

Department of Business Management
Faculty of Management Studies
Dr. Hari Singh Gour University, Sagar – 470 003 (M.P.)
BBA (Hons.) Syllabus (13th Batch) Year 2008-2009

[Maximum Marks: Each Paper – 100, Written 70, Sessional : 30 Pass Marks : 40%]
Minimum Pass Marks: 40% in Written Examination & 40% in Sessional Examination, Time: Written – 3 Hrs. & Sessional – 1.30 Hrs.

BBA (Hons.) First Semester

Paper No.	Title
501	Business Communication
502	Financial Accounting
503	Environmental Management
504	Seminar & Term Papers/Project Work & Comprehensive Viva-Voce

BBA (Hons.) First Semester
Paper No. : 501

Title: Business Communication

[Maximum Marks: Each Paper – 100, Written 70, Sessional : 30 Pass Marks : 40%]
Minimum Pass Marks: 40% in Written Examination & 40% in Sessional Examination, Time: Written – 3 Hrs. & Sessional – 1.30 Hrs.

- UNIT – I** Meaning and Significance of Communication in Business, Process of Communication, Channels and Media in Communication, Contents of Upward, Downward and Criss-Cross Communication.
- UNIT – II** External & Internal Communication, Communication Networks, Effective Communication, Barriers in the Process of Communication.
- UNIT – III** Effective Listening, Effective Public Speaking, Effective Performance in Job – Interview, Effective Performance in Group Meeting.
- UNIT – IV** Committees, Conferences, Effectiveness of Written Communication, Business Letters Writing and Report Writing.
- UNIT – V** Essay Writing & Essay, Grammar : Article, Preposition, Determinants & use of Tenses.

Course to be completed in 40 lectures

Books Recommended :

1. F.T. Wood : A Remedial English Grammar for Foreign Students.
2. W.S. Allen : Living English Structure
3. R.S. Sharma : Technical Writing.
4. Krishna Mohan & R.C. Sharma, Business Correspondence and Report Writing, Tata McGraw Hill, New Delhi.
5. Business Communication : Homai Pradhan, Vijya Thakur, D.S. Bhende.
6. Effective Business Communication : M.V. Rodriques, Concept Publishing Company, New Delhi 110 059.
7. Communication Skills by Prof. Nageshwar Rao & P.R. Das.

BBA (Hons.) First Semester

Paper No. : 502

Title: Financial Accounting

[Maximum Marks: Each Paper – 100, Written 70, Sessional : 30 Pass Marks : 40%]

Minimum Pass Marks: 40% in Written Examination & 40% in Sessional Examination, Time: Written – 3 Hrs. & Sessional – 1.30 Hrs.

UNIT – I Meaning and Scope of Accounting :

Definition, Objectives, Functions, Book Keeping, Branches of Accounting, Principles of Accounting, General Entry, Subsidiary Books, Ledger and Trial Balance.

UNIT – II Final Accounts :

Trading Account / Manufacturing Account, Profit and Loss Account, Balance Sheet, Adjustment Entries.

UNIT – III Bank reconciliation Statement, Bills of Exchange, Consignment Account and Royalty Accounts.

UNIT – IV Depreciation Accountings, Installment Accounts, Departmental Accounts

UNIT – V Higher Purchase Accounts, Receipt and Payment Account, Accounts of Professional's

Course to be completed in 40 lectures

Books Recommended :

1. S.N. Maheshwari, Advanced Accountancy, Vol. I & II.
2. S.K. Paul, Accountancy, Vol. I & II.

BBA (Hons.) First Semester

Paper No. : 503

Title: Environmental Management

[Maximum Marks: Each Paper – 100, Written 70, Sessional : 30 Pass Marks : 40%]

Minimum Pass Marks: 40% in Written Examination & 40% in Sessional Examination, Time: Written – 3 Hrs. & Sessional – 1.30 Hrs.

UNIT – I Introduction : Multidisciplinary nature of environmental studies.

- Definition, scope, objectives and importance
- Need for public awareness for solving environmental problems, Environmental Engineering.

UNIT – II • Major Environmental Problems.

- Present Environmental Issues of Global Concern.

UNIT – III Components of Environment:

- Components of Environment and their interactions,
- Impacts of Development on Environment
- Environmental Impacts of Urbanization.

UNIT – IV Natural Resources: Introduction, Renewable and non renewable resources, Natural resources and associated problems.

Renewable Resources.

- (a) **Forest Resources:** Importance use and over exploitation, deforestation. Timber extraction, Mining, dams and their effects on forests and tribal people.
- (b) **Water Resources:** Use and over utilization of surface and ground water, plods, drought, conflicts over water dams – benefits and problems.

UNIT – V (a) Energy Resources: Growing Energy needs, Renewable and non renewable energy sources, Use of Alternative energy sources

- (b) **Land Resources:** Land as a resource, Land degradation, Man induced land slides, Soil erosion, Desertification, Role of an individual in conservation of natural resources, Equitable use of resources for sustainable lifestyles.

Course to be completed in 40 lectures

Books Recommended :

1. Introduction to Environmental Science by Y. Anjaneyulu
2. Environmental Studies by Benny Joseph
3. Text Book of Environmental Studies, Erach Bharucha

BBA (Hons.) First Semester

Paper No. : 504

Title: Project / Seminar & Term Paper

[Max. Marks 100, Minimum Pass Marks: 40%]

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BBA (Hons.) Second Semester

Paper No.	Title
505	Principles of Management
506	Marketing Management & Research
507	Computer Theory, Laboratory & Practical Training & Project
508	Seminar & Term Papers/Project Work

BBA (Hons.) Second Semester
Paper No. : 505

Title: Principles of Management

[Maximum Marks: Each Paper – 100, Written 70, Sessional : 30 Pass Marks : 40%]
Minimum Pass Marks: 40% in Written Examination & 40% in Sessional Examination, Time: Written – 3 Hrs. & Sessional – 1.30 Hrs.

- UNIT – I** **An Introduction** : Management defined, Functions of Management, Management as a profession, Managerial Levels and Roles, Managerial Responsibilities; Characteristics of a Good Manager.
- UNIT – II** **Management Thought** :
(a) Early Contributions : Robert Owen (Classical Theories – An overview of Scientific Management by Taylor, Management Process School by Henri Fayol (c) Neo-Classical Theories – An overview, Behavioural approach and Hawthorne Experiments.
- UNIT – III** **Overview of Management Functions** :
Planning Function Planning Defined, Advantages of Planning,
Organising : Organising defined, process of Organising, Principles of organizing, Organisational structure, staffing.
- UNIT – IV** **Key Managerial Activities** :
Decision making : Types of Managerial decisions, process of quantitative decision making, Management by objectives : Meaning, process, Advantages, Disadvantages.
- UNIT – V** **Directing Activities** : Motivation, Definition, Types & Process, Leadership, Communication, Definition, Objectives of Communication, Communication process model, guidelines for effective communication, Functions of Controlling : Effective Control System, Control Process, Types of Managerial Control.

Course to be completed in 40 lectures

Books Recommended :

1. Principles of Management, J.S. Chadan
2. Principles of Management, George R. Terry.
3. Principles of Management, B.S. Mathur
4. Principles of Management, J.K. Jain
5. Fundamentals of Management, Stoner.

**BBA (Hons.) Second Semester
Paper No. : 506**

Title: Marketing Management & Research

[Maximum Marks: Each Paper – 100, Written 70, Sessional : 30 Pass Marks : 40%]

Minimum Pass Marks: 40% in Written Examination & 40% in Sessional Examination, Time: Written – 3 Hrs. & Sessional – 1.30 Hrs.

- UNIT – I** **Introductory** : Marketing – The Components of Marketing – Distinction between Market and Marketing – Benefits and costs of Marketing. The Marketing Concept – Evolution of Marketing Concept – Features of integrated marketing concept. The new waves of thoughts in Marketing – Marketing Management, Functions of Marketing Management.
- UNIT – II** **Market Segmentation** : Market segmentation versus product differentiation, benefits, Requisites, Market Segments and Marketing mix, Market integration and Market Orchestration, The Marketing Environment : Marketing Mix.
- UNIT – III** **Product Planning and Development** : Product Innovation, Steps in new product development Idea generation – Screening, Product development, Test marketing, Organisation for new, new product development, Product Life Cycle.
- UNIT – IV** **Marketing Research** Introduction : Definition, Historical Development, Scope and important of Marketing Research, Marketing Research Process, Types of Research, Research Design & Sampling designs.
- UNIT – V** **Data Collection** : Primary Data, Secondary data, Sources of Data, Data Collection methods : Survey, Interview, Observation, Questionnaire Design, Research Report Preparation.

Course to be completed in 40 lectures

Books Recommended :

1. C.N. Sontakki, : "Marketing Management" 2. Marketing Research : Green & Tull
2. Marketing Research : Beri, G.C. 3. Marketing Research : Sangeeta Agrawal
3. Marketing Research :Principles, Applications & Cases : Sharma D.D., (Sultan Chand & Sons., New Delhi)
4. Marketing Research (Methodology Foundations) : Churchill, J.R. Gilbert A.
5. Marketing Research : Luck, D.J. Hugh G. Wales, D.A. Taylor & Rubin, R.S.
6. Modern Marketing Research : Patil, S.G., P.V. Kulkarni & H. Pradhan.
7. Marketing Research : Theory & Practice, : Bellur, V.V.
8. Marketing Management by S.A. Sherlekar
9. Marketing Management by Rustam Davar

**BBA (Hons.) Second Semester
Paper No. : 507**

**Title: Computer Theory, Laboratory &
Practical Training & Project**

[Maximum Marks: Each Paper – 100, Written 70, Practical : 30 Pass Marks : 40%]

Minimum Pass Marks: 40% in Written Examination & 40% in Sessional Examination, Time: Written – 3 Hrs. & Sessional – 1.30 Hrs.

- UNIT – I** **Fundamentals** : Computer Generation/Fundamentals, I/O devices, Memory, Central Processing Unit.
- UNIT – II** **Number System** : Binary, Octal, Hexadecimal, Applications and Inter-conversions, Computer Arithmetic, Computer Logic.
- UNIT – III** **Programming** : Flow Charting, Algorithms, Looping, Branching, Programme structure, Soft wares.
- UNIT – IV** **Operating System** : Fundamental and Role of O.S., Elements of DOS, UNIX, WINDOWS.
- UNIT – V** **Internet & Computers in Business**: Computer in Business, Introduction to Internet.

Course to be completed in 40 lectures

Books Recommended :

**BBA (Hons.) Second Semester
Paper No. : 508**

Title: Project / Seminar & Term Paper

[Max. Marks 100, Minimum Pass Marks: 40%]

Department of Business Management
Faculty of Management Studies
Dr. Hari Singh Gour University, Sagar – 470 003 (M.P.)
BBA (Hons.) Syllabus (13th Batch) Year 2009-10

[Maximum Marks: Each Paper – 100, Written 70, Sessional : 30 Pass Marks : 40%]
Minimum Pass Marks: 40% in Written Examination & 40% in Sessional Examination, Time: Written – 3 Hrs. & Sessional – 1.30 Hrs.

BBA (Hons.) Third Semester

Paper No.	Title
601	Sales Management
602	Environmental Management
603	Seminar & Term Paper/Viva-Voce (Internal)
Major : Marketing Management	
604	Advertising Management
Major : Financial Management	
605	Financial Management

BBA (Hons.) Third Semester
Paper No.: 601

Title: Sales Management

[Maximum Marks: Each Paper – 100, Written 70, Practical : 30 Pass Marks : 40%]
Minimum Pass Marks: 40% in Written Examination & 40% in Sessional Examination, Time: Written – 3 Hrs. & Sessional – 1.30 Hrs.

- UNIT – I** Introduction, Objectives, Functions and Classification of Sales Management, Selling under the Marketing Concept, Interdependent of Salesmanship and advertising.
- UNIT – II** The sales organization: Purpose, Principles and policies of sales organization setting up of the sales organization, typical sales organization structure, planning of the selling factor.
- UNIT – III** Sales forecasting and Sales Budget, Meaning of Sales Forecasting, importance of sales forecasting, limitation of sales forecasting, factor affecting sales forecasting in Indian context factors to consider while preparing sales budget.
- UNIT – IV** The Management of Sales Force: Personnel problems of Sales Management, recruiting and selection, Training and Development.
- UNIT – V** motivating salesman, sales meeting and contest, compensating sales personnel, evaluating and supervising salesmen.

Course to be completed in 40 lectures

Books Recommended :

1. Dr. C.N. Sontakki, Kalyani Publication, New Delhi.
2. Salesmanship and Publicity, Rustom S. Davar, Vikas Publishing House Pvt. Ltd.
3. Marketing Management (The Millennium Edition, Phillip Kotler)

BBA (Hons.) Third Semester

Paper No.: 602

Title: Environmental Management

[Maximum Marks: Each Paper – 100, Written 70, Practical : 30 Pass Marks : 40%]

Minimum Pass Marks: 40% in Written Examination & 40% in Sessional Examination, Time: Written – 3 Hrs. & Sessional – 1.30 Hrs.

- UNIT – I** Values of biodiversity : Consumptive use, productive use, social, ethical aesthetic and option values, Biodiversity at global, National and local levels, India as a meg-diversity nation.
- UNIT – II** Natural Resources
Water Resources : Use and over-utilization of surface and ground water floods, drought, management of water resources.
- UNIT – III** Energy Resources : Growing energy needs
Land Resources : Land as a resource, land degradation.
- UNIT – IV** Air Pollution, Definition, Effects, Air Quality Management, Water Pollution : Effect and control measures, Marine pollution, Thermal pollution.
- UNIT – V** Solid Waste management, Causes, effects and control measures of urban and industrial wastes.

Course to be completed in 40 lectures

Books Recommended :

1. Introduction to Environmental Science by V. Anjanelyulu, B.S. Publication.
2. Benny Joseph "Environmental Studies", Tata McGraw Hill Publishing Co. Ltd.

BBA (Hons.) Third Semester

Specialisation Paper : Marketing Management

Paper No.: 604

Title: Advertising Management

[Maximum Marks: Each Paper – 100, Written 70, Practical : 30 Pass Marks : 40%]

Minimum Pass Marks: 40% in Written Examination & 40% in Sessional Examination, Time: Written – 3 Hrs. & Sessional – 1.30 Hrs.

- UNIT – I** Introduction to Advertising : Advertising, Publicity propaganda and sales promoters, Role of Advertising in modern business world.
- UNIT – II** Advertising goals & objectives, Advertising as a social and business process. Advertising and cultural value of society Ethics and truth in advertising.
- UNIT – III** Essentials of advertising programme : Advertising Copy, Advertising Theme, Advertising Appeals, Advertising Response.
- UNIT – IV** Advertising Research : Methods & Techniques of Advertising Research, Advertising Media : Newspapers, Magazines, Poster Advertising, Sampling.
- UNIT – V** Functions of Advertising Department, Advertising Organization, Advertising Agencies, Agency Relationship, Advertising Budget, Advertising Regulation.

Course to be completed in 40 lectures

Books Recommended:

1. Dr. C.N. Sontakki, Kalyani Publication, New Delhi.
2. Salesmanship and Publicity, Rustom S. Davar, Vikas Publishing House Pvt. Ltd.
3. Marketing Management (The Millennium Edition, Phillip Kotler).

BBA (Hons.) Third Semester

Paper No.: 603

Title: Language / Seminar & Term Paper / Viva-Voce

Max. Marks 100, Minimum Pass Marks: 40%

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BBA (Hons.) Fourth Semester

[Maximum Marks: Each Paper – 100, Written 70, Sessional : 30 Pass Marks : 40%]

Minimum Pass Marks: 40% in Written Examination & 40% in Sessional Examination, Time: Written – 3 Hrs. & Sessional – 1.30 Hrs.

BBA (Hons.) Fourth Semester

Paper No.	Title
606	Organizational Behaviour
607	Higher Accounting
608	Seminar & Term Paper/Viva-Voce (Internal)
Major : Marketing Management	
609	International Marketing
Major : Financial Management	
610	International Finance

Course to be completed in 40 lectures

BBA (Hons.) Fourth Semester

Paper No.: 606

Title: Organisational Behaviour

[Maximum Marks: Each Paper – 100, Written 70, Sessional : 30 Pass Marks : 40%]

Minimum Pass Marks: 40% in Written Examination & 40% in Sessional Examination, Time: Written – 3 Hrs. & Sessional – 1.30 Hrs.

UNIT – I	Introduction to Organisational Behaviour, Perception, Personality, Learning
UNIT – II	Motivation : Concepts & Theories, Power and Politics
UNIT – III	Leadership : Concepts & Theories, Group Dynamics and Teams,
UNIT – IV	Organisation Structure & Design, Organisation Culture, Attitudes, Values,
UNIT – V	Socialisation : Mentoring Employee, Counselling, Managing Interpersonal Conflict, Organisation change and development.

Course to be completed in 40 lectures

Suggested Readings for Organisational Behaviour :

1. Keith Davis : Human Behaviour at work Organizational Behaviour (Tata McGraw Hill).
2. T. Herbert : Dimensions of Organizational Behaviour (Mac Millan Publishing Co.)
3. R.D. Agrawal : Organisation and Management (Tata McGraw Hill)
4. A Szilagyi & M.J. Wallace : Organisational Behaviour and performance Scoff, Foesman and Co.)
5. Stephen P. Robbins & Seema Sanghi, Organisational Behaviour, Pearson Education.
6. Dr. S. Shajahan, Linu Shajahan, Organisational Behaviour (New Age International Publishers).
7. R.S. Dwivedi, Human Relations and Organisational Behaviour, Mac Millan India.
8. Hersey, Management of Organisational Behaviour : Leading Human Resource, Pearson Education.
9. Greenberg, Behaviour in Organisation : understanding and Managing Human Side of work, Pearson Education.

In Additional to above, students are supposed to use library's reference section of the Departmental and Central Library along with the latest journals, their back volumes, periodicals and cases discussed during the classrooms sessions. Students are supposed to update this knowledge with the new arrivals and study materials distributed in the classroom session. Visiting Faculty/Consultants do at to new knowledge to which the students should acquaint them selves with. Workshops, Group Discussion and Seminars are the additional sources of knowledge.

**BBA (Hons.) Fourth Semester
Paper No.: 607
Title: Higher Accounting**

[Maximum Marks: Each Paper – 100, Written 70, Sessional : 30 Pass Marks : 40%]

Minimum Pass Marks: 40% in Written Examination & 40% in Sessional Examination, Time: Written – 3 Hrs. & Sessional – 1.30 Hrs.

- UNIT – I** Introduction: Partnership agreement, registration and its effects, Appropriation of profit.
- Unit. II** Admission of a new partner: Revaluation of Assets and Liabilities; Accumulated profits and losses; Goodwill, adjustment in capital.
- UNIT – III** Retirement Amount payable to retraining partner; treatment of goodwill. Disposal of discussed partners, share. Change in profit sharing ratio-introduction.
- UNIT – IV** Dissolution of firms (Garru Vs. Hurry) Ordinary and Insolvency.
- UNIT – V** Company Accounts: Introduction; Issue of shares: calls in arrears; calls in advance.

Course to be completed in 40 lectures

Suggested Readings for Higher Accounting:

1. S. K. Paul : Accounting Vol. I & II
2. Shukla S.M. and Gupta S. P: Financial Accounting.
3. Financial Accounting, dr. S.N. Maheshwari, Vikas Publishing, New Delhi.

In Additional to above, students are supposed to use library's reference section of the Departmental and Central Library along with the latest journals, their back volumes, periodicals and cases discussed during the classrooms sessions. Students are supposed to update this knowledge with the new arrivals and study materials distributed in the classroom session. Visiting Faculty/Consultants do at to new knowledge to which the students should acquaint them selves with. Workshops, Group Discussion and Seminars are the additional sources of knowledge.

**BBA (Hons.) Fourth Semester
Paper No.: 608
Title: Seminar & Term Paper/Viva-Voce**
Max. Marks 100, Minimum Pass Marks:40%

The Seminar & Term Paper shall be based on various practical Exercises which, shall comprise of tutorial work, carry home tasks, debates, paper writing, case competitors group discussion, week and conferences and surveys, management games, role-plays, workshops presentation, extempore and prepared speeches, library assignments, company studies project assignment etc. The wiehgtage of these items will be announced by the teachers concerned in consultation with the Professor &Head/Dean, F.M.S. The plan for the semester will be announced separately. The topics of the selected shall be from all the subject that are being taught or any other general topic of academic importance. Marks may be awarded on the basis of total performance of the examinees, for which the scheme of examination and evaluation shall be notified by the Professor & Head / Dean, F.M.S. The evaluation is to be made externally out of 100 marks.

Course to be completed in 40 lectures

**BBA (Hons.) Fourth Semester
Paper No.: 609
Specialisation: Marketing Management
Title: International Marketing**

[Maximum Marks: Each Paper – 100, Written 70, Sessional : 30 Pass Marks : 40%]

Minimum Pass Marks: 40% in Written Examination & 40% in Sessional Examination, Time: Written – 3 Hrs. & Sessional – 1.30 Hrs.

- UNIT – I** International Marketing- Nature & Process of International Marketing, Domestic Marketing V/s. International Marketing. Characteristics of MNCs. Process of Internationalization, Benefits of International Marketing.
- Unit. II** Basis for International Trade, Principle of Absolute Advantage, Principle of Relative Advantage, International Product Life Cycle Theory, Overview of World Marketing Environment-Legal and Cultural.
- UNIT – III** Planning for International Marketing. Overview of Marketing Research, Market Analysis & Market Entry Strategies.
- UNIT – IV** Product Strategies: Basis decisions, Product planning branding and packaging decisions. Direct and indirect distribution channels.
- UNIT – V** Pricing Strategies: types of Dumping, Countertrade, price quotation; Methods of Financing and Means of Payment..

Course to be completed in 40 lectures

Suggested Readings for International Marketing:

1. International marketing: Varshney & Bhattacharya, Himalaya Publishing Delhi.
2. International Marketing, Rathore & Rathore, Himalaya Publishing.
3. International Marketing, P. Sarvanavel, Himalaya Publishing, New Delhi.

In Additional to above, students are supposed to use library's reference section of the Departmental and Central Library along with the latest journals, their back volumes, periodicals and cases discussed during the classrooms sessions. Students are supposed to update this knowledge with the new arrivals and study materials distributed in the classroom session. Visiting Faculty/Consultants do at to new knowledge to which the students should acquaint them selves with. Workshops, Group Discussion and Seminars are the additional sources of knowledge.

**BBA (Hons.) Fourth Semester
Paper No.: 610
Specialisation : Financial Management
Title: International Finance**

[Maximum Marks: Each Paper – 100, Written 70, Sessional : 30 Pass Marks : 40%]

Minimum Pass Marks: 40% in Written Examination & 40% in Sessional Examination, Time: Written – 3 Hrs. & Sessional – 1.30 Hrs.

- UNIT – I** Introduction of the International Financial Market and its participants. The International Monetary System – Significance of Monetary Management, The Bretton Woods System.
- UNIT – II** Exchange rate determination, Systems of Exchange Rate, Purchasing Power Parity (PPP) principle, Interest Rate Parity, Managing Foreign Exchange Risk and Exposure.
- UNIT – III** Balance of Payments, Factors Relating to international Diversification of Portfolio, Foreign Investments through Euro-Issues, GDRs, Euro Convertible Bonds.
- UNIT – IV** Foreign Institutional Investors (FIIs), Foreign Direct Investments (FDIs), IMF, Current Foreign Investment trends in India.
- UNIT – V** World Bank, Asian Development Bank (ADB), European Community, European Economic Integration.

Course to be completed in 40 lectures

1. Suggested Readings for International Finance:

2. Devdas Bhri, Sikidar, International Financial Institutions and Monetary Management.
3. S.S.M. Desai, International of Economic, Himalaya Publishing House, New Delhi.
4. V.K. Bhalla, International Business Environment and Management, Anmol Publications, New Delhi.
5. Multinational Financial Management, Alan C. Shapiro, Prentice Hall of India Private Ltd., New Delhi.
6. International Financial Management, David B. Zenoff and Jack Zwick, Prentice Hall of India Private Ltd., New Delhi.
7. P.G. Apte : International Financial Management, Tata McGraw Hill Publishing Company Limited, New Delhi.
8. ICFAI – TMH Contemporary Management Services, International Finance, Tata McGraw Hill, New Delhi.
9. Buckley, Adrian, International Finance, Prentice Hall Pvt. Ltd., New Delhi.

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BBA (Hons.) Second Semester

Paper No.	Title
505	Principles of Management
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[Maximum Marks: Each Paper – 100, Written 70, Sessional : 30 Pass Marks : 40%]
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BBA (Hons.) Third Semester

Paper No.	Title
601	Sales Management
602	Environmental Management
603	Seminar & Term Paper/Viva-Voce (Internal)
Major : Marketing Management	
604	Advertising Management
Major : Financial Management	
605	Financial Management

BBA (Hons.) Fourth Semester

[Maximum Marks: Each Paper – 100, Written 70, Sessional : 30 Pass Marks : 40%]
Minimum Pass Marks: 40% in Written Examination & 40% in Sessional Examination, Time: Written – 3 Hrs. & Sessional – 1.30 Hrs.

BBA (Hons.) Fourth Semester

Paper No.	Title
606	Organizational Behaviour
607	Higher Accounting
608	Seminar & Term Paper/Viva-Voce (Internal)
Major : Marketing Management	
609	International Marketing
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Department of Business Management

Faculty of Management Studies

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BBA (Hons.) Syllabus (13th Batch) Year 2008-2009

[Maximum Marks: Each Paper – 100, Written 70, Sessional : 30 Pass Marks : 40%]

Minimum Pass Marks: 40% in Written Examination & 40% in Sessional Examination, Time: Written – 3 Hrs. & Sessional – 1.30 Hrs.

BBA (Hons.) Fifth Semester Year 2010-2011

Paper No.	Title
701	Managerial Economics
702	Environmental Management
703	Seminar & Term Papers/Project Work & Comprehensive Viva-Voce
Major : Marketing Management	
704	Retail Management
Major : Financial Management	
705	Management of Financial Services and Financial Institutions

BBA (Hons.) Fifth Semester Year 2010-2011

Paper No.: 701

Title: Managerial Economics

[Maximum Marks: Each Paper – 100, Written 70, Sessional : 30 Pass Marks : 40%]

Minimum Pass Marks: 40% in Written Examination & 40% in Sessional Examination, Time: Written – 3 Hrs. & Sessional – 1.30 Hrs.

UNIT – I	Nature & scope of managerial economics, Basic economic tools, Opportunity Cost Principle. Incremental Principles, Principle of Time Perspective. Discounting Principle
UNIT – II	Role & Responsibilities of managerial economist Demand Analysis and forecasting. Price and Demand. Income and Demand. Price of related goods and demand. Advertising and Demand. Demand forecasting: Methods, purpose and factors involved.
UNIT – III	Cost concepts and classifications. Economies and Diseconomies of Scale. Production Function.
UNIT – IV	Cost control and cost reduction. Trade Cycles, Reasons, Stages, Principles and their consequences.
UNIT – V	Price and output decisions under perfect competition, determination of price effect of time on supply, pricing under monopoly, imperfect competition, monopolistic competition and oligopoly, price discrimination.

Suggested Readings for Indian Ethos in Management & Managerial Economics:

1. Managerial Economics, D.N. Dwivedi, Vikas Publishing Company, New Delhi.
2. Managerial Economics, R.L. Varshney & K.L. Maheshwari, Sultanchand & Sons.
3. Managerial Economics by J. Dean, Prentice Hall, New Delhi.

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BBA (Hons.) Fifth Semester Year 2010-2011

Paper No.: 702

Title: Environmental Management

[Maximum Marks: Each Paper – 100, Written 70, Sessional : 30 Pass Marks : 40%]

Minimum Pass Marks: 40% in Written Examination & 40% in Sessional Examination, Time: Written – 3 Hrs. & Sessional – 1.30 Hrs.

- UNIT – I** Social Issues and the Environment: From Unsustainable to Sustainable development, Water conservation, rain water harvesting, Environmental Ethics,
- UNIT – II** Climate change, global warming, acid rain, ozone layer depletion. Waste land Reclamation : Introduction, land use pattern of India, Strategies for Waste land development, Waste land reclamation case Study.
- UNIT – III** Role of Information technology in Environmental Health and in Human Health Water shed management.
Population growth, Population explosion. Population and Age Structure,
- UNIT – IV** Family Welfare Programme, Environment and human health, HIV/AIDS, Women and Child Welfare.
- UNIT – V** Visit to a local area to document environmental assets river/forest/ grassland / hill/mountain, Visit to a local pollution site – Urban / Rural Industrial / Agricultures etc.

Course to be completed in 40 lectures

Books Recommended :

1. Introduction to Environmental Science by V. Anjanelyulu, B.S. Publication.
2. Benny Joseph "Environmental Studies", Tata McGraw Hill Publishing Co. Ltd.

BBA (Hons.) Fifth Semester Year 2010-2011

Paper No.: 703

Title: Seminar & Term Papers/Project Work & Comprehensive Viva-Voce

[Maximum Marks: Each Paper – 100, Written 70, Sessional : 30 Pass Marks : 40%]

Minimum Pass Marks: 40% in Written Examination & 40% in Sessional Examination, Time: Written – 3 Hrs. & Sessional – 1.30 Hrs.

The Seminar & Term Paper shall be based on various practical Exercises which, shall comprise of tutorial work, carry home tasks, debates, paper writing, case competitors group discussion, week and conferences and surveys, management games, role-plays, workshops presentation, extempore and prepared speeches, library assignments, company studies project assignment etc. The wiehgtage of these items will be announced by the teachers concerned in consultation with the Professor & Head/Dean, F.M.S. The plan for the semester will be announced separately. The topics of the selected shall be from all the subject that are being taught or any other general topic of academic importance. Marks may be awarded on the basis of total performance of the examinees, for which the scheme of examination and evaluation shall be notified by the Professor & Head / Dean, F.M.S. The evaluation is to be made externally out of 100 marks.

Course to be completed in 40 lectures

Books Recommended :

BBA (Hons.) Fifth Semester Year 2010-2011

Paper No.: 704

Major : Marketing Management

Title: Retail Management

[Maximum Marks: Each Paper – 100, Written 70, Sessional : 30 Pass Marks : 40%]

Minimum Pass Marks: 40% in Written Examination & 40% in Sessional Examination, Time: Written – 3 Hrs. & Sessional – 1.30 Hrs.

- UNIT – I** An introduction to the Retailing, Systems. Retailing mix- Social-Economic forces- Technological force- competitive forces, Retailing definition, Structure, Different formats- marketing Concepts in Retailing-Consumer purchases behaviour- Cultural and Social group influence on Consumer Purchase Behaviour.
- UNIT – II** Retail store location-Traffic flow and analysis- population and its mobility- exteriors and layout- Customer traffic flows and pattern-Creative display.
- UNIT – III** Merchandises Planning-Stock turns, Credit Management, Retail Pricing Return on per sq. feet of space-Retail promotions-Staying ahead of competition.
- UNIT – IV** Supply Chain Management-Warehousing-Role of IT in supply chain management; Franchising, Direct Marketing/Direct Selling-Exclusive shops-Destination stores-Chain Stores-Discount Stores an other current and emerging formats-Issues and options.
- UNIT – V** Retail Equity, Technology in Retailing-Retailing through the Internet. Future /Development of retail Management.

Course to be completed in 40 lectures

Books Recommended :

1. Diamond Allen. Fashion Retailing, Delmar, Pub., 1983
2. Diamond, Jay and Gerald Pintel Retailing-Hall, N.J., 1996.
3. Drake, Mary Francis, J. H. Spoons and H. Greenwald Retail Fashion, Promotion, and Advertising, Macmillan, NY, 1992.
4. Levy, Michael & Barton A. Weitz Retailing Management, 2nd ed. Irwin, London , 1995
5. Morgerstein, Melvin and Harriet Strongin Modern Retailing, Prentice- Hall, N.J. 1992

BBA (Hons.) Fifth Semester Year 2010-2011

Paper No.: 705

Major : Financial Management

Title: Management of Financial Services and Financial Institutions

[Maximum Marks: Each Paper – 100, Written 70, Sessional : 30 Pass Marks : 40%]

Minimum Pass Marks: 40% in Written Examination & 40% in Sessional Examination, Time: Written – 3 Hrs. & Sessional – 1.30 Hrs.

- UNIT – I** Introduction to Indian financial system: Role/ functions, component/ constituents, development, role in economic development, weaknesses of Indian financial system.
- UNIT – II** Financial Services: Concept, Nature & Scope of Financial Services. Fundamentals of Mutual Funds, Merchant Banking, underwriting
- UNIT – III** Leasing, hire purchase, venture capital, factoring & Credit rating.
- UNIT – IV** Financial Institutions: Fundamentals & Basic Concept Role & important of Financial institutions, Banking financial institutions, non Banking Financial institutions.
- UNIT – V** Working and organization of Different Financial institutions in India: RBI, IFCI, ICICI, IDBI, UTI, LIC

Course to be completed in 40 lectures

Books Recommended :

1. Gordon, & Natarajan- Financial Markets & Services, Himalaya Publishing House.
2. Gordon, & Natarajan- Financial Markets & Institutions, Himalaya Publishing House.
3. Clifford Gomez- Financial Markets, Institutions & Financial Services ,Prentice Hall of India Ltd.
4. Tripathi Nalini Prava, Financial Services Prentice Hall of India Ltd.

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Dr. Hari Singh Gour University, Sagar – 470 003 (M.P.)
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[Maximum Marks: Each Paper – 100, Written 70, Sessional : 30 Pass Marks : 40%]
Minimum Pass Marks: 40% in Written Examination & 40% in Sessional Examination, Time: Written – 3 Hrs. & Sessional – 1.30 Hrs.

BBA (Hons.) Sixth Semester Year 2010-2011

Paper No.	Title
706	E-Business
707	Taxation – Income Tax
Major : Marketing Management	
708	Export Management
Major : Financial Management	
709	Security Analysis & Portfolio Management

BBA (Hons.) Sixth Semester Year 2010-2011

Paper No.: 706

Title: E-Business

[Maximum Marks: Each Paper – 100, Written 70, Sessional : 30 Pass Marks : 40%]

Minimum Pass Marks: 40% in Written Examination & 40% in Sessional Examination, Time: Written – 3 Hrs. & Sessional – 1.30 Hrs.

- UNIT – I** Introduction to the E-Business, Function and classification, E-Business that can be integrated into the traditional working process.
- UNIT – II** The growth of direct marketing and electronic business, Benefit of direct marketing. Growing use of Integrated direct marketing.
- UNIT – III** An introduction of the internet various preparation in the process of E-Business Other media for direct response marketing, Direct response advertising. At house shopping channels, Videotext and interactive.
- UNIT – IV** The future of outline E-Business. Ethics of E-Business, Long Term relationship. on the consumer, Web casting.
- UNIT – V** Information Technology and Business, PCs and Networking, E-Business in India, Govt. Policy & Plan.

Course to be completed in 40 lectures

Books Recommended :

1. Electronic Marketing, Integrating Electronic Resources in the Marketing Process, Joel Ready, Shauna Schullo, Kenneth Zimmerman, Harcourt College Publishers. (The Drydur Press).
2. E-Commerce, The cutting edge of Business by : Kamlesh K. Bajaj & Debjani Nag. Tata McGraw Hill Publishing Company Limited, New Delhi.
3. E-Business with Net Commerce, Samantha Shurely, Addison Westey Longman, Singapore Pvt. Ltd.
4. Hand Book of Electronic of Essaging, Nancy Cox, Editor CRC, Viva-Vook Private Limited.
5. Handbook of IS Management, Robert E-Umbaugh, Editor CRC Book Private Ltd., New Delhi.
6. The Network Manager's Handbook, John M. Lusa, Consulting, Editor CRC Viva-Vooks Private Limited, New Delhi.
7. Handbook of Data Management, Sanjiv Purba, Editor, Viva Books Private Limited, CRC Press, LLC, New Delhi.

Sites :

www.saify.com
www.skumar.com
www.diotekonline.com
www.ambey.com
www.skybiz.com

BBA (Hons.) Sixth Semester Year 2010-2011

Paper No.: 707

Title: Taxation – Income Tax

[Maximum Marks: Each Paper – 100, Written 70, Sessional : 30 Pass Marks : 40%]

Minimum Pass Marks: 40% in Written Examination & 40% in Sessional Examination, Time: Written – 3 Hrs. & Sessional – 1.30 Hrs.

- UNIT – I** Introduction, Scope and application of Income Tax Act, Definitions, Agricultural Income, Assessee Assessment, Previous Year and Assessment year, Person, Charitable purpose, Company and other related terms, Amalgamation, Dividend, Previous Year for Undisclosed Sources of Income, and other terms. Exception to the rule that income for a previous year will be assessed in subsequent assessment year.
- UNIT – II** Residence and tax liability, distinction between Revenue and Capital receipts, Income exempt from tax, Computation of income under various heads,
- UNIT – III** Income from Agriculture Income from House property. Income From Salaries
- UNIT – IV** Income From Securities, Income From Business and Profession, Income From Other Sources, Capital Gains.
- UNIT – V** Income Tax Authorities – Their appointment and jurisdiction and powers. Procedure for assessment, Return of Income, Deduction of tax at source, Advance payment of tax

Course to be completed in 40 lectures

Note ; Students are advised to purchase/use latest edition of Income Tax Book.

Books Recommended :

1. Income Tax Law & Practice, V.P. Gour & D.B. Narang.
2. Income Tax Law & Practice, V.K. Singhania, (Taxmann Publication).
3. Income Tax Law & Practice, Bhagwati Prasad
4. Income Tax Law & Practice, H.C. Mehrotra

BBA (Hons.) Sixth Semester Year 2010-2011

Paper No.: 708

Specialisation : Marketing Management

Title: Export Management

[Maximum Marks: Each Paper – 100, Written 70, Sessional : 30 Pass Marks : 40%]

Minimum Pass Marks: 40% in Written Examination & 40% in Sessional Examination, Time: Written – 3 Hrs. & Sessional – 1.30 Hrs.

- UNIT – I** Marketing Environment around the world. Economic Environment, Demographic Factors, Cultural, Environment, Political Environment, The Legal Environment, Technological Environment.
- UNIT – II** Trends in India's Foreign Trade, Export's – Import, Composition Inputs Exports, Directions of Exprot, Global Economy.
- UNIT – III** World Trade.Export Marketing Research, Export Marketing Analysis, Export.
- UNIT – IV** Market Research Problems, Gathering Data, Methodological Consideration's Limitations of Export Market Research.
- UNIT – V** Development of the Market Plan. The information Base for Planning source of Market informations, Department of commerce (Ministry of Commerce), Govt. of India, Director General of International Trade, Cabinets Committee on Exports, Board of Trade, Zonal Export and Import Advisory Committee, Export Import Policy, Major objective & function, Export week ending policy, Export Marketing Channel Transportation, Marine Insurance.

Course to be completed in 40 lectures

Books Recommended :

1. Management of Export Marketing, Dr. M.J. Mathew, R.B.S.A. Publishers, S.M.S. Highway, Jaipur 302003 India.
2. Export Management, B.S. Rathore, J.S. Rathore, Himalaya Publishing House,
3. Export Management, B.H. Wali & A.B. Kakundrikar.
4. An Introduction to Export Management, Prof. Jose Paul Ms. Nirmala Radhkrishnan.

BBA (Hons.) Fifth Semester Year 2010-2011

Paper No.: 709

Major : Financial Management

Title: Security Analysis & Portfolio Management

[Maximum Marks: Each Paper – 100, Written 70, Sessional : 30 Pass Marks : 40%]

Minimum Pass Marks: 40% in Written Examination & 40% in Sessional Examination, Time: Written – 3 Hrs. & Sessional – 1.30 Hrs.

- UNIT – I** Fundamentals of Investment, Security Analysis & Risk. Investment Companies; Market Indices.
- UNIT – II** Stock Market Analysis- Fundamental and Technical Approach, Efficient Market Theory, Recent Developments in the Indian Stock Market.
- UNIT – III** Portfolio Management- Meaning, evolution, Need & objectives, nature, & scope, phases, types, steps to Portfolio investment process, General responsibilities of Portfolio manager and his code of conduct. SEBI guidelines. Differences between security analysis & Portfolio Management.
- UNIT – IV** Portfolio theories: Traditional theory, Modern theory (Markowitz theory, sharpe's theory, CAPM) Portfolio construction, analysis, selection, revision, evaluation/measurement of Portfolio performances, Portfolio insurance.
- UNIT – V** Financial derivatives: Meaning & definition, concept Growth and evolution, objectives, functions, types, players. Components, advantages, risk.

Course to be completed in 40 lectures

Books Recommended :

1. Amling, Frederic. Investment, Englewood Cliffs, New Jersey, Prentice Hall., 1983.
2. Bhalla, V. K. Investment Management; Security Analysis and Portfolio Management. 8th ed., Delhi, S. Cand, 2001
3. Fischer, Donald E. and Jordan, Ronald J. Security Analysis and Portfolio Management. 6th ed., New Delhi, Prentice Hall on India, 1995.
4. Fuller, Russell J. and Farrell, James L. Modern Investment and Security Analysis. New York, McGraw Hill , 1993.
5. Haugen, Robert H. Modern Investment Theory, Englewood Cliffs, New Jersey, Prentice Hall Inc. 1987.
6. Huang, Stanley S C and Randall, Maury R. Investment Analysis and Management, London, Allyn and Bacon London. 1987.
7. Sharpe, Willam F etc. Investment, New Delhi, Prentice Hall of India, 1997
8. Brennet, M. Option Pricing; Theory & Applications. Toronto, Lexington Books, 1993
9. Cox, John C and Rubinstein, Mark Options Markets. Englewood Cliffs, New Jersey, Prentice Hall Inc. 1985.
10. Huang, Stanley S C. and Randall, Maury R. Investment Analysis and Management, London, Allyn and Bacon, 1987.
11. Hull, John C. Options, Futures and Other Derivative Securities, 2nd ed. New Delhi Prentice Hall of India 1996.
12. Sharpe, Willam F. etc. Investment, New Delhi, Prentice Hall of India, 1997.

