

CREDIT POINTS - 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Introduction to Media Economics, Understanding the economic principles underlying media industries, Media economics, Economic models of media organizations, Market structures in media industries		
UNIT - II	Media Business Models, Traditional vs. new media business models, Advertising as a revenue source, Subscription and paywalls, Crowdfunding and patronage models, Impact of digitalization on media business models		

<p style="text-align: center;">UNIT - III</p>	<p>Media Regulation and Policy, Regulatory frameworks governing media industries, Impact of government policies on media economics, Media ownership regulations, Role of competition laws in media industries</p>
<p style="text-align: center;">UNIT - IV</p>	<p>Media Consumption and Audience Behavior, Economics of media consumption, Audience measurement metrics, Factors influencing media consumption patterns, Impact of technological advancements on media consumption</p>
<p style="text-align: center;">UNIT - V</p>	<p>Globalization and Media Economics, Global media markets, International trade in media products, Cultural imperialism vs. cultural globalization, Challenges and opportunities for media industries in the global market</p>

Reference Books:

1. "Media Economics: Understanding Markets, Industries and Concepts" by Alison Alexander
2. "Digital Media Economics" by Alan B. Albarran
3. "Media Policy and Globalization" by Paula Chakravartty and Katharine Sarikakis
4. "Audience Economics: Media Institutions and the Audience Marketplace" by Philip M. Napoli

BBA (Hons./Hons. With E-Commerce) SEM II
PRACTICAL

CREDIT POINTS - 02

TOTAL MARKS - 100

PRACTICAL - I

Business Documentation

- Transactional Document, Business Insurance, Business Compliance Document, Proposals, Company Policy, Administration Related Paper works.

PRACTICAL - II

Case Study

- Marketing and Finance related Case Studies.

SEMESTER 3

BBA (Hons./Hons. With E-Commerce) SEM III

BASICS OF BUSINESS COMMUNICATION

COURSE AEC 3

COURSE CODE BBA(H) 301

CREDIT POINTS - 02	TOTAL MARKS - 50	THEORY - 35	CIA - 15
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04 = 20 Marks			
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit = 50 Marks			
MAXIMUM MARKS - 35		MINIMUM PASSING MARKS - 14	
UNIT - I	Evolution Of Social Groups and Organic Structure and Society, Essential of Communication in Social Groups, Concept, Definition and Elements of Human Communication, Functions of Communication and Socialization, Role of Communication in Socialization.		
UNIT - II	Types Of Communication, Process and Elements of Communication, Intrapersonal Communication, And Interpersonal Communication, Group Communication and Public communication, Mass Communication, Verbal- Non-Verbal Communication, Oral and Written Communication.		

UNIT - III	Communication & Listening Skills, Visual Communication, Science Symbols and Code Systems, Communication Skills, Listening Importance, Art of Developing Listening Skills, Barrier in Communication, Dress Codes, Mannerism, Accent and Etiquettes.
UNIT - IV	Models Of Communication, Lasswell Model, Wilbur Schramm's, Participatory Model of Communication, Osgood's Model of Communication, Dance Model of Communication, Communication Flows: One Step, Two Step, Multi-Step, Flow of Communication, Indian Perspective of Communication.
UNIT - V	Communication Technologies, Mass Communication Concept Process, Types and Role, Public Opinion, Propaganda, Public Sphere, Publicity, Communication Technologies, Mass Media: Print, Electronic, New Media, Strength and Weakness of Mass Media.

Reference Books:

1. Business Communication concepts and skills T. N Chhabra. Sun India
2. Raman, Meenakshi and Prakash Singh. 2006. Business communication. New Delhi: Oxford University Press.
3. Ober Scot. 2004. Contemporary Business Communication, Fifth Edition, New Delhi: Biztantra
4. Bell A. H. and Dayle Smith 1999 Management Communication, Singapore: John Wiley & Sons (Asia) Pvt. Ltd.
5. Bovee Courtland, L.2003. Business Communication Today, Seventh Edition. Delhi: Pearson Education.

BBA REGULAR SEM III
VALUE EDUCATION
COURSE VAC 2
COURSE CODE BBA(H) 302

CREDIT POINTS - 02	TOTAL MARKS - 50	THEORY - 35	CIA - 15
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 35		MINIMUM PASSING MARKS - 14	
UNIT - I	<p style="text-align: center;">Concept of Human Values, Value Education Towards Personal Development Aim of education and value education; Evolution of value oriented education; Concept of Human values; types of values; Components of value education.</p>		
UNIT - II	<p style="text-align: center;">Personal Development : Self analysis and introspection; sensitization towards gender equality, physically challenged, intellectually challenged. Respect to - age, experience, maturity, family members, neighbours, co-workers.</p>		

<p>UNIT - III</p>	<p>Constitutional or national values - Democracy, socialism, secularism, equality, justice, liberty, freedom and fraternity. Social Values - Pity and probity, self control, universal brotherhood. Professional Values - Knowledge thirst, sincerity in profession, regularity, punctuality and faith. Religious Values - Tolerance, wisdom, character. Aesthetic values - Love and appreciation of literature and fine arts and respect for the same.</p>
<p>UNIT - IV</p>	<p>Human Rights – Universal Declaration of Human Rights – Human Rights violations – National Integration – Peace and non-violence – Dr.A P J Kalam’s ten points for enlightened citizenship – Social Values and Welfare of the citizen – The role of media in value building</p>
<p>UNIT - V</p>	<p>Social Evils – Corruption, Cyber crime, Terrorism – Alcoholism, Drug addiction – Dowry – Domestic violence – untouchability – female infanticide – atrocities against women – How to tackle them.</p>

Reference Books:

1. M.G. Chitakra: Education and Human Values, A.P.H. Publishing Corporation, New Delhi, 2003.
2. Chakravarthy, S.K: Values and ethics for Organizations: Theory and Practice, Oxford University Press, New Delhi, 1999.
3. Satchidananda, M.K: Ethics, Education, Indian Unity and Culture, Ajantha Publications, Delhi, 1991.
4. Das, M.S. & Gupta, V.K.: Social Values among Young adults: A changing Scenario, M.D. Publications, New Delhi, 1995.
5. Bandiste, D.D.: Humanist Values: A Source Book, B.R. Publishing Corporation, Delhi, 1999.
6. NCERT, Education in Values, New Delhi, 1992.

BBA (Hons./Hons. With E-Commerce) SEM III

BUSINESS MATHEMATICS

COURSE DSC 7

COURSE CODE BBA(H) 303

CREDIT POINTS - 02	TOTAL MARKS - 100	THEORY - 70	CIA - 30
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Ratio Gaining and Sacrificing Ratio; Proportion; Percentage; Commission; Discount and Brokerage		
UNIT - II	Simultaneous Equations; Meaning and Characteristics; Types and Calculations; Preparations of Invoice.		
UNIT - III	Elementary Matrices; Definition and Calculations; Types of Matrices; Numerical.		

UNIT - IV	Logarithms; Antilogarithms; Principles and Calculations.
UNIT - V	Simple Interest; Compound Interest; Profit and Loss; Introduction to Linear Programming.

Reference Books:

1. Sancheti & Kapoor: Business Mathematics and Statistics, Sultan Chand
2. Madappa, Mahadi Hassan, M. Iqbal Taiyab – Business Mathematics, Subhash Publications
3. Saha: Mathematics for Cost Accountants, Central Publishers.
4. Azharuddin: Business Mathematics, Vikas Publishers.
5. R.S Bhardwaj: Mathematics for Economics & Business

BBA (Hons./Hons. With E-Commerce) SEM III

HUMAN RESOURCE MANAGEMENT

COURSE DSC 8

COURSE CODE BBA(H) 304

CREDIT POINTS - 02	TOTAL MARKS - 100	THEORY - 70	CIA - 30
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Concept of HRM, Characteristics of HRM, Scope of HRM, Objectives of HRM, Importance of HRM, Functions of HRM, Roles of HRM, Origin, Evolution and Development of HRM		
UNIT - II	Human Resource Planning, Concept of HRP, Factors affecting HRP, Process of HRP		
UNIT - III	Job Design and its Techniques: Concept of Job Design, Approaches to Job Design, Factors affecting Job Design,		

	Techniques of Job Design
UNIT - IV	Job Analysis and Description: Job Analysis, Significance of Job Analysis, Process of Job Analysis, Methods of information collection for Job Analysis, Job Description, Components of Job Description, Job Specification
UNIT - V	Human Resource Procurement : Concept of Recruitment, Importance of Recruitment, Recruitment Process, Sources of Recruitment, Meaning of Employee Selection, Selection Procedure 18, Meaning of Employee Placement, Meaning of Induction, Induction in Indian companies, Conducting Effective Induction Programme.

Reference Books:

1. Asthappa, K. Human Resource and Personnel Management Tata McGraw Hill, New Delhi.
2. Das, R.P. Management of Industrial Relations, Varanasi, MTC
3. Rao, N and Das R.P. Cases in Human Resource Management, Himalaya Publishing House, Mumbai.
4. De Cenzo, D.A. & Robbins S P. Human Resource Management, New York, John Wiley.
5. Guy, V & Mattock J. The New International Manager, London, Kogan Page.
6. Holloway, J. ed. Performance Measurement and Evaluation. New Delhi, Sage.
7. Monappa, A. & Saiyadain M. Personnel Management., New Delhi, Tata McGraw Hill.

BBA (Hons./Hons. With E-Commerce) SEM III

COST AND MANAGEMENT ACCOUNTING

COURSE DSC 9

COURSE CODE BBA(H) 305

CREDIT POINTS - 02	TOTAL MARKS - 100	THEORY - 70	CIA - 30
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Introduction: Nature and Scope of Cost Accounting; Cost, Concepts and Classification, Methods and Techniques; Installation Of Costing System.		
UNIT - II	Accounting For Material; Accounting for Labour; Accounting for Overheads.		
UNIT - III	Element Of Cost and Assessment Of Cost; Preparation Of Cost Sheet; Statement Of Cost.		

UNIT - IV	Management Accounting- Meaning and Scope; Functions and Importance of Management Accounting.
UNIT - V	Marginal Costing: Nature, Scope and Objectives; Marginal Costing Vs Absorption Costing.

Reference Books:

1. Jain,S.P & Narang,K.L.,Cost Accounting, Kalyani Publishers
2. Khanna, B.S. Pandey, I.M-Ahuja, G.K and Arora M.N., Practical Costing, S Chand & Sons
3. Murthy A & GurusamyS, Cost Accounting, Vijay Nicole Imprints Pvt .Ltd .Chennai
4. Reddy,T.S.and Hariprasad Reddy, Y, Cost Accounting, Margam Publications
5. Prasad,N.K and Prasad,V.K, Cost Accounting, Book Syndicate
6. Saxena and Vashist, Cost Accounting Sultan Chand and Sons,2014,NewDelhi

BBA (Hons./Hons. With E-Commerce) SEM III

BANKING OPERATIONS MANAGEMENT

COURSE DSE 1

COURSE CODE BBA(H) 306

CREDIT POINTS - 02	TOTAL MARKS - 100	THEORY - 70	CIA - 30
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Introduction to Banking System Banking System in India, Financial sector reforms in India, RBI – role, functions, monetary policy and credit control, Regulatory Environment for commercial bank in Indian core banking: Banking Regulation Act, 1949. Digital payment service providers and gateways.		
UNIT - II	Relationship between Banker and customers Operational Aspect of commercial banks in India, Relationship between Banker and customers, Types of customer accounts,		

	Negotiable Instruments and their features. Cheques, crossing, Endorsement, Presentment, Dishonour
UNIT - III	Paying and collecting Banker Rights and liabilities of Paying and collecting Banker, conditions for honoring customer's cheque, Protection to Paying Banking, Statutory Protection. Payment in due course. Money paid by mistake. Duties of collecting Banker
UNIT - IV	Loans and Advances Principles of bank lending, Methods of granting advances: cash credit, overdrafts, bill discounting and purchasing, letter of credit, loans, Forms of securities: Lien, pledge, mortgage, hypothecation. Guarantees: contract of guarantee and indemnity. Kinds of Guarantees
UNIT - V	Asset Liability Management and Non-Performing Assets - Concept of ALM – Objectives – Functions – Process – Measurement and Management of Risks Concept of NPAs, NPAs in Indian commercial banks, Causes, Suggestions and steps for containing NPAs, Prudential norms

Reference Books:

1. Srivastava, Divya Nigam, Management of Indian Financial Institutions, Himalaya Publishing House.
2. M. Y. Khan, Indian Financial System , Tata McGraw Hill.
3. Bharati Pathak, Indian Financial System,
4. Gerald Hatler, Bank Investments and Funds Management, Macmillan

5. Stigum, Managing Bank Assets and Liabilities, Dow-Jones Irwin.
6. Dudley Lockett, Money and Banking, MacGraw Hill.
7. Vasant Joshi, Vinay Joshi, Managing Indian Banks- Challenges Ahead”, Response Books.

BBA (Hons./Hons. With E-Commerce) SEM III

TALENT MANAGEMENT & HRIS

COURSE DSE 1

COURSE CODE BBA(H) 306

CREDIT POINTS - 02	TOTAL MARKS - 100	THEORY - 70	CIA - 30
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Talent Management: Introduction, Overview, History, Scope and Need of Talent Management, Key Processes of Talent Management, Talent vs. Knowledge People, Source of Talent Management, Consequences of Failure in Managing Talent, Tools for Managing Talent		
UNIT - II	Talent Planning: Objectives, steps in Talent Planning, Succession Planning Program, Developing a Career strategy, Career Life- cycle, Innovative talent planning,		

	<p>Current Industry Practices for Talent Planning. Coaching and Mentoring as Career Development Tools.</p>
UNIT - III	<p>Talent Management and HRIS: How is HRIS helpful in Talent Management. Database Concepts and Applications in HRIS, Assessing Organizational Needs for HRIS. HR Administration and e-HRM,</p>
UNIT - IV	<p>Database Concepts and Applications in Human Resource Information Systems: Data, Information, and Knowledge Database Management Systems. HRIS Training and Development, HRIS Performance Management and Rewards Administration, HRIS Metrics and Workforce Analytics</p>
UNIT - V	<p>Security, Size & Style of Organizations & HRIS - Security of Data and Operations of HRIS Modules - Common Problems during IT Adoption Efforts and Processes to Overcome - Orientation & Training Modules for HR & other Functionaries – Detailed Analytical Framework - Opportunities for combination of HRM & ITES Personnel - HRIS & Employee Legislation - An Integrated View of HRIS.</p>

Reference Books:

1. Michael Armstrong (2020); A Handbook of HRM Practice; Kogan Page; 15th Edition.
2. Pareek, Udai and Lynton, Rolf, P. (2011); Training for Development; 3rd Edition.

3. Kavanagh MJ . T Mohan , Johnson R D. (2011) Human Resource Information Systems Basics, Applications, and Future Directions, Sage publication, 2nd Edition.

4. Badgi S M (2012), Practical Guide to Human Resource Management Systems, PHI publication.

BBA (Hons./Hons. With E-Commerce) SEM III
PRACTICAL

CREDIT POINTS - 02

TOTAL MARKS - 100

PRACTICAL - I

Business Documentation

- Collection of Partnership Deed, Collect the nature of business activities of any 10 Private and Public Companies, Collect the profiles of FW Taylor and Henry Fayol, Preparation of Imaginary Business plan

PRACTICAL - II

Case Study

- Choose any MNC and present your observations on training program, Develop a format for performance appraisal of an employee.

SEMESTER 4

BBA (Hons./Hons. With E-Commerce) SEM IV

FUNCTIONAL ENGLISH II

COURSE AEC 4

COURSE CODE BBA(H) 401

CREDIT POINTS - 02	TOTAL MARKS - 50	THEORY - 35	CIA - 15
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Advanced Grammar and Usage, Review of Basic Grammar: Parts of Speech, Tenses, and Sentence Structure, Complex and Compound Sentences, Modals, Conditionals, and Passive Voice, Direct and Indirect Speech, Common Grammatical Errors and How to Avoid Them		
UNIT - II	Academic Writing / Technical Writing / Content Writing Story writing based on given outline. Social Media		

	(emails, blogs etc)
UNIT - III	Strategies for Effective Reading, Analyzing Non-Fiction Texts, Critical Reading of News Articles and Reports, Summarizing and Paraphrasing, Responding to Texts: Reviews and Critiques
UNIT - IV	Listening and Speaking Skills, Advanced Listening Techniques: Note-taking, Summarizing, Public Speaking: Techniques and Practice, Debates and Discussions: Strategies for Effective Participation, Interviewing Skills: Conducting and Responding, Pronunciation and Accent Neutralization
UNIT - V	Functional English in Media and Communication, Language for Journalism: News Writing, Headlines, and Leads, Functional English for Public Relations: Press Releases, Newsletters, Advertising Language: Creating Impactful Copy, Script Writing for Radio and Television, Ethical Considerations in Media Communication

Reference Books:

1. "High School English Grammar and Composition" by Wren & Martin
2. "English Grammar in Use" by Raymond Murphy
3. "Writing Skills" by R. C. Sharma and Krishna Mohan
4. "The Art of Public Speaking" by Stephen Lucas
5. "Media Writing: Print, Broadcast, and Public Relations" by W. Richard Whitaker, Janet E. Ramsey, and Ronald D. Smith
6. "Writing for the Mass Media" by James G. Stovall
7. "The Art of Writing Advertising" by Denis Higgins

BBA (Hons./Hons. With E-Commerce) SEM IV

WEB ANALYTICS

COURSE SEC 2

COURSE CODE BBA(H) 402

CREDIT POINTS - 02	TOTAL MARKS - 50	THEORY - 35	CIA - 15
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 35		MINIMUM PASSING MARKS - 14	
UNIT - I	Introduction- What's analysis?, Is analysis worth the effort?, Small businesses, Medium and Large scale businesses, Analysis vs intuition, Introduction to web analytic		
UNIT - II	Google Analytics -Getting Started With Google Analytics, How Google Analytics works?, Accounts, profiles, and users navigating Google Analytics, Basic metrics, The main sections of Google Analytics reports Traffic Sources Direct, referring, and search traffic Campaigns AdWords, AdSense.		
UNIT - III	Content Performance Analysis- Pages and Landing Pages, Event Tracking		

	and AdSense, Site Search.
UNIT - IV	. Visitor Analysis- Unique visitors, Geographic and language information, Technical reports, Benchmarking.
UNIT - V	Social Media Analytics- Facebook insights, Twitter analytics, Youtube analytics, Social Ad analytics /ROI measurement. Goals and E-Commerce Tracking- Setting up goals Goal reports, Ecommerce tracking.

Reference Books:

1. Practical Web Analytics for User Experience, How Analytics Can Help You Understand Your Users, By Michael Beasley · 2013
2. Advanced Web Metrics with Google Analytics By Brian Clifton · 2010

BBA (Hons./Hons. With E-Commerce) SEM IV

BUSINESS LAWS AND ETHICS

COURSE DSC 10

COURSE CODE BBA(H) 403

CREDIT POINTS - 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04 = 20 Marks			
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit = 50 Marks			
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Indian Contract Act 1872.; Formation of Contract: Essential Elements of a Valid Contract: Offer, Acceptance, Consideration, Capacity, Free Consent, And Law Full Agreement.; Classification of Contract General, Special, Void, Voidable, Contingent Contract, Quasi Contract, Performance of Contract, Discharge of Contract and Remedies for Breach of Contract Agency.		
UNIT - II	Sale Of Good Act,1930.; Formation of Contract of Sales and Goods, Condition and Warranty, Transfer of Property in Goods.; Performance of Contract of Sales, Unpaid Seller.; Negotiable Instrument Act 1981:		

	Definitions and Characteristics of Negotiable Instruments.; Holder and Holder in Due Courses, Crossing of Cheque.; Dishonour Ad Discharge of Negotiable Instruments.
UNIT - III	Consumer Protection Act 1986; Object of The Act, Salient Features of The Act, Definition of Consumer, Complaint, Service.; Unfair Trade Practice Ad Central and State Consumer Protections Council.; Consumer Disputes Redressal Agencies, Power, And Functions.; Partnership Act 1932- Definition, Nature, And Kinds of Partnership.; Rules Regarding Registration Rights and Duties of Partnership Dissolution
UNIT - IV	.Company Law Act 1956; (Part-1) Definition of Company, Types of Companies, Formation of Company.; Memorandum and Articles of Association, Contents and Alteration of Memorandum and Articles of Associations.; Prospectus and Statement In Lieu Of Prospectus.; Company Law Act 1956(Part-2): Share and Share Capital.; Meetings Statutory Meeting, Annual General Meeting, And Extra-Ordinary General Meeting; Directors- Definitions, Types, Appointment, Powers, Functions Ad Duties.
UNIT - V	Foreign Exchange Management Act 1999; Object Of FEMA, Definitions- Capital Account Transaction, Currency, Current Account Transaction.; Foreign Exchange and Its Regulation and Management of Foreign Exchange.; Business Ethics.; Managerial Ethics and Employee Ethics.

Reference Books:

1. Kapoor N.D., Elements of Mercantile Law & Elements of Company Law

2. Bagrial A.K, Company Law
3. Kuchal M.C., Mercantile Law
4. Chakraborty,S.K., Management by Values
5. Ferrell, Fraedrich, Business Ethics: A Case Perspective,

BBA (Hons./Hons. With E-Commerce) SEM IV
COMMERCE AND E-COMMERCE
COURSE DSC 11
COURSE CODE BBA(H) 404

CREDIT POINTS - 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
<p>Scheme of Examination</p> <p>1 - 05 Short Answered questions (Covering 5 Units) (Not more than 100 words) - 4 Marks each = 05×04 = 20 Marks</p> <p>2 - 05 long Answered questions of 10 Marks each = 05×10 With internal choice of one question from each unit = 50 Marks</p>			
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	<p>Industry And Commerce, Classification of Business Activities, Industry, and Commerce, Industry and Its Types, Commerce Trade and Its Auxiliaries, Type of Trade, Forms of Business Organisation.</p>		
UNIT - II	<p>Technology And Ecommerce, E-Commerce and Introduction and Concept, Advantage and Disadvantage, Technology in E-Commerce, Benefit and Impact of E-Commerce, Difference and Between E-Commerce And E-Business, Models of E-Commerce, Limitation of E-Commerce.</p>		

<p>UNIT - III</p>	<p>Electronic Payment System, Introduction of Electronic Payment System, Types of Electronic Payment System, Smartcards, And Electronic Payment System, Credit Card Based Electronic Payment System, Risk & Electronic Payment System.</p>
<p>UNIT - IV</p>	<p>Introduction Of E- Security, E-Security Network and Website Risk for E Business, Information Technology Act 2000 And Its Highlights, E- Security, Firewalls, Electronic Market and E Shopping, Introduction to Security, Types of Securities, Security Tools and Network Security.</p>
<p>UNIT - V</p>	<p>E Governance and E Democracy, Government efforts to encourage E governance, Privacy and Security issues, Information security Management, Applications, in governance and E-Government, Government to Business Model, E Governance Models, Cyber Crime & Laws.</p>

BBA (Hons./Hons. With E-Commerce) SEM-IV

INTERNET AND E-COMMERCE

COURSE DSC 12

COURSE CODE BBA(H) 405

CREDIT POINTS - 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Internet: Evolution, Internet Vs Intranet.; Growth of Internet, ISP, Connectivity – Dial- Up, Leased Line, Broadband VSAT Etc.; Domain Names, Portals, Application of Internet.; Email: Concepts, POP And WEB Based Email, SMTP And Other Email Protocols.; Communication Services: Blogs, Social Networking Sites, Message Board, Internet Chatting, Voice Chat, Text Chat, Video Chat Etc.		
UNIT - II	Need of Data Transmission Protocols, Clients/Server Architecture Ad Its Characteristics.; FTP And Its Usages,		

	Telnet and Remote Logging Concept.; TCP/IP Protocol an Its Usages.; Working Principle Of HTTP.
UNIT - III	WORLD WIDE WEB (WWW)- History, Working, Web Browser And Its Functions, Concept Of Search Engines.; Web Publishing Concepts, Domain Name, Registration, Space On Host Server For Website, Selecting Web Servers; Creating Web Pages Using HTML, HTML Editors, Elements Of HTML Syntax, Head And Body Section, Inserting Texts, Images, Hyperlinks, Background And Colour Controls.; HTML: Table Layout And Presentation, Use Of Font Size And Attributes List Type And Its Tags, Use Of Frames And Forms In Web Pages.
UNIT - IV	E-Commerce: Introduction, Concepts, Different Models of Ecommerce.; Internet And E-Business, Advantage of E-Commerce.; E-Commerce Applications-Business to Consumers (B2C), Consumer to Consumer(C2C), Business to Business(B2B).; Types of E-Commerce- Tangible Goods, Digital Goods, Services.; Technology in ECommerce.
UNIT - V	E-Governance and Its Importance, E-Governance Services, Introduction to ECommerce Payment Systems, Transaction System.; Security Issues in E-Commerce Platforms., Awareness and Precautions for Security Threats.; Ethical, Social and Political Issues In E-Commerce

BBA (Hons./Hons. With E-Commerce) SEM-IV

BASICS OF ENTREPRENEURSHIP

COURSE DSE 2

COURSE CODE BBA(H) 406

CREDIT POINTS - 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Meaning & concept, characteristics, role of entrepreneurship in economic development, Difference between entrepreneur and intrapreneur, Type of entrepreneurship, factors affecting entrepreneur growth,		
UNIT - II	Theories of Entrepreneurship- Schumpeter's Theory, McClelland's Theory, Max Weber's Theory, Hagen's Theory, John Kunkle's Theory		

<p style="text-align: center;">UNIT - III</p>	<p>Rural entrepreneurship-meaning, Need, problems of rural entrepreneurship Social entrepreneurship-Meaning, Difference between business entrepreneur and social entrepreneur, Case-The Grameen Bank, Success story of Mansukhbhai Prajapati- Mitticool</p>
<p style="text-align: center;">UNIT - IV</p>	<p>Woman Entrepreneurship-concept, functions & problems ,remedial measures, success story of any woman entrepreneurs, Social Entrepreneurship) Meaning and Definition ii) Importance of Social Entrepreneurship iii) Ethics in Social Entrepreneurship iv) Forms/Types of Social Entrepreneurship</p>
<p style="text-align: center;">UNIT - V</p>	<p>Start up- Mobilizing resources for Start up, steps for start up B) Stand up- Concept and Importance C) Make in India- Concept and Importance D) Incubation Centre- Concept and Importance E) Pradhan Mantri Mudra Yojana (PMMY): Concept, Importance and Procedure</p>

Reference Books:

1. Entrepreneurship Development: Vasant Desai, Himalaya Publishing House
2. Entrepreneurship Development: S.S.Khanka, S.Chand Publication
3. Project Preparation, Appraisal, Implementation: Prasanna Chandra, Tata McGraw Hill Publication
4. Entrepreneurship Development: E.Gordon and K.Natarajan ,Himalaya Publishing House
5. Fundamentals of Entrepreneurship: Amit Kumar, Amita Dubey and Pooja Doobey, Sahitya Publishing House
6. Fundamentals of Entrepreneurship: Sanjay Gupta, Sbpd Publications

BBA (Hons./Hons. With E-Commerce) SEM-IV

TOTAL QUALITY MANAGEMENT

COURSE DSE 2

COURSE CODE BBA(H) 406

CREDIT POINTS - 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Basic Concepts in the Development of Construction Plans - Choice of Technology and Construction Method - Defining Work Tasks - Defining Precedence Relationships among Activities - Estimating Activity Durations - Estimating Resource Requirements for Work Activities - Coding Systems		
UNIT - II	Construction Schedules - Critical Path Method – Scheduling Calculations - Float - Presenting Project Schedules - Scheduling for Activity-on-Node and with Leads, Lags, and Windows - Scheduling with Resource Constraints and Precedences - Use of Advanced Scheduling Techniques - Scheduling with Uncertain Durations - Calculations for Monte Carlo Schedule		

	Simulation - Crashing and Time/Cost Tradeoffs - Improving the Scheduling Process.
UNIT - III	The Cost Control Problem - The Project Budget - Forecasting for Activity Cost Control - Financial Accounting Systems and Cost Accounts - Control of Project Cash Flows - Schedule Control - Schedule and Budget Updates - Relating Cost and Schedule Information
UNIT - IV	Quality Concerns in Construction - Organizing for Quality - Work and Material specifications - Total Quality Control - Quality Control by Statistical Methods - Statistical Quality Control with Sampling by Attributes - Statistical Quality Control with Sampling by Variables
UNIT - V	Types of Project Information - Accuracy and Use of Information - Computerized Organization and Use of Information - Organizing Information in Databases - Relational Model of Databases - Other Conceptual Models of Databases - Centralized Database Management Systems - Databases and Applications Programs - Information Transfer and Flow.

Reference Books:

1. Dale H.Besterfiled, et al., "Total Quality Management", Pearson Education, Inc.2003. (Indian reprint 2004). ISBN 81- 297-0260-6.
2. Evans. J. R. & Lindsay. W,M "The Management and Control of Quality", (5thEdition),SouthWestern (Thomson Learning), 2002 (ISBN 0-324-06680-5).
3. Feigenbaum.A.V. "Total Quality Management", McGraw-Hill, 1991.
4. Oakland.J.S. "Total Quality Management", Butterworth Heinemann Ltd., Oxford,1989.

BBA (Hons./Hons. With E-Commerce) Sem-IV	
PRACTICAL	
CREDIT POINTS - 02	TOTAL MARKS - 100
PRACTICAL - I	Business Documentation <ul style="list-style-type: none">● Create a project report on linkedin marketing strategy.
PRACTICAL - II	Presentations <ul style="list-style-type: none">● Individual Presentation, Group Presentation, Objective Specific Presentations

SEMESTER 5

BBA (Hons./Hons. With E-Commerce) SEM-V
DEMOCRACY, ELECTION AND GOOD GOVERNANCE
COURSE VAC 3
COURSE CODE BBA(H) 501

CREDIT POINTS - 02	TOTAL MARKS - 50	THEORY - 35	CIA - 15
<p>Scheme of Examination</p> <p>1 - 05 Short Answered questions (Covering 5 Units) (Not more than 100 words) - 4 Marks each = 05×04 = 20 Marks</p> <p>2 - 05 long Answered questions of 10 Marks each = 05×10 With internal choice of one question from each unit = 50 Marks</p>			
MAXIMUM MARKS - 35		MINIMUM PASSING MARKS - 14	
UNIT - I	Democracy in India a) Indian parliamentary democracy b) Lok Sabha c) Rajya Sabha, Important concepts of Indian Democracy a) Fundamental rights in Indian constitution b) Fundamental duties in Indian constitution c) Challenges of national integrity		
UNIT - II	Constitution of India , Evolution of Democracy, Different Models, Dimensions of Democracy: Social, Economic and Political, Decentralization: Grassroots Level Democracy, Challenges before Democracy: women and marginalized sections of the society		

UNIT - III	. Good Governance a) Meaning and concepts of good governance b) Government and governance c) Good governance from directives principles of state policy
UNIT - IV	Election to Local Self Government Bodies Indian tradition of decentralization, . History of Panchayat Raj institution in the lost independence period ,73rd and 74th Constitutional Amendment Acts: Institutions at the local level and Role of State Election commission
UNIT - V	Body Elections: Urban & Rural-Duties of an Individual towards electoral process, Challenges of caste, gender, class, democracy and ethnicity

Reference Books:

1. Banerjee-Dube, I. (2014). A history of modern India. Cambridge University Press.
2. Basu, D. D. (1982). Introduction to the Constitution of India. Delhi: Prentice Hall of India.
3. Bhargava, R. (2008). Political theory: An introduction. Chennai: Pearson Education India.
4. Bhargava, R., & Vanaik, A. (2010). Understanding Contemporary India: Critical Perspective. New Delhi: Orient Blackswan.
5. Chandhoke, N., & Prasad, P. (Ed.). (2009). Contemporary India: Economy, Society, Politics. Chennai: Pearson Education India.

BBA (Hons./Hons. With E-Commerce) SEM-V

DATA LITERACY

COURSE SEC 3

COURSE CODE BBA(H) 502

CREDIT POINTS - 02	TOTAL MARKS - 50	THEORY - 35	CIA - 15
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 35		MINIMUM PASSING MARKS - 14	
UNIT - I	Data- Meaning and Types, Nature and Properties of Data, Uses of Data		
UNIT - II	Sources of Data, Types of Government Data, Types of Measurement, Reliability and Validity		
UNIT - III	.Techniques of data Collection, Text as Data, Different Data sets and how ot read them		
UNIT - IV	Data visualization. Graphical and Tabular representation of data, Types		

	of Data Analysis
UNIT - V	Turning data into information, scatter plots, bar charts, line graphs, box plots and histograms,: frequency tables, mean, mode, median, and measures of spread

Reference Books:

1. Waliman Nicholas. Research Methods- The Basics, Routledge, 201
2. Pandey .Pand Pandey MM. , Research Methodology: Tools and Techniques, Bridge Center, 2015
3. Kothari C. R. Research Methodology: Tools and Techniques, (Chapter 6), New Age International Publishers, 1990
4. Research Methods, Alagappa University, Unit 8-11. Vikas Publishing House, 2020

BBA (Hons./Hons. With E-Commerce) SEM-V
LOGISTICS AND SUPPLY CHAIN MANAGEMENT
COURSE DSC 13
COURSE CODE BBA(H) 503

CREDIT POINTS - 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
<p>Scheme of Examination</p> <p>1 - 05 Short Answered questions (Covering 5 Units) (Not more than 100 words) - 4 Marks each = 05×04 = 20 Marks</p> <p>2 - 05 long Answered questions of 10 Marks each = 05×10 With internal choice of one question from each unit = 50 Marks</p>			
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	<p>Development of SCM concepts and Definitions – key decision areas – strategic. Supply Chain Management and Key components, External Drivers of Change. Dimensions of Logistics – The Macro perspective and the macro dimension – Logistic system analysis</p>		
UNIT - II	<p>Sourcing strategy: Manufacturing management – make or buy decision – capacity management – Materials Management – choice of sources – procurement planning</p>		

UNIT - III	Distribution strategy: Choice of Market – network design – warehouse designed operation and distribution planning – transportation – packaging.
UNIT - IV	Inventory Strategy: Demand forecasting – inventory planning – planning of stocking facilities – warehouse location allocation. Warehouse design and operations – inventory norms
UNIT - V	Channels of Distribution – Customer Service Strategy: Identification of Service needs, cost of services – revenue Management

BBA (Hons./Hons. With E-Commerce) SEM-V

INTRODUCTION TO E-BUSINESS

COURSE DSC 14

COURSE CODE BBA(H) 504

CREDIT POINTS - 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Introduction: Concept of e-business; Nature, scope, and impact of e-business; Difference between e-business and ecommerce; History and development of e-business; Advantages of e-business; Business models for e-products and e-services; Contribution of e-business to economic growth, market, competitiveness, and productivity.		
UNIT - II	Technologies in e-business Introduction; e-business technologies - hardware, ebusiness software applications, internet, and World Wide Web; Database management system;		

	<p>e-business security; Online payment technology; IT/IS evaluation and e-business; Social consequences of e-business technologies.</p>
<p>UNIT - III</p>	<p>E-Business and Operations management Difference between purchase and procurement; Market solutions - sell-side, buy-side, and Marketplace; Integration of product catalogue; Procurement service providing.</p>
<p>UNIT - IV</p>	<p>E-Contracting: Concept of generic services - information, negotiation, archiving, enforcement, reconciliation; Structure of a contract; Digital signature; Legal affairs, Online Distribution Components of a distribution system; Characterization of online distribution; hybrid distribution networks; Model for electronic software distribution.</p>
<p>UNIT - V</p>	<p>E-Business Plan Development: Students must develop an E-Business Plan; The business plan must incorporate IT-features that would address complete requirements to run a specified business.</p>

BBA (Hons./Hons. With E-Commerce) SEM-V

CONSUMER BEHAVIOUR

COURSE DSC 15

COURSE CODE BBA(H) 505

CREDIT POINTS - 04

**TOTAL
MARKS -
100**

**THEORY -
70**

CIA - 30

Scheme of Examination

1 - 05 Short Answered questions (Covering 5 Units)

(Not more than 100 words) - 4 Marks each = 05×04 = 20 Marks

2 - 05 long Answered questions of 10 Marks each = 05×10

With internal choice of one question from each unit = 50 Marks

MAXIMUM MARKS - 70

MINIMUM PASSING MARKS - 28

UNIT - I

Definition Of Consumer Behavior, Consumer and Customer, Buyers and Users, Development of Consumer Behavior Field, Development of Marketing Concept, Disciplines Involved in The Study Of Consumer Behavior.

UNIT - II

Consumer An Individual Consumer Motivation, Personality, Perception, Learning, Attitude, Attitude Change

<p style="text-align: center;">UNIT - III</p>	<p style="text-align: center;">Consumer In Their Social and Cultural Setting Consumer and Cultural Influences, Social Class Influence and Consumer Behavior, Group Influences and Consumer Behavior, Family Influences.</p>
<p style="text-align: center;">UNIT - IV</p>	<p style="text-align: center;">Consumer Decision Making Process Consumer Decision Making, Problem Recognition, Information Search, Evaluation of Alternatives and Selection, Purchase, Post- Purchase Behavior.</p>
<p style="text-align: center;">UNIT - V</p>	<p style="text-align: center;">Organizational Buyer Behavior Introduction to Organizational Buyers' Behavior, Factors Influencing Organizational Buying Behavior.</p>

Reference Books:

1. Hawkins, Best and Coney, Consumer Behaviour, Tata McGraw Hill, New Delhi
2. John A Howard, Consumer Behaviour in Marketing Strategy, Prentice Hall New Delhi
3. Schiffman L G and Kanuk L L Consumer Behaviour, Prentice Hall New Delhi
4. Anita Ghatak, Consumer Behaviour in India, D K Agencies (P) Ltd New Delhi
5. Sarkar A Problems of Consumer Behaviour in India, Discovery Publishing House New Delhi

BBA (Hons./Hons. With E-Commerce) SEM-V
INTRODUCTION TO RETAIL MANAGEMENT
COURSE DSE 3
COURSE CODE BBA(H) 506

CREDIT POINTS - 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
<p>Scheme of Examination</p> <p>1 - 05 Short Answered questions (Covering 5 Units) (Not more than 100 words) - 4 Marks each = 05×04 = 20 Marks</p> <p>2 - 05 long Answered questions of 10 Marks each = 05×10 With internal choice of one question from each unit = 50 Marks</p>			
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Retail Theory & Practices Retail: Nature, Scope, History, Retail Institutions, Types, Retail Management Process, Indian Retailing Scenario, Retail Managers – Roles, Skills and Scope		
UNIT - II	Evolution of Management Theory, Organizational Environment in Retail Sector, Ethical Issues in Retailing Job Opportunities in Retail Industry Personality Traits of Retailers, Retail Entrepreneur, Employment Opportunities,		

	Internationalization and Globalization of Retailing
UNIT - III	Retail Marketing Strategy Introduction, Building Retail Brand, Sales Enhancement Strategies, Business Intelligence, Customer Service, Social Media Marketing, Pricing Strategy
UNIT - IV	Point of purchase communication, Role of Packaging, Pricing Strategy, Merchandise Management, Private Labels, Retail Promotion, Building Store Loyalty
UNIT - V	Retail Organization & Functional Management Introduction, Classification of Retail Organization, Franchising, Human Resource Management in Retail, Building and Sustaining Relationship in Retailing, Customer relationship Management,

Reference Books:

1. Sinha, Uniyal- Managing Retailing, Oxford University Press, Delhi
2. Agarwal, Bansal, Yadav, Kumar- Retail Management, PragatiPrakashan, Meerut
3. Berman Berry, Evans J.R.- Retail Management- A Strategic Management Approach, IX Edition , Pearson Education, New York, 2006
4. Pradhan Swapna- Retailing Management-Text and Cases, II Edition, Tata Mc Graw Hill

BBA (Hons./Hons. With E-Commerce) SEM-V

INTRODUCTION TO DIGITAL MARKETING

COURSE DSE 3

COURSE CODE BBA(H) 506

CREDIT POINTS- 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04 = 20 Marks			
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit = 50 Marks			
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Fundamentals of Digital marketing & Its Significance, Traditional marketing Vs Digital Marketing, Evolution of Digital Marketing, Digital Marketing Landscape, Key Drivers, Digital Consumer & Communities, Gen Y & Netizen's expectation & influence wrt Digital Marketing.		
UNIT - II	The Digital users in India, Digital marketing Strategy- Consumer Decision journey, POEM Framework, Segmenting & Customizing messages, Digital advertising Market in India, Skills in Digital Marketing, Digital marketing Plan.		
UNIT - III	Terminology used in Digital Marketing, PPC and online marketing through		

	social media, Social Media Marketing, SEO techniques, Keyword advertising, Google web-master and analytics overview, Affiliate Marketing, Email Marketing, Mobile Marketing
UNIT - IV	Display advertising, Buying Models, different type of ad tools, Display advertising terminology, types of display ads, different ad formats, Ad placement techniques, Important ad terminology, Programmatic Digital Advertising
UNIT - V	Fundamentals of Social Media Marketing& its significance, Necessity of Social media Marketing, Building a Successful strategy: Goal Setting, Implementation

Reference Books:

1. Digital Marketing –Kamat and Kamat-Himalaya
2. Marketing Strategies for Engaging the Digital Generation, D. Ryan,
3. Digital Marketing, V. Ahuja, Oxford University Press
4. Digital Marketing, S.Gupta, McGraw-Hill
5. Quick win Digital Marketing, H. Annmarie , A. Joanna, Paperback edition

BBA (Hons./Hons. With E-Commerce) Sem-V
PRACTICAL

CREDIT POINTS - 02

TOTAL MARKS - 100

PRACTICAL - I

Business Documentation

- Create a project report on digital, social media marketing

PRACTICAL - II

Presentations

- Individual Presentation, Group Presentation, Objective Specific Presentations

SEMESTER 6

BBA (Hons./Hons. With E-Commerce) SEM-VI
ARTIFICIAL INTELLIGENCE IN MANAGEMENT
COURSE SEC 4
COURSE CODE BBA(H) 601

CREDIT POINTS- 02	TOTAL MARKS - 50	THEORY - 35	CIA - 15
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 35		MINIMUM PASSING MARKS - 14	
UNIT - I	Introduction to AI, ‘Winters’ and ‘summers’ of AI, Machine learning Deep learning, Supervised vs unsupervised learning, Business challenges and opportunities to deployment of AI, Deployment of AI solutions within your organisation		
UNIT - II	Introduction to natural language processing (NLP), The NLP pipeline, Applications of NLP, Case study: support vector machines, Business challenges and opportunities to deployment of NLP		
UNIT - III	Introduction to natural language generation (NLG), Difficulties in applying		

	NLG, Application of NLG, Case study: Structured data and rules / templates, Business challenges and opportunities for deployment of NLG
UNIT - IV	Introduction to search and recommendation systems, Internet search, page rank, knowledge graph, Ethical implications and responsibilities, Applications of data mining
UNIT - V	Introducing AI into your organization, Augmentation vs automation, Current status, Business strategy, Organisation position within AI capability model

Reference Books:

1. Rich, E. & Knight, K. (2012). Artificial Intelligence. 3rd edition. Tata McGraw Hill.
2. Russell, S.J. & Norvig, P. (2015) Artificial Intelligence – A Modern Approach. 3rd edition. Pearson Education

BBA (Hons./Hons. With E-Commerce) SEM-VI

INTERNSHIP

COURSE DSC 16

COURSE CODE BBA(H) 602

CREDIT POINTS- 06	TOTAL MARKS - 100	THEORY - 70	CIA – 30
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BBA (Hons./Hons. With E-Commerce) SEM-VI
NETWORK INFRASTRUCTURE FOR E-COMMERCE
COURSE DSC 17
COURSE CODE BBA(H) 603

CREDIT POINTS- 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
<p>Scheme of Examination</p> <p>1 - 05 Short Answered questions (Covering 5 Units) (Not more than 100 words) - 4 Marks each = 05×04 = 20 Marks</p> <p>2 - 05 long Answered questions of 10 Marks each = 05×10 With internal choice of one question from each unit = 50 Marks</p>			
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	<p style="text-align: center;">Introduction To Network and Its Types, Importance of Computer Networks and Its Application, Introduction to Network Topology, And Its Type, Networking Devices, Type of Networking Devices, And Its Use in Networking, Introduction to Broadcast and Point To Point Networks And Its Application.</p>		
UNIT - II	<p style="text-align: center;">Introduction To ISO-OSI Reference Model, Function of Each Layer, TCP/IP Protocol Suit, and Its Working, Connection Oriented and Connection Less, Network Services, Application</p>		

	of OSI And TCP/ IP, Comparison Of TCP/IP And ISO-OSI Reference Model
UNIT - III	Introduction To Transmission Media, Twisted Pair, Co-Axial and Fibre Optics Cable, Circuit Switching Message Switching, And Packet Switching, Standard Cable Category-5,6,7, Cable Coding Standard, Cross Connection, Straight Connection.
UNIT - IV	Introduction To Data Communication, Parallel Serial Transmission, Data Transmission, Synchronous and A Synchronous Transmission, Transmission Mode- Simplex, Half Duplex and Full Duplex, Modulation and Demodulation.
UNIT - V	Network Addressing, Logical Addressing and Physical Addressing, Working of RARP And ARP Protocol, Introduction to Internet Protocol, Addressing (IPV4/IPV6) Concept of Routing in Network

BBA (Hons./Hons. With E-Commerce) SEM-VI

PROJECT MANAGEMENT

COURSE DSC 18

COURSE CODE BBA(H) 604

CREDIT POINTS- 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Introduction to Projects, Definition of Project Management, Project Management, Project Manager and his Responsibilities, PM as a Profession, Selection of a Project Manager, Fitting Projects into Parent Organization, Project Management Team, Phases of Project Management, Project Environment, The 7S of Project Management		
UNIT - II	The Project Life Cycle, Concept of Project Management, Project Life Cycle, Project Classification Extended and		

	Project Life Cycle.
UNIT - III	Strategic Management and Project Selection, Selection Process of Project, Project Selection and Criteria, Nature of Project Selection Models, Types of Project Selection Models, Analysis under Certainty
UNIT - IV	Project Analysis and Selection, Project Initiation and Resource Allocation, why is Resource Allocation needed, Market Analysis and Demand Analysis, Criteria for a Good Forecasting Method, Technical Analysis, Material Inputs and Utilities, Basis of Government Regulatory Framework, Project Proposal and Project Portfolio Process.
UNIT - V	Functions of a Project Manager, Functions of a Project Manager, Roles and Responsibilities of a Project Manager, Delegation of Authority, Building Project Team, Project Organisation, Matrix Organisation, Project Team and Human Factors

Reference Books:

1. Sitangshu Khatua : Project Management and Appraisal : Oxford
2. Dr. Raj Kumar Yadendra Gullybaba.com Panel: MS-52 Project Management, Gullybaba Publishing House Pvt. Ltd.
3. Harold Kerzner : Project Management : A System Approach to Planning, Scheduling and Controlling : Wiley.
4. Erik Larson and Clifford Gray : Project Management: The Managerial Process, McGraw Hill Education.

BBA (Hons./Hons. With E-Commerce) SEM-VI

MEDIA MANAGEMENT

COURSE DSE 4

COURSE CODE BBA(H) 606

CREDIT POINTS- 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			
			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Overview of Media Business & Management, Annual Media Industry Report , Introduction to Media History		
UNIT - II	Introduction to Print Media: Concept, Trends, Opportunity, Growth, Issues, Print Media Metrics and Revenue Model, Print Media Regulation & Valuation Norms, Convergence and New Models in Print Media		
UNIT - III	Introduction to Television Industry, Introduction to Broadcasting-TV Broadcasting, History of Broadcasting. Genres and Specialty Channels. Regulatory Environment, Issues, TV Broadcasting Revenue. Models, TV		

	Digitization, TV Media Metrics and Measurement. Doordarshan & Prasar Bharati.
UNIT - IV	Introduction to Film Media: Production, Trends, Opportunity, Growth, Issues. Business of Film Production and emerging models, Film Marketing. Distribution & Exhibition, International Co-Production. Introduction to NFDC, Introduction to major Film Festivals.
UNIT - V	Introduction to Radio, Music & Sound Industry, Radio Broadcasting & Licensing, Development of Private Radio in India, Radio Revenue Model, Radio Metrics & Measurement. Music & Production, Sales, Music Licensing & Distribution, Streaming.

Reference Books:

1. Indian Media Business By Vanita Kohli Khandekar
2. Behind a Billion Screen By Nalin Mehta
3. Mass Communication in India by Kewal J. Kumar
4. New communication Technologies by Michael Mirabeto
5. Doordarshan Vikas Se Bazaar Tak by Sudheesh Pachauri
6. Svayatta Aur Prasar Bharti by Ram Mohan Pathak

BBA (Hons./Hons. With E-Commerce) SEM-VI
CORPORATE SOCIAL RESPONSIBILITY AND REPORTING
COURSE DSE 4
COURSE CODE BBA(H) 606

CREDIT POINTS- 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Introduction to CSR: Meaning & Definition of CSR, History & evolution of CSR. Concept of Charity, Corporate philanthropy, Corporate Citizenship, CSR-an overlapping concept. Concept of sustainability & Stakeholder Management. Chronological evolution of CSR in India; models of CSR in India, Carroll's model; drivers of CSR; major codes on CSR;Initiatives in India.		
UNIT - II	International framework for corporate social Responsibility, Millennium Development goals, Sustainable development goals, Relationship between CSR and MDGs.United Nations (UN) Global Compact 2011. UN guiding		

	principles on business and human rights
UNIT - III	CSR-Legislation In India & the world. Section 135 of Companies Act 2013.Scope for CSR Activities under Schedule VII, Appointment of Independent Directors on the Board, and Computation of Net Profit's Implementing Process in India.
UNIT - IV	The Drivers of CSR in India, Market based pressure and incentives, civil society pressure, the regulatory environment in India Counter trends. Performance in major business and programs. Voluntarism Judicial activism.
UNIT - V	Identifying key stakeholders of CSR & their roles. Role of Public Sector in Corporate, government programs that encourage voluntary responsible action of corporations. Role of Nonprofit & Local SelfGovernance in implementing CSR; Contemporary issues in CSR & MDGs.

Reference Books:

1. Corporate Social Responsibility: An Ethical Approach - Mark S. Schwartz
2. The World Guide to CSR - Wayne Visser and Nick Tolhurst
3. Innovative CSR by Lelouche, Idowu and Filho
4. Corporate Social Responsibility in India - Sanjay K Agarwal
5. Handbook on Corporate Social Responsibility in India, CII.
6. Handbook of Corporate Sustainability: Frameworks, Strategies and Tools - M. A. Quaddus, Muhammed Abu B. Siddique

SEMESTER 7

BBA (Hons./Hons. With E-Commerce) SEM-VI

RESEARCH METHODOLOGY

COURSE DSC 19

COURSE CODE BBA(H) 701

CREDIT POINTS- 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Introduction: Concept, Types of Research, Characteristics of Good Research. Research Process; Problem Identification, Formulation of Business Research Objectives		
UNIT - II	Research Designs: Exploratory, Descriptive and Causal Research Designs. Sampling Design: Fundamentals of Sampling Design, Non-probability, and Probability Sampling.		
UNIT - III	Methods of Data Collection: Primary and Secondary sources of		

	data. Survey and Observation methods, Questionnaire Design: Techniques and Precautions
UNIT - IV	Interpretation Data Interpretation, Techniques of Interpretation, Report Writing: Steps in Writing Report, Generic layout of a Research Report
UNIT - V	Summarizing the Data: Mean, Median and Mode. Application of Research in the Functional Areas of Management: Marketing, Production, HR, and Finance..

Reference Books:

1. C.R. Kothari: Research Methodology, New Age International Publishers
2. Cooper and Schindler: Business Research Methods, TMH
3. Gupta S. P. and Gupta, M. P., Business Statistics, Sultan Chand and Sons, New Delhi, 1997.
4. Naresh Kumar Malhotra: Marketing Research

BBA (Hons./Hons. With E-Commerce) SEM-VI
SEMINAR AND PRESENTATION
COURSE DSC 20
COURSE CODE BBA(H) 702

CREDIT POINTS- 06	TOTAL MARKS - 200	PRACTICAL - 140	CIA - 60
MAXIMUM MARKS - 140		MINIMUM PASSING MARKS - 56	
SEMINAR AND PRESENTATION	<p style="text-align: center;">All the students shall have to prepare at least 5 Seminar papers and submit the papers in the Proper format to the department and make a PPT Presentations of the same before a panel of the internal examiners this will be followed by a summary presentation before a panel of external examiners</p>		

BBA (Hons./Hons. With E-Commerce) SEM-VII

PROJECT - I

COURSE CODE BBA(H) 704

CREDIT POINTS- 08	TOTAL MARKS - 200
MAXIMUM MARKS - 140	MINIMUM PASSING MARKS - 56
PROJECT I	Assignment shall be given to the students ranging from the various subject of the semester, Students will have to submit their given assignments and make a presentation in front of internal and external expert followed by a Viva

BBA (Hons./Hons. With E-Commerce) SEM-VII

FINANCIAL MARKET AND INSTITUTIONS

COURSE DSE 5

COURSE CODE BBA(H) 704

CREDIT POINTS- 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Introduction to Financial System and Economic Development, Concepts Related to Financial Markets and Institutions, Theories of Level and Structure of Interest Rates		
UNIT - II	Financial Regulations and Regulatory Institutions in India, Commercial Banking, other Financial Institution.		
UNIT - III	Money Markets in India.		

UNIT - IV	Bond Market, Classification of Stock Market and Securities.
UNIT - V	Derivatives Market, Foreign Exchange Market.

Reference Books:

1. Avdhani: Investment and Securities Markets in India, Himalaya Publications, Delhi
2. Bhole, L.M.: Financial Markets and Institutions, Tata McGraw Hill, Delhi
3. Ghosh D: Banking Policy in India, Allied Publications, Delhi
4. Khan, M.Y: Indian Financial System, Tata McGraw Hill, Delhi
5. Varshney, P.N: Indian Financial System, Sultan Chand & Sons, New Delhi
6. Srivastava R. M.: Management of Indian Financial Institution; Himalaya Publishing House, Mumbai

BBA (Hons./Hons. With E-Commerce) SEM-VII

MANAGEMENT INFORMATION SYSTEM

COURSE DSE 5

COURSE CODE BBA(H) 704

CREDIT POINTS- 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Management Information System (MIS): concept and definition; Role of MIS, Process of management; MIS-A tool for management process; Impact of MIS, MIS and computers, MIS and the user; MIS- a support to the management.		
UNIT - II	Planning and decision making: the concept of corporate planning; strategic planning; Types of strategic tools of planning; MIS- business planning, decision making concepts; organizational decision making, MIS and		

	decision-making concepts
UNIT - III	Information and system: information concepts; Information: a quality product classification of the information; Methods of data and information collection; Value of information; MIS and system analysis, computer system design.
UNIT - IV	Development of MIS: development of long-range plans of the MIS; Ascertaining the class of information, determining the information requirement; Development and implementation of the MIS; Management of quality in the MIS, organization for development of the MIS; MIS: the factors of success and failure.
UNIT - V	Decision support system (DSS): concept and philosophy; DSS: deterministic systems, Artificial intelligence (AI) system, knowledge based expert system (KBES); MIS and therole of DSS; Transaction processing system (TPS), enterprise management system (EMS), enterprise resource planning (ERP)system; Benefits of TPS, EMS and ERP

Reference Books:

1. Management Information System, W.S Jawadekar, Tata Mc Graw Hill Publication.
2. Management Information System, David Kroenke, Tata Mc Graw Hill Publication.
3. MIS: Management Perspective, D.P. Goyal, Macmillan Business Books.

SEMESTER 8

BBA (Hons./Hons. With E-Commerce) SEM-VIII

CUSTOMER RELATIONSHIP MANAGEMENT

COURSE DSC 21

COURSE CODE BBA(H) 801

CREDIT POINTS- 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Introduction to CRM: Definition and concepts of CRM, Components of CRM, Understanding the goal of CRM and Customer Touch Points.		
UNIT - II	CRM PROCESS: Introduction and Objectives of a CRM Process; an Insight into CRM and eCRTA/online CRM, The CRM cycle i.e. Assessment Phase; Planning Phase; The Executive Phase; Modules In CRM, 4C's (Elements) of CRM Process, CRM Process for Marketing Organization, CRM Affiliation in Retailing		

	Sector.
UNIT - III	Developing CRM Strategy: Role of CRM in business strategy, Understanding Service Quality: Technical, Functional, and dimensions of service quality, Managing Customer communications..
UNIT - IV	CRM IMPLEMENTATION: Choosing the right CRM Solution; Framework for Implementing CRM: a Step-by-Step Process: Five Phases of CRM Projects: Development Customizations; Beta Test and Data Import; Train and Retain; Roll out and System Handoff; Support
UNIT - V	SALES FORCE AUTOMATION - Sales Process, Activity, Contact, Lead and Knowledge Management. Field Force Automation, CRM LINKS IN E-BUSINESS: ECommerce and Customer Relationships on the Internet, Supplier.

Reference Books:

- 1.2. Judith W .Kincaid , Customer Relationship Management Getting it Right, Pearson Education
- 2.H.Peeru Mohamed , A Sagadevan, Customer Relationship Management, A Step by Step Approach, Vikas Publishing House
- 3.Customer Centricity –Focus on right customer for strategic advantage, by Peter Fader, Wharton Digital Press, 2012

BBA (Hons./Hons. With E-Commerce) SEM-VIII

E-COMMERCE TECHNOLOGIES

COURSE DSC 22

COURSE CODE BBA(H) 802

CREDIT POINTS- 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Web server- Software, Hardware; Website and internet utility programs; E-commerce software; basic functions of electronic commerce software; Advanced functions of electronic commerce software; Electronic commerce software for small and midsize companies, midsize to large businesses		
UNIT - II	E-commerce security environment, Security threats in E-com environment, malicious code and unwanted programs, phishing and identity theft.; E-commerce		

	<p>ethics, regulations and social responsibility; Web security: security issues on web and types; Firewall and its importance, components of firewall, transaction security, emerging client server, network security, factors to consider in firewall design, limitations of firewalls.; encryption: Encryption techniques, symmetric; keys and data encryption standard, triple encryption, secret key encryption; asymmetric encryption, public and private pair key encryption, digital signatures, virtual private network.</p>
<p>UNIT - III</p>	<p>Introduction to Mobile (M) commerce, Challenges emerging in mobile commerce, growth of Mobile commerce.; Application areas of mobile commerce: Mobile computing Application, Mobile Information devices, emerging applications; Different players in m-commerce life cycle; wireless application protocols, WAP technology, technologies for Mobile commerce, wireless spectrum, origins of WAP, WAP architect, Wireless datagram Protocol (WDP), Short Message Services, Circuit Switched Data (CSD), Unstructured Supplementary Services Data (USSD), General Packet Radio Service (GPRS), Wireless technology (AMPS, TDMA, CDMA, GSM), Different generations in wireless communication, security issues in cellular technology; Mobile commerce and its future in India.</p>
<p>UNIT - IV</p>	<p>Enterprise Resource Planning (ERP): Features, evolution, need, scope of ERP and overview of commercial software; Business Engineering with IT; Business process Redesign; Knowledge engineering and data warehouse; ERP and competitive strategy.</p>

UNIT - V

Financial services; online travel services; online career services; online retail services; online health service;
Case studies- eBay, amazon, Priceline, barter, Souq,
Flipkart, Olx.

BBA (Hons./Hons. With E-Commerce) SEM-VIII
DISSERTATION
COURSE CODE BBA(H) 803

CREDIT POINTS- 06	TOTAL MARKS - 200	PRACTICAL - 140	CIA - 60
MAXIMUM MARKS - 140		MINIMUM PASSING MARKS - 56	
DISSERTATION	All the students shall have to undertake a dissertation on the subject approved by the department, they shall have to submit the Dissertation report in a proper format during the given time period, their report together with the PPT will be examined by the panel of Examiner including an external examiner.		

BBA (Hons./Hons. With E-Commerce) SEM-VIII
PRINCIPLES OF TRAVEL AND TOURISM MANAGEMENT
COURSE DSE 6
COURSE CODE BBA(H) 805

CREDIT POINTS- 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
<p>Scheme of Examination</p> <p>1 - 05 Short Answered questions (Covering 5 Units) (Not more than 100 words) - 4 Marks each = 05×04 = 20 Marks</p> <p>2 - 05 long Answered questions of 10 Marks each = 05×10 With internal choice of one question from each unit = 50 Marks</p>			
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	<p>Meaning, definition and scope of tourism, (Domestic and international tourist, inbound and outbound tourists) Historical Background, Nature and Characteristic, Tourism product (natural & man-made), types of tourism, motivational factors & barriers in tourism, MICE, Socio-cultural and economic importance of tourism.</p>		
UNIT - II	<p>Tourism components (Attraction): Natural Hill station- (Darjeeling), Island (Lakshadweep), River-</p>		

	<p>(Ganga), Lake- (Chilika), Forest and Wildlife- (Similipal, Bhitarkanika,) Man-made - Monuments- (Konark Sun temple), Pilgrim destinations (Four Dham, Sarvanbelgola, Ajmer Sherif, Golden temple - Amritsar) fair and festival- (Rathyatra, Kumbhamela, Konark Dance Festival) Dance and Music- (Odishi, Chhau), Handicraft- (Appliqué work, filigree work, Patta painting)</p>
UNIT - III	<p>Tourism components (Transport & Accommodation) : Accessibility (mode of transport Road, Rail, Air & Water). Accommodation - types of accommodation (primary and supplementary), Departments of a hotel with special reference to front office. .</p>
UNIT - IV	<p>New thrust areas of Tourism:- Adventure Tourism, Eco-Tourism, Sustainable Tourism, Heritage Tourism, MICE, Role of ITDC, ASI, Ministries of Railways & Civil Aviation in the Promotion of Tourism. Organization and Working of Chhattisgarh Tourism Board. An Overview of Organizations and Associations like IATO, TAAI, WTO, ICAO & IATA.</p>
UNIT - V	<p>Tourism Planning:- Background, Approach and Process. Tourism Planning at National, Regional, State and Local levels. An important feature of Five Year Tourism Plans in India. Destination Life Cycle, Concept of Carrying Capacity, Sustainable and Eco-tourism. Eco-Tourism & Community participation in Tourism Planning.</p>

Reference Books:

1. Burkart and Medlik, Tourism: Past, Present and Future
2. Christopher.J. Hollway: Longman ; The Business of Tourism
3. Cooper, Fletcher et al. : Tourism Principles and Practices
4. Mill, R.C., Tourism: The International Business
5. Roberts, K:Leisure in Contemporary Society, Wallingford

BBA (Hons./Hons. With E-Commerce) SEM-VIII
LEADERSHIP SKILLS AND MANAGERIAL EFFECTIVENESS
COURSE DSE 6
COURSE CODE BBA(H) 805

CREDIT POINTS- 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
<p>Scheme of Examination</p> <p>1 - 05 Short Answered questions (Covering 5 Units) (Not more than 100 words) - 4 Marks each = 05×04 = 20 Marks</p> <p>2 - 05 long Answered questions of 10 Marks each = 05×10 With internal choice of one question from each unit = 50 Marks</p>			
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	<p style="text-align: center;">Introduction to Leadership & Management, Differentiating between Management and Leadership, Factors of Leadership, Leadership challenges at work, Management challenges at work</p>		
UNIT - II	<p style="text-align: center;">Practising Effective Leadership, Recognizing Leadership Styles: Effective delegation and situational leadership, The Managerial Grid: Blake and Mouton, four development levels of followers, The four situational leadership styles, Adapting your leadership style, Influencing and motivating your team, The Art of Persuasion and Negotiation, The Speed of Trust – The Heart of Leadership</p>		

<p>UNIT - III</p>	<p>Practicing Effective Management, The Essentials of Management: Planning, Organizing, Controlling, The Top Ten Qualities of an Excellent Manager, Interviewing and Selection Skills, Running Effective Meetings, Making Effective and Impactful Presentations, Managing Performance, Decision Making and Delegation Skills</p>
<p>UNIT - IV</p>	<p>Creating High Performance Teams, Teamwork in Action, Team Learning and Performance, Team Evolution Stages, Managing Remote Teams, Coaching and Mentoring Skills for Managers, Managing of Challenging Behaviors, Managing Pressure: Urgency vs Important, Strategies for Different Quadrants on the Matrix.</p>
<p>UNIT - V</p>	<p>Managing Change, Communication and Action Plans, Understanding Change and How Teams Respond, the content and process dimensions of change, why do Organisation Resist Change? Overcoming Resistance, Managing Change Effectively, Effective Communication Skills, improving internal communications, Getting Things Done: Practical Action Planning</p>

Reference Books:

1. Gary Yukl: Leadership in organisations, Pearson Education, New Delhi.
2. L M Prasad: Organisational Behaviour, Sultan Chand & Sons, New Delhi.
3. P.Guggenheimer & M. Diana Szulc: Understanding Leadership Competencies, Viva, books, New Delhi

