



BBA COURSE STRUCTURE AND EVALUATION SCHEME

SEMESTER I

S. No.	Code	Subject	Evaluation Scheme		Full Marks	Credit Points
			Mid-Term Assessment	End Semester Examination		
1	BBA-101	Basics of Accounting	30	70	100	3
2	BBA-102	Business Communication	30	70	100	3
3	BBA-103	Business Law	30	70	100	3
4	BBA-104	Business Environment	30	70	100	3
5	BBA-105	Essentials of Management	30	70	100	3
Total			150	350	500	20

SEMESTER II

S. No.	Code	Subject	Evaluation Scheme		Full Marks	Credit
			Internal Assessment	End Semester Examination		
1	BBA-201	Business Economics	30	70	100	3
2	BBA-202	Computer Fundamentals	30	70	100	3
3	BBA-203	Fundamentals of Marketing	30	70	100	3
4	BBA-204	Business Mathematics	30	70	100	3
5	BBA-205	Environmental Studies	30	70	100	3
Total			150	350	500	20

SEMESTER III

S. No.	Code	Subject	Evaluation Scheme		Full Marks	Credit
			Internal Assessment	End Semester Examination		
1	BBA-301	Business Statistics	30	70	100	3
2	BBA-302	Financial Management	30	70	100	3
3	BBA-303	Human Resource Management	30	70	100	3
4	BBA-304	Productions And Operations Management	30	70	100	3
5	BBA-305	E- Commerce	30	70	100	3
Total			150	350	500	20

SEMESTER IV

S. No.	Code	Subject	Evaluation Scheme		Full Marks	Credit
			Internal Assessment	End Semester Examination		
1	BBA-401	Research Methodology	30	70	100	3
2	BBA-402	Business Ethics and Corporate Governance	30	70	100	3
3	BBA-403	Advertisement Management	30	70	100	3
4	BBA-404	Cost and Management Accounting	30	70	100	3
5	BBA-405	Management Information System	30	70	100	3
Total			150	350	500	20

SEMESTER V

S. No.	Code	Subject	Evaluation Scheme		Full Marks	Credit
			Internal Assessment	End Semester Examination		
1	BBA-501	Consumer Behaviour	30	70	100	3
2	BBA-502	Financial Markets and Institutions	30	70	100	3
3	BBA-503	Insurance and Risk Management	30	70	100	3
4	BBA-504	Retail and Rural Marketing	30	70	100	3
5	BBA-505	Entrepreneurship	30	70	100	3
Total			150	350	500	20

Semester VI

S. No.	Code	Subject	Evaluation Scheme		Full Marks	Credit
			Internal Assessment	End Semester Examination		
1	BBA-601	Business Policy	30	70	100	3
2	BBA-602	Company Law	30	70	100	3
3	BBA-603	International Business	30	70	100	3
4	BBA-604	Marketing of Services	30	70	100	3
5	BBA-605	Project Management	30	70	100	3
Total			150	350	500	20
Grand Total			900	2100	3000	120

BBA
SEMESTER: I
PAPER: I
BASICS OF ACCOUNTING

UNIT - I

Financial Accounting: An Introduction: The need Accounting ,Objects and functions of Accounting External and Internal users of Accounting Information, branches of Accounting, Concepts and Conventions, Limitations of Financial Accounting.

UNIT - II

Classification of Accounts, Analysis and Recording of Business Transactions, Journal, Rules of Journalizing, Ledger posting, Completion of the Accounting Process, Preparation of Trial balance, Errors and their rectifications, Preparation of cash Book and bank reconciliation Statement

UNIT - III

Understanding and preparation of Income statement and Balance sheet without adjustments and with adjustments.

UNIT - IV

The Concept of Depreciation, Causes, Factors affecting depreciation, Depreciation methods, Accounting for Depreciation: Straight Line Method and WDV Method

PAPER: II
BUSINESS COMMUNICATION

UNIT I:

Introduction to Business Communication, Characteristics of Effective Organizational Communication, Basic Forms of Communication, Process of Communication, Principles of Effective Business Communication, 7 C's.

UNIT II:

Barriers to Communication, Facilitators to Communication, Effective Listening, Perception & Reality, Role of Opinion, Attitudes & Beliefs, , Mal-functions of communication, Business Etiquettes,

UNIT III:

Forms of Business Communication, Written Communication, Oral Communication, Non verbal Communication, Technology of Business Communication, Peculiarities of Communication in Indian Organizations, Conflict Management.

UNIT IV:

Conduct of Meeting- Agenda, Notice, Notes, Minutes, Office Memorandum, Office Orders, Press Release, Business Letter Writing-Need, functions & Kinds, Layout of letter writing, Types of letter writing, Report writing- Problems, Organization and techniques of writing.

PAPER: III
BUSINESS LAW

UNIT I:

Indian Contract Act - essential elements of contract, offer and acceptance, consideration, capacities of parties, free consent legality of objects, contingent contract, discharge of contract. Special Contract Act - Quasi - Contracts, indemnity and guarantee, bailment and pledge, contract of agency.

UNIT II:

Sales of Goods Act - introduction, conditions and warranties, transfer ownership of property in goods, performance of the contract of sale, remedial measures

UNIT III:

Negotiable Instruments Act - negotiable instruments - parties, negotiation presentation, dishonor, crossing and borrowing of cheques,

UNIT IV:

Information Technology Act: Cyber Laws in India, Digital Signature, Computer Crimes, Regulation of certifying Authorities, *Intellectual property right Act*

PAPER: IV
BUSINESS ENVIRONMENT

UNIT I:

Various types of economic systems being followed in the world, Comparison between the capitalist and socialist economies, The Indian economic system pre and post independence, The industrial policy 1951 and 1991 (statement, functions, implication and comparison) Private, Public and Co-operative sectors: meaning, role and importance.

UNIT II;

Macro and Micro factors that affect the environment, Controllable and uncontrollable factors as regards the organization, macro and micro environment and their respective components , Environment scanning techniques: SWOT,ETOP with practical examples, Monetary, Fiscal, Exim Policies, Budget – roles and functions affecting the business environment.

UNIT III:

Globalization and Liberalization and their effect on the Indian business environment, SEZs ,EPZs, Privatization: implications and effects with examples, MNCs as a source of technology, merits and demerits , Indian MNCs, Social responsibilities of business – definition , examples and affects on the business environment.

UNIT IV:

Regulatory and control mechanism such as fiscal policy ,MRTP,FEMA,IRDA,SEBI and their changing dimensions, Delicensing , Price control mechanism, functioning of bureaucratic decision making and its effect on business environment, SSI – types, role in the economy, merits and demerits, Financial institutions – structure , functions ,roles and working

PAPER: V
ESSENTIALS OF MANAGEMENT

UNIT I:

Introduction: Concept, process and significance of management; Managerial roles; Overview of functional areas of management; Development of management; Classical and neo-classical systems; Contingency approaches.

UNIT II:

Planning: Concept, process and types, Decision making - concept and process; Management by Objectives; Corporate Planning; Environment analysis; Strategy formulation

UNIT III:

Organizing: Concept, nature, process and significance; Authority and Responsibility relationships; Centralization and decentralization; Departmentalization; Organization structure - forms and contingency factors.

UNIT IV:

Leading and Controlling: Leadership Theories, Leadership Styles, Communication - Types, process, barriers Controlling: Concept and process; effective control system; Techniques of control

SEMESTER II

PAPER: I BUSINESS ECONOMICS

UNIT I:

Introduction: (a) Concept, Nature, and Scope of Business Economics. (b) Utility Analysis: Concept and Form of Utility; Laws of Diminishing Marginal Utility and Equi Marginal Utility. (c) Consumer's Surplus (Marshallian and Hicksian Approaches)

UNIT II:

Demand and Supply Analysis: Meaning of demand, law of demand, Determinants of Demand, Increase and Decrease in demand, Exceptions to the law of demand, Individual and Market demand; Meaning of supply, Law of supply, Increase and Decrease in Supply, Determinants of supply" Exceptions to the Law of supply, Equilibrium; Elasticity concept; Perfect elasticity, Perfect Inelasticity, Relative Elasticity, Relative Inelasticity;

UNIT III:

Elasticity of demand: Price, Income, Cross and Promotional elasticity of demand; Elasticity of supply: Price, Income and Cross elasticity of Supply; Elasticity and Implications for total Revenue determinants of Elasticity.

UNIT IV:

Market structure and Business Decisions: Distinguishing characteristics between market forms; Perfect competition; Monopoly; Monopolistic competition; Oligopoly; Short run decisions of a firm to shut down; Long run decision of the firm to exit; Practical application of different market forms

PAPER: II
COMPUTER FUNDAMENTALS

UNIT I:

Basics of computers and their evolution- Characteristics of Computer, Application of Computer, Various fields of Computer, Classification of Computer, Generation of Computer, Types of Software, Compiler & Interpreter, Generation of Language, Data representation - Different Number Systems, Inter Conversion between Number Systems, Binary Arithmetic.

UNIT II:

Input devices: Keyboard, Point & draw devices, Data Scanning Devices, Digitizer, etc, Output Devices: Monitors, Printers, Plotters, Voice Response System, etc., Main Memory / Primary Memory: RAM, ROM, PROM, EPROM: Cache Memory, Secondary Memory, SASD, DASD Concept, Magnetic Tape, Magnetic Disk, Optical Disk, etc. Business Data Processing: File Management System, Database Management System

UNIT III:

Operating System Concept: Introduction to Operating System, Functions of Operating System, Types of Operating System, Details of Basic System configuration. Introduction to GUI- Windows Operating System, All Directory Manipulations, File Manipulation, Introduction to Word Processor, Spread Sheets, PowerPoint

UNIT IV:

Concept of Data Communication & Networking: Network Concepts, Types of Network, Communication Media, Modes of Transmission, Analog & Digital Transmission, Synchronous & Asynchronous Transmission, Different Topologies, Introduction to Internet

PAPER: III
FUNDAMENTALS OF MARKETING

UNIT I:

Meaning and concepts of Marketing, Sales Concept, Marketing concept, Social Marketing concepts, Societal Marketing concept, Marketing Mix, 4 Ps of Marketing , Marketing Environment in India.

UNIT II:

Market Segmentation, bases for segmentation, Selection of Target Market and Positioning , Product , Product line, Personality , Product mix and Product Life Cycle.

UNIT III:

Pricing - Factors affecting pricing, methods of pricing, distribution channels, types of intermediaries.

UNIT IV:

Promotion, elements of promotion mix, advertising, Functions, criticism, types : sales promotion techniques, difference between advertising and personal selling, direct marketing.

PAPER: IV
BUSINESS MATHEMATICS

UNIT I:

Summation of sets, Arithmetical Progression- Sum of a series in A. P. Arithmetic Mean, Geometric Progression, Sum of a series in G.P, Geometrical Mean, Sum of an infinite geometric series, Permutation and combination, Fundamental rules of counting, Permutation of n different things, Permutation of thing not all different., Circular permutation, Combination of n different things r at a time, Simple problems.

UNIT II:

Matrix Algebra- Definition, Matrix Operations- Addition, Subtraction, and Multiplication of matrices, Types of matrices- Square, Diagonal, null, Transpose of a matrix, Determinant of a Square matrix. Singular and non-singular matrix, Cofactor matrix, ad-joint of a matrix , Inverse of a matrix, Solution of simultaneous equation by using matrices

UNIT III:

Differential Calculus : Differentiation, Differentiation of a product of two function, Differentiation of a quotient of two functions, Differentiation of a function of a function, Differentiation of a logarithmic and exponential function, Differentiation of implicit function, Maxima and Minima, Simple problems. (Trigonometrical function are excluded)

UNIT IV:

Integral Calculus, Fundamental rules of integration, Integration by substitution, integration by parts, Integration by decomposition into a sum using partial fractions (Simple Problems), Simple business applications (Trigonometrical functions are excluded)

PAPER: V
ENVIRONMENTAL STUDIES

UNIT I:

Fundamentals of Environmental Management: Definition, principles and scope; Types and components of environment; Man- environment relationship; Causes of environment destruction; Environmental ethics; Environment Awareness Programmes

UNIT II:

Natural Resources - Awareness: Eco-system, Atmosphere, Land, Water, Forest, Mines & Minerals, Wetland, Bio-diversity, Conservation of natural resources.

UNIT III:

Environmental Protection - Policies & Legislations: National environment policy, Environmental Legislations, International conventions and Agreements, GATT/WTO and environment, State Pollution Control Board, Role of NGOs.

UNIT IV:

Environment Management System: ISO-14000, Environment Audit, Eco-Friendly products (Ecomark), Green Industry. Environmental Impact Assessment (EIM): EIM-Methods and tools, Appraisal and clearance for industry, Evaluation Systems.

SEMESTER III
PAPER: I
BUSINESS STATISTICS

UNIT I:

Definition of statistics: Primary and secondary data, classification and tabulation of data. Measures of central tendency- Arithmetic mean , geometric mean and harmonic mean, mode, median. Measures of dispersion- Range, quartile deviation, mean deviation, standard deviation, absolute and relative measures of dispersion, Coefficient of variation

UNIT II:

Correlation Analysis-Introduction, Importance of correlation, Analysis, Types of correlation- Positive and Negative correlation, linear and non -linear correlation, Measures of correlation- scatter diagram method, Karl Pearson's co-efficient of correlation (Grouped data also), Spearman's Co-efficient of Rank Correlation. Regression Analysis: Difference between correlation and regression, Lines of regression. Methods of least squares, Fitting straight lines, Properties of regression line, Regression Co-efficient and their properties.

UNIT III:

Probability-Definition of probability, Classical and empirical probability, Addition and Multiplication rule of probability, Conditional probability, Simple problems

UNIT IV:

Time series analysis: Utility of time series, Components of time series, Time series models- Addition and Multiplication model, Measurement of trend- Graphic method, Moving average methods, Method of least squares, fitting a straight line trend, seasonal variations- Estimation of seasonal variations, Method of simple average, ratio to trend method, ratio to moving average method, cyclical variations

PAPER: II
FINANCIAL MANAGEMENT

UNIT I:

Financial Management goals & objectives, Functions of financial managers, Concepts of risk and return, Environment of finance in organization of finance function, Introduction to time value of money, Capital Budgeting techniques.

UNIT II:

Cost of Capital, Capital Structure - Theory & Practice, EBIT, EPS Analysis, Dividend decisions & policy.

UNIT III:

Long term financing, Working capital management - Cash, credit, Inventory Management & Financing,

UNIT IV:

Financial Statement Analysis, Financial planning & budgeting, Introduction to international financial management

PAPER: III
HUMAN RESOURCE MANAGEMENT

UNIT I:

Nature and Concept of HRM: Human Resource Management: History. Concepts- Personnel Management, Human Resource Development and Human Resource Management, Importance of HRM and present day challenges, Understanding the present day scenario, Evolution of HRM into strategic HRM, Human Resource Planning: The process of Human Resource Planning, Limitations.

UNIT II:

Job Analysis: Process of Job-analysis and Design: Outcomes of Job-analysis- Job Description, Job Specification and job Evaluation. Job Design, Recruitment, Selection and Placement: Factors affecting Recruitment, Process of Recruitment, Sources of Recruitment. Process of Selection- Stages; Socialization and Induction; Promotions, Demotions, Transfers and Separations

UNIT III:

Training & Development: Difference between training and development, Training Methods, Executive Development. Performance Appraisal: Methods of Performance Appraisal, Possible Errors in Appraisal Process, Planning for Performance Improvement.

UNIT IV:

Compensation Planning: Objective of Compensation Planning, Theories underlying Motivation and Remuneration, Developing Pay Structures, Principles of Wage and Salary Administration, Current Trends in Salary Administration. Industrial Relations & Workers Participation in Management: Theories of Industrial Relations, HRM Practices – Change in perspective, Strategic management of Industrial Relations, Collective Bargaining– Policies and Practices, Workers' Participation in Management, Quality Circles.

PAPER: IV
PRODUCTIONS AND OPERATIONS MANAGEMENT

UNIT I:

Introduction: Meaning, Nature and Scope of Production and Operation Management. Objectives of Operations Management, Duties and Responsibilities of Operations Management, Production Function, Systems approach to Operations Management. Manufacturing system: Mass, Batch, Job-Shop and Project.

UNIT II:

Plant Location: Nature, Factors considered in location, Methods and Type of areas. Plant Layout: Objective of good layout, Factors influencing layout and Types of layout. Material Handling Equipment: Importance, Objective, Principles, Factors affecting selection equipment and types of handling equipment.

UNIT III:

Work Study: Method study and work measurement- Importance, Objectives, Application areas, Steps in method study and Techniques of work measurement. Production Planning and Control: Role and Scope of PPC in Operations Management, Factors influencing production planning and benefits of production control.

UNIT IV:

Inventory Management: Factors influencing and Objectives of inventory management, Techniques of inventory management, Quality Control and Materials Management

PAPER: V
E- COMMERCE

UNIT I:

Framework for understanding e- business: Introduction to e- commerce, Environmental forces affecting planning and practice, Ethical, legal and social concerns.

UNIT II:

Developing e- Business Frame work, Developing e- Business Models, Introduction to Internet, www. Concepts, Building of e- commerce websites, software hardware and tools

UNIT III:

Planning, Implementing and Controlling of e-Business: Creating the Marketing Mix, Organizational and Managerial issues, Financial Planning and Working with Investors, Implementation and Control of the e-Business Plan.

UNIT IV:

Understanding of Key terms of E- Commerce: Electronic Commerce & Banking, Electronic Payment Systems, Electronic Payment Technology, On-line credit card, E- Commerce Security.

SEMESTER IV

PAPER I: RESEARCH METHODOLOGY

UNIT I:

Introduction to Research Methodology: Meaning, Objectives, Categories of Research, Features of good research studies, Types of Research Studies, Scientific & non scientific methods, Research Methods & Research, Methodology. Importance of Research in Management Decisions: Defining Research Problems, Formation of Hypothesis, Research design: Types of Research design, Research design in case of different research studies.

UNIT II:

Methods and Techniques of data collection: Types of data collection, Methods used for collection of different data types. Sampling and sampling distribution: Importance of Sampling, Methods of Sampling, Sampling errors, Test of Hypothesis. Attitude Measurement and Scales: Introduction to attitude - Various Methods to measure attitude.

UNIT III:

Data presentation and analysis: Data preparation & preliminary analysis, Statistical Analysis & Interpretation of data: Non parametric tests. Multivariate Analysis of Data, Model Building & Decision Making, Additional Statistical Methods

UNIT IV:

Report writing & presentation: Writing & formatting of Reports, Presenting your research reports & talks, Graphical Presentation.

PAPER II:
BUSINESS ETHICS AND CORPORATE GOVERNANCE

UNIT I

Business Ethics, Meaning, Scope, Nature and value of management, need for ethical decisions by managers, value of management ethics, management integrity, types of integrity and developmental integrity, Ethical planning.

UNIT II

Social Responsibilities of Business, concept, rationale, dimensions and tools of social Responsibilities, social responsibility and social responsiveness

UNIT III

Ethics in management, Ethical theories, Enterprise mission, institutionalizing ethics, code of ethics and its implementation.

UNIT IV

Corporate Governance, meaning, scope and nature, trends in Governance practices, Corporate Governance Issues, Role of Auditors, OECD principles, and SEBI Guidelines

PAPER III:
ADVERTISEMENT MANAGEMENT

UNIT-I:

Introduction: Definition, objectives, Functions and classification of advertising, Advertising Agency Functions & structure of modern agency, functions of the advertising department and advertising manager. Client – Agency Relationship (CAR), Selection of agency.

UNIT-II:

Advertising as Mass communication: the communication mix, building of advertising program: Creative strategy-Copy, message, advertising appeals, AIDA concept Creation and production in advertising: TV commercials, Radio Jingles, Print ads.

UNIT – III:

Advertising media: General and special characteristics of different media: Media planning, scheduling, selection and evaluation, Measuring advertising effectiveness (DAGMAR): The rationale of testing: pretesting, concurrent testing & post testing, recall and recognition.

UNIT – IV:

Advertising Budget: Approach and procedures for determining the size of the budget, Administration and control of budget, Regulation of Advertising: Self Regulation by advertising Media (ASCI), Ethics & Social Responsibility in Advertising, E-advertising

PAPER IV:
COST AND MANAGEMENT ACCOUNTING

UNIT – I

Overview of Cost Accounting, Concepts and practices, Difference between Cost Accounting and Financial Accounting, Cost Accounting and Management Accounting, Management Accounting: Scope, Objects and Functions and Limitations of Management Accounting, Tools and Techniques of Management Accounting

UNIT – II

Classification of Cost, Cost Center and Cost Unit, Preparation of cost sheet, Allocation and Absorption of Overhead, Preparation of Labour hour rate & Machine hour rate

UNIT – III

Marginal Costing and Cost - Volume Profit Analysis

UNIT – IV

Job, Contract and Process costing

UNIT – V

Budgetary Control, Standard Costing and Variance Analysis

PAPER V:
MANAGEMENT INFORMATION SYSTEM

UNIT- I

Introduction: Organization and Information systems, Changing Environment and its impact on Business - the IT/IS and its influence - The Organization: Structure, Managers and activities - Data, Information and its attributes - The level of people and their information needs - Types of Decisions and information - Information system, categorization of information on the basis of nature and characteristics. Transaction Processing System (TPS) - Office Automation system (OAS) - Management Information (MIS) - Decision Support System (DSS) and Group Decision Support System (GDSS) - Expert System (ES) - Executive Support System (EIS or ESS).

UNIT-II

System Analysis, Development and Models: Need for system analysis - Stages in system Analysis- Structured SAD and tools like DFD, Context Diagram Decision Table and Structured Diagram, system Development Models: Water Flow, Prototype, Spiral, RAD- roles and Responsibilities of System.

UNIT-III

Computer Service Systems: Data Communication and Networking - LAN, MAN & WAN – Network Topologies, Internet, Intranet and Extranet, Information systems for: Accounting, Finance, Production and Manufacturing, Marketing and HRM.

UNIT- IV

Design of Information System: Fundamental Concept of file design, database design, input output design, procedure design, form design, dialogue design, code design, coupling and cohesion.

UNIT- V

Internet- A Conceptual Approach: Web Browsing - Concept of FTP, Telnet, uploading, downloading, HTTP; Internet Explorer; Electronic Data Security; Access Database System.

SEMESTER V

PAPER I: CONSUMER BEHAVIOUR

UNIT I:

Meaning and nature of Consumer Behaviour, Factors affecting Consumer Behaviour, Consumer Involvement and decision making, Models of decision making

UNIT II:

Consumer Perception, attitudes, changes in attitudes, Consumer motivation.

UNIT III:

Models of Consumer Behaviour , Consumer Behaviour in India, difference between consumer buying and industrial buying, nature and factors affecting industrial buying.

UNIT IV:

Factors influencing purchase decision of a consumer, Personality, Self-concept, Life-style, Psychographics, Reference group.

PAPER II:
FINANCIAL MARKETS AND INSTITUTIONS

UNIT-I

Financial Markets: Financial System and Financial Markets- Meaning, Types, Classification of Financial Markets, Money Market, Call money Market, Govt. Securities Market. Capital Market, Debt Market, Primary and Secondary Market, Interlinking Financial Market-Indian and Global Financial Markets.

UNIT-II

Financial Institutions: Broad Categories- Special Characteristics, Money Market Institutions, Capital Market Institutions, Financial Services Institutions, Functions and structure introduced, **Stock Exchanges:** Constitution, control, functions, Prudential Norms, SEBI Regulations, Sensitive Indices, Investor Services, Grievance Redressal Measures.

UNIT-III

Financial Services Institutions: Clearing Corporation of India Ltd, Discount and Finance House of India Ltd, National Securities Depository Ltd, Securities Trading Corporation of India Ltd. Credit Rating Institutions.

UNIT-IV

Indian Financial Institutions: Commercial Banks- Roles, Functions, Regulations, Public Sector, Private Sector and Foreign Banks, Development Banks: IFCI, IDBI, SFCs, NABARD, RRBs, SIDBI, IIBI, Non-Banking Financial Institutions, Insurance Companies- Public and Private, Investment Policy, Regulatory Authority

**PAPER III:
INSURANCE AND RISK MANAGEMENT**

UNIT I

Introduction: History of insurance in general and in India in particular. Basic nature of insurance, Definition of insurance, Comparison of Life Insurance with other forms of insurance, Principles of contract and its applicability to the valid insurance contract

UNIT II

Principles of Life insurance and its impact on insurability, Morality tables and its kind, Basic elements in computation of premium, Peculiarities of life insurance product and the classification Nature of group insurance and types of group Insurance covers Policy claims and its procedures for settlement of various type of claims. Policy document and its various components including conditions and privileges under the policy

UNIT III

Study of various proposal and policy forms used in general Insurance Scope of coverage of fire insurance and Marine insurance, Motor insurance Various kinds of miscellaneous insurances Describe classes of insurances requiring specialized knowledge i.e. industrial all risk insurance, aviation insurance, oil and gas insurance Regulatory provisions under Insurance Act 1938, and IRDA Act 1999. Underwriting practice and procedures, types and classification of hazards

UNIT IV

Basic concept of risk, classification of risks, and process of risk management, Identification and evaluation of risk – risk analysis, Risk control – loss prevention and its importance, Risk financing and transfer of risks, Risk retention and its importance/basis of reinsurance

PAPER IV:
RETAIL & RURAL MARKETING

UNIT I:

Retailing: Role, Relevance & Trends, characteristics of Retailing, The changing face of Retail Industry in India, Retail Market Segment: Market Segmentation, Targeting & Positioning, Kinds of Market and Dimensions of Segmentation.

UNIT II:

Retailing Strategy: Location- Types, Importance and determining factors, Product and Merchandise Strategies, Retail Space and Ambience Management Strategies, Retail Pricing & Promotion Strategies

UNIT III:

Definition of Rural Marketing, Indian Rural Market, Environment: Population and its locations, occupation pattern, expenditure pattern, infrastructure facilities. The Rural Consumer: Characteristics, factors influencing his purchase decision, Rural demand: Nature, types of requirements, hierarchy of markets and rural market index, Problems in rural marketing.

UNIT IV:

Marketing of Consumable inputs and durable inputs: Marketing of Consumables and Durables: Composition of Products, Price, distribution, promotion, product redesign or modification needs. Rural Marketing Strategies: Rural Market Segmentation, Strategies on product, price, promotion and distribution.

**PAPER V:
ENTREPRENEURSHIP**

UNIT I:

Strategic Management, Concept of Strategy, Dimension of strategic decision, Levels of strategy, Strategy making modes, Overview of process of strategic planning & management.

UNIT II:

Mission,, vision, objective setting, Business definitions, Summary statement of strategy, Deducing strategy from action & endeavours.

UNIT III:

Formulation of strategy, Components of environment & Environmental analysis, Analysis of internal capabilities using different approaches, Strengths, Weakness, Opportunities, Threats (SWOT Analysis)

UNIT IV:

Strategic alternatives for growth, stable, combinations & international strategies, Choice of Strategy, Generic Business Strategies, Portfolio Analysis, Overview of Implementation Aspects,

SEMESTER VI
PAPER I:
BUSINESS POLICY

UNIT I:

Introduction: Concept of Entrepreneur. Concept of Entrepreneurship, Function of Entrepreneurs, Types of Entrepreneurs, Economic System and Entrepreneurship, Government as an Entrepreneur, Theories of Entrepreneurship, Role and Importance of Entrepreneurship in Economic Development

UNIT II:

Entrepreneurial Behaviour Domain: Behavioural Characteristics of Entrepreneurs. Entrepreneurs Born or Developed, Change, Innovation and Entrepreneurial Behaviour, Entrepreneur Vs Manager. Entrepreneur Vs Entrepreneur, Ethics and Social Responsibility of Entrepreneur

UNIT III:

New Venture Promotion: Business and Types of Business Activities. Identifying and Developing New Business Idea – Sources of Idea, Idea Generating Techniques and Idea Screening. Entrepreneurial Decision Process, Developing a Business Plan

UNIT IV:

Financing the New Venture: Financial Planning, Determining the Size of Capital Investment, Financial Needs and Sources of Finance – Short Term, Medium Term and Long Term, Raising of Capital for Corporate Unit Venture Capital

PAPER II:

COMPANY LAW

UNIT I:

Definition & nature of Company, types of Companies, formation of Companies, Liability of promoters, Incorporation of Companies, Commencement of business

UNIT II:

Memorandum of Association (MOA), Contents, Doctrine of Ultravires, Articles of Association (AOA), Doctrine of Indoor Management & exceptions to it

UNIT III:

Prospectus, Statements in view of prospectus, Mis-statement & their remedies, Share capital, Allotment of shares - definition of share, Share warrant, Share certificate, Difference between share & stock, Calls on shares, Types of shares, Voting rights, Right issues.

UNIT IV:

Management of Company, Appointment of directors, Legal Position, Duties & liabilities & Powers, Company Meetings Statutory, Annual general meeting, extraordinary meeting, meeting of BOD, Guidelines for managerial remuneration, Quorum for different meetings, Kinds of resolutions, Provisions regarding borrowing, & issue of debentures, dividend and bonus shares, Notes on binding up.

**PAPER III:
INTERNATIONAL BUSINESS**

UNIT I:

Historic view point of international business, Introduction and concepts of the modern international business, Domestic and international business comparison and contrast with advantages and disadvantages of both, Regional blocks: NAFTA, SAFTA, ASEAN, SAARC types, roles, functions and their effect on emerging global business environment.

UNIT II:

GAAT and WTO - structure, functions and roles in the current international business scenario, the modern world reasons for venturing into international business, Factors and variables involved in international business. International business strategies and entry modes and techniques. Indian and world MNCs with their merits and demerits.

UNIT III:

Comparison and contrast between domestic and international marketing, Advantages of international marketing, various types of international market intermediaries. Comparison and contrast between domestic and international Human Resource Management, cross-cultural issues, implications on the host and guest countries, Various types of global organizations.

UNIT IV:

International financial intuitions – structure, roles, functions, World Bank, IMF, UNTCAD, NABARD, ADB etc, Export documentation and financial support available in India –APEDA, EPZs, SEZs, Future trends in international business, concepts of BPO, FDI etc and their effects on the future of international business. India’s attractiveness for FDI vis-à-vis other countries like China, Brazil, Malaysia etc

PAPER IV:
MARKETING OF SERVICES

UNIT I:

Meaning and nature of services marketing, goods and services - a comparative study, significance, marketing mix for services, Classification of services

UNIT II:

MIS in Service Marketing, Market Segmentation and positioning, Behaviour of consumer, Service Management

UNIT III:

Marketing of Services in India: bank, insurance, tourism, hospital and consultancy.

UNIT IV:

Promotion mix strategy for services, Relationship marketing, Services under WTO

PAPER V:
PROJECT MANAGEMENT

UNIT I:

Generation & Screening of project idea, Preliminary Screening, Project Rating Index, Entrepreneurial Skills, Market & demand analysis, Collection of Primary & Secondary information, Demand forecasting, Market planning.

UNIT II:

Technical Analysis, Manufacturing process / technology, Material inputs & utilities, Product Mix, Plant Capacity, Location & site, Machinery & Equipment, Structures & Civil work, Environmental aspects, Project Charts & Layouts, Project Time Lines.

UNIT III:

Cost of projects, Means of financing, Estimates of Sales & Production, Cost of Production, Working Capital Requirement & Financing, Projected income statement, Balance sheet and cash flow with multiyear projections, Consideration of alternative sources of finance.

UNIT IV:

Project Implementation: Forms of project organization, Project control & control charts, Human aspects of project management, Prerequisites for a successful project implementation, Introduction to project network & determination of critical path, Preparation of comprehensive project report.