

SCHEME OF EXAMINATION

&

SYLLABI
of

BACHELOR OF BUSINESS ADMINISTRATION

for

First to Sixth Semester (w.e.f. 2017 – 2020 Academic Session)



LINGAYA'S UNIVERSITY

NACHAULI, JASANA ROAD, GREATER FARIDABAD, HARYANA



SCHEME OF EXAMINATIONS
LINGAYA'S UNIVERSITY, GREATER FARIDABAD, HARYANA
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

I. SUMMER TRAINING PROJECT

Each student shall undergo practical training of eight weeks during the vacations after fourth semester in an approved business / industrial / service organization and submit at least two copies of the Summer Training Report to the Director / Principal of the Institution before the commencement of the end-term Examination. The Summer Training Report shall Carry 100 marks. It shall be evaluated for 50 marks by an External Examiner to be appointed by the University and for the rest of the 50 marks by an Internal Examiner to be appointed by the Director / Principal of the Institution.

II. FINAL YEAR MAJOR PROJECT REPORT

During the sixth semester each student shall undertake a project to be pursued by him / her under the supervision of an Internal Supervisor to be appointed by the Director / Principal. The project should preferably be based on primary data. Both the subject and the name of the Supervisor will be approved by the Director / Principal of the Institution. The Project Report in duplicate along with one soft copy in a CD/DVD will be submitted at least three weeks prior to the commencement of the End Term Examination of the Sixth Semester. Project Report shall carry 100 marks. It shall be evaluated for 50 marks by an External Examiner to be appointed by the University and for the rest of the 50 marks by an Internal Examiner to be appointed by the Director / Principal of the Institution.

LINGAYA'S UNIVERSITY, GREATER FARIDABAD, HARYANA
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

INSTRUCTIONS FOR PREPARATION OF THE PROJECT REPORTS

Students are required to follow the mentioned pattern in preparing the project:

Format of the report:

1. Title page
2. Certificate
3. Acknowledgement
4. Table of Contents
5. Chapter Plan:
 - Chapter I: Introduction
 - Objectives of the study
 - Review of Literature
 - Research Methodology
 - Limitations of the study
 - Chapter II: Profile of the Organization
 - Chapter III: Analysis and Interpretation of Data
 - Chapter IV: Conclusions and Recommendations

Format for Bibliography

Books

Pandey, I.M.; Financial Management, Vikas Publishers, New Delhi; 2017.

Articles

Gupta, K; Durables: On a Fast Track; Harvard Business Review, No. 11; Vol. 8; pp 4-7.

Websites:

www.google.com

Annexures

Questionnaire (if applicable)

LINGAYA'S UNIVERSITY, GREATER FARIDABAD, HARYANA
BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME
B.B.A. (Three-Years)

First Semester Examination

Code No.	Paper	L	T/P	Credits
BBA 101	Management Process & Organizational Behaviour	4	-	4
MA 107/MA-109	Business Mathematics	4	-	4
BBA 103	Financial Accounting	4	-	4
BBA 105	Business Economics	4	-	4
CS-1105	Computer Application	4	-	4
CS-1155	Computer Application Lab	-	4	2
PD-191A	Hobby Club	2	-	2
	Total	22	4	24

Second Semester Examination

Code No.	Paper	L	T/P	Credits
BBA 102	Cost Accounting	4	-	4
BBA 104	Business Communication	4	-	4
BBA 106	Managerial Skill Development* (NUES)	2	-	2
MA 108	Quantitative Techniques	4	-	4
CS-1206	E-Commerce	4	-	4
CS-1256	E-Commerce-Lab	-	4	2
N	Total	18	4	20

*NUES: Non University Examination System

LINGAYA'S UNIVERSITY, GREATER FARIDABAD, HARYANA
BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME
Third Semester Examination

Code No.	Paper	L	T/P	Credits
BBA 201	Marketing Management	4	-	4
BBA 203	Management Accounting	4	-	4
BBA 205	Business Laws	4	-	4
BBA 207	Business Ethics and Corporate Social Responsibility	4	-	4
BBA 209	Indian Economy	4		4
CE-2303	Environmental Science* (NUES)	2	-	2
PD	PDP	2	-	2
*	Total	24	-	24

*NUES: Non University Examination System

Fourth Semester Examination

Code No.	Paper	L	T/P	Credits
BBA 202	Business Environment	4	-	4
BBA 204	Human Resource Management	4	-	4
BBA 206	Financial Management	4	-	4
BBA 208	Research Methodology	4	-	4
CS-2202	Information System Management	4	-	4
BBA 252	Research Methodology – Lab	-	2	2
BBA-001	Minor Project	-	2	2
PD-	PDP	2	-	2
	Total	22	4	26

Note: At the end of the Fourth Semester all the students shall have to undergo Summer Training for Eight Weeks.

LINGAYA'S UNIVERSITY, GREATER FARIDABAD, HARYANA
BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME

Fifth Semester Examination

Code No.	Paper	L	T/P	Credits
BBA 301	Income-tax Law and Practice	4	-	4
BBA 303	Service Marketing	4	-	4
BBA 305	Goods & Services Tax (GST)	4	-	4
BBA 307	Digital Marketing	4	-	4
BBA 313	Production & Operations Management	4	-	4
BBA 351	Summer Training Report & Viva Voice	-	3	6
PD	PDP	2	-	2
	Total	22	3	28

Sixth Semester Examination

Code No.	Paper	L	T/P	Credits
BBA 302	Project Management	4	-	4
BBA 304	Entrepreneurship Development	4	-	4
BBA 306	Sales & Distribution Management	4	-	4
BBA 310	International Business Management	4	-	4
BBA 308	Business Policy & Strategy	4	-	4
BBA 003	Project Report and Viva-Voce	-	3	6
PD-	PDP	2	-	2
	Total	22	3	28

SEMESTER I

LINGAYA'S UNIVERSITY, GREATER FARIDABAD, HARYANA
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA 101: Management Process & Organizational Behaviour

L-4, T-0

Credits –4

Max Marks: 75

Objectives: The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management.

Unit I

Lectures:- 10

Management: Concept, Nature, Process, Significance; Managerial levels, skills, Functions and Roles; Management vs. Administration; Coordination as Essence of Management.

Development of Management Thought: Classical, Neo-Classical, Behavioral, Systems and Contingency Approaches.

Planning: Nature, Scope and Objectives of Planning; Types of plans; Planning Process; Business Forecasting; MBO: Concept, Types, Process and Techniques of Decision-Making; Bounded Rationality. **Organising:** Concept, Principles of an Organization; Span of Control; Departmentation; Types of an Organization; Authority-Responsibility; Delegation and Decentralization;

Unit II

Lectures: - 12

Staffing: Concept, Nature and Importance of Staffing. Motivating and Leading: Nature and Importance of Motivation; Types of Motivation; Theories of Motivation: Maslow, Herzberg, X, Y and Z; Leadership: Meaning and Importance; Traits of a leader; Leadership Styles – Likert's Systems of Management, Tannenbaum & Schmidt Model and Managerial Grid.

Controlling: Nature and Scope of Control; Types of Control; Control Process; Control Techniques – Traditional and Modern; Effective Control System.

Unit III

Lectures: - 12

Organisational Behaviour-1: Concept and nature of Organizational behavior, O.B. Models, Importance, Challenges and Opportunities,

Individual & Interpersonal Behaviour: Personality – Determinants and Traits; Emotions; Learning-Theories, Perception –Process and Errors, Attitudes- Formation, Theories, Relationship between Attitude and Behavior; **Interpersonal Behaviour:** Johari Window; Transactional Analysis – Ego States, Types of Transactions, Life Positions, Applications of T.A

Unit IV

Lectures: - 10

Group Behaviour & Team Development: Concept of Group and Group Dynamics, Stages of Group Development, Theories of Group Formation; Concept of Team Vs. Group; Types of Teams; Building and Managing Effective Teams.

Organization Culture and Change Management: Concept of Organizational Culture, Managing Conflict, Managing Change; Resistance to Change, Managing cross Cultures.

Text Books

1. Robbins, (2011). Fundamentals of Management: Essentials Concepts and Applications, Pearson Education.
2. Robbins, S.P. and Sanghi, S., (2009), Organizational Behaviour; 13th edition, Pearson Education.
3. Stoner, Freeman and Gilbert Jr. ((2010)) Management, 8th Edition, Pearson Education.

Reference Books

1. Koontz, H.(2014), Essentials of Management, McGraw Hill Education.
2. Ghillier, A, W., (2008) Management- A Real World Approach, McGraw Hill Education.
3. Mukherjee, K, (2009), Principles of Management, 2nd Edition, McGraw Hill Education.
4. Luthans, Fred, (2008), Organizational Behavior, 11th Edition, McGraw Hill Education.

LINGAYA'S UNIVERSITY, GREATER FARIDABAD, HARYANA
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

MA-107 Business Mathematics

L-4, T-0

Credits –4

Max Marks: 75

Objectives: This course aims at equipping student with a broad based knowledge of mathematics with emphasis on business applications.

Course Contents

Unit I

Hours: - 10

Principle of Counting: Concept of Factorial, Principle of Counting, Mathematical Induction: Principle, Arithmetic Progression & Geometric Progression, Concepts of function.

Unit II

Hours: - 14

Matrix Algebra: Definition of a matrix, Types of Matrices, Equality of Matrices, Matrix Operations, Transpose of a matrix, Determinants, System of Linear equations, Cramer's rule, Inverse of a Matrix. Properties of the Inverse Solution to a System of Equations by:

(i) The Ad-joint Matrix Methods.

(ii) The Gaussian Elimination method, Rank of a Matrix, Rank of a System of Equations.

The Echelon Matrix; Application of Matrices to Business Problems Input Output Analysis, Preparation of Depreciation Lapse Schedule, Leontiff I/O Model.

Unit III

Hours: - 10

Differential Calculus: Derivative of a Parametric Function, Logarithmic Differentiation Derivative of an Inverse Function, Optimization Using Calculus, Point of Inflexion Absolute and Local-Maxima and Minima, Optimization in case of Multi Variate Function. Lagrangian multipliers, Derivative as a Rate Measure, Applications in Business.

Unit IV

Hours: - 10

Integral Calculus: Indefinite Integrals, Techniques of Integration, Definite Integrals, Business application, Consumer's or Producer's surplus, Learning Curve.

Text Books

1. Trivedi, (2012), Business Mathematics, Pearson Education.
2. Bhardwaj, R.S. (2013). Mathematics and Statistics for Business, Excel Books.

References

1. Khan, Shadab, (2012) A Text Book of Business Mathematics, Anmol Publications.
2. Raghavachari, M, (2011), Mathematics for Management, McGraw Hill Education.
3. Tuttle, Michael, D., (2012) Practical Business Math: An Applications Approach, Prentice Hall.
4. Hazarika, P. (2010), A textbook of Business Mathematics, S. Chand Publication.

Note: Latest edition of text books may be used.

LINGAYA'S UNIVERSITY, GREATER FARIDABAD, HARYANA
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

MA 109: Business Mathematics

L-4 T-0

Credit-4

Max Marks: 75

Objective: The objective of this course is to familiarize the students with the basic mathematical tools, with an emphasis on applications to business and economic situations.

Unit-1 Sequence and Series. Arithmetic Progression (A.P.), Arithmetic Mean (A.M.), Geometric Progression (G.P.), general term of a G.P., sum of n terms of a G.P. Arithmetic and geometric series, infinite G.P. and its sum, geometric mean (G.M.). Relation between A.M. and G.M. Sum to n terms of the special series : $\sum n$, $\sum n^2$ and $\sum n^3$..

Unit-2:: Matrices

Concept, notation, order, equality, types of matrices, zero matrix, transpose of a matrix, symmetric and skew symmetric matrices. Addition, multiplication and scalar multiplication of matrices, simple properties of addition, multiplication and scalar multiplication. Non-commutativity of multiplication of matrices and existence of non-zero matrices whose product is the zero matrix (restrict to square matrices of order 2). (Here all matrices will have real entries).

Unit 3: Determinants: Determinant of a square matrix (up to 3×3 matrices), properties of determinants, minors, cofactors and applications of determinants in finding the area of a triangle. Adjoint and inverse of a square matrix. Consistency, inconsistency and number of solutions of system of linear equations by examples, solving system of linear equations in two or three variables (having unique solution) using inverse of a matrix.

Unit 4: Differentiation & Integration: Differentiability, derivative of composite functions, chain rule, derivative of implicit function. Derivatives of exponential, logarithmic functions. Functions expressed in parametric forms. Second order derivatives. Integration as inverse process of differentiation. Integration of functions by substitution, by partial fractions and by parts. Definite integrals, Basic properties of definite integrals, Applications in finding the area under simple curves.

Reference Books:

1. R.D SHARMA FOR ELEMENTARY MATHEMATICS
2. R.S . AGRAWAL FOR FUNDAMENTALS OF MATHEMATICS
3. PRADEEP'S MATHEMATICS LOGICS & FUNDAMENTAL

LINGAYA'S UNIVERSITY, GREATER FARIDABAD, HARYANA
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA 103: Financial Accounting

L-4 T-0

Credit-4

Max Marks: 75

Objectives: The objective of this subject is to give understanding of the basic accounting principles and techniques of preparing the accounts for users of accounting information.

Course Contents

Unit I

Hours: - 10

Meaning and Scope of Accounting: Objectives and nature of Accounting, Definition and Functions of Accounting, Book Keeping and Accounting, Interrelationship of Accounting with other Disciplines, Branches of Accounting, Limitation of Accounting, Accounting Principles and Standards: Accounting Principles, Accounting Concepts and Conventions, Meaning and relevance of GAAP, Introduction to Accounting Standards Issued by ICAI.

Unit II

Hours: - 10

Journalizing Transactions: Journal Entries, compound Journal entries, Opening Entry.

Ledger Posting and Trial Balance: Preparation of Ledger, Posting, Cash book, Sales and Purchase book and Trial Balance.

Company Final Accounts: Preparation of Final Accounts with adjustments, Trading Account, Profit & Loss Account, Balance Sheet.

Unit III

Hours: - 12

Depreciation Provisions and Reserves: Concept of Depreciation, Causes of Depreciation, Basic Features of Depreciation, Meaning of Depreciation Accounting, Objectives of Providing Depreciation, Fixation of Depreciation Amount, Method of Recording Depreciation, Methods of Providing Depreciation, Depreciation Policy, AS-6 (Revised) Provisions and Reserves, Change of method of Depreciation (by both current and retrospective effect).

Contemporary Issues & Challenges in Accounting: Human Resource Accounting, Green Accounting, Inflation Accounting, Price level Accounting, Social Responsibility Accounting

Unit IV

Hours: - 12

Shares and Share Capital: Introduction to Joint Stock Company, Shares, Share Capital, Accounting Entries, Under Subscription, Oversubscription, Calls in Advance, Calls in Arrears, Issue of Share at Premium, Issue of Share at Discount, Forfeiture of Shares, Surrender of Shares, Right Shares.

Issue and Listing of Securities: Stock Exchange of India, Control of SEBI, Regulating business in stock exchange (Elementary Knowledge only).

Text Books

1. Tulsian, P.C., (2012) Financial Accountancy, Pearson Education.
2. Maheshwari, S.N. and Maheshwari, S. K., (2012) An Introduction to Accountancy, Vikas Publishing House

Reference Books

1. Bhattacharyya, Asish K., (2010) Essentials of Financial Accounting, Prentice Hall of India.
2. Rajasekran, (2012), Financial Accounting, Pearson Education.
3. Bhattacharya, S.K. and Dearden, J., (2010) Accounting for Manager – Text and Cases. VKP

LINGAYA'S UNIVERSITY, GREATER FARIDABAD, HARYANA
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA 105: Business Economics

L-4, T-0

Credit-4

Max Marks: 75

Objectives: The objective of this subject is to give understanding of the basic concepts and issues in business economics and their application in business decisions.

Course Contents

Unit I

Hours: - 10

Introduction to Business Economics and Fundamental concepts: Nature, Scope, Definitions of Business Economics, Difference between Business Economics and Economics, Contribution and Application of Business Economics to Business. Micro vs. Macro Economics. Opportunity Costs, Time Value of Money, Marginalism, Incrementalism, Market Forces and Equilibrium, Risk, Return and Profits.

Unit II

Hours: - 12

Consumer Behavior and Demand Analysis:

Cardinal Utility Approach: Diminishing Marginal Utility, Law of Equi-Marginal Utility. Ordinal Utility Approach: Indifference Curves, Marginal Rate of Substitution, Budget Line and Consumer Equilibrium. Theory of Demand, Law of Demand, Movement along vs. Shift in Demand Curve, Concept of Measurement of Elasticity of Demand, Factors Affecting Elasticity of Demand, Income Elasticity of Demand, Cross Elasticity of Demand, Advertising Elasticity of Demand. Demand Forecasting: Need, Objectives and Methods (Brief)

Unit III

Hours: - 12

Theory of Production: Meaning and Concept of Production, Factors of Production and Production function, Fixed and Variable Factors, Law of Variable Proportion (Short Run Production Analysis), Law of Returns to a Scale (Long Run Production Analysis) through the use of ISO QUANTS.

Unit IV

Hours: - 10

Cost Analysis & Price Output Decisions: Concept of Cost, Cost Function, Short Run Cost, Long Run Cost, Economies and Diseconomies of Scale, Explicit Cost and Implicit Cost, Private and Social Cost. Pricing Under Perfect Competition, Pricing Under Monopoly, Control of Monopoly, Price Discrimination, Pricing Under Monopolistic Competition, Pricing Under Oligopoly.

Text Books:

1. Samuelson, P & Nordhaus, W. (2010) Economics, McGraw Hill Education.
2. Dwivedi, D.N. (2010) Managerial Economics, Vikas Publishing House.

Reference Books:

1. Salvatore, D. (2014) Managerial Economics in a Global Economy, Oxford University Press.
2. Kreps, D. (2010) Microeconomics for Managers, Viva Books Pvt. Ltd.
3. Mankiw, NG, (2011), Principles of Economics, Cengage Learning.
4. Peterson, L. and Jain (2012), Managerial Economics, Pearson Education.

Note: Latest edition of text books may be used.

LINGAYA'S UNIVERSITY, GREATER FARIDABAD, HARYANA
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
CS-1105 Computer Application

L-4, T -0

Credit-4

Max Marks: 75

Objectives: This is a basic paper for students to familiarize with computer and its applications in the relevant fields and exposes them to other related papers of IT.

Course Contents

Unit I

Hours: - 08

Basics of Computer: Characteristics of Computers, Input-output Devices (Hardware, Software, Human ware and Firmware), Function of Different Units of Computer, Classification of Computers. Computer Memory: Primary Memory, Secondary memory.

Unit II

Hours: - 10

Computer Software: Types of Software, Introduction to Operating System; Function of OS, Types of Operating Systems, Booting Procedure, Start-up Sequence, Details of Basic System Configuration, Important Terms like Directory, File, Volume, Label, Drive Name, etc; Introduction to GUI using Windows Operating System, Compiler, Interpreter and assembler, Types of languages; word processor and software.

Unit III

Hours: - 14

Operating System Concept: Introduction to MS-Word, MS-Excel / Spread Sheets.

Advanced Excel: Introduction, features, applications and advanced functions of Excel.

All Directory Manipulations, Operating system commands. Introduction to DBMS, Structure of a DBMS and Advantages of DBMS.

Protection & Security: Indian IT Act, Goals of Protection and Security, Concept of Encryption & Decryption, Virus, Worm, Antivirus, Firewall.

Information Technology and Society: Application of information Technology in Railways, Airlines, Banking, Online Banking System, Insurance, Inventory Control, Financial systems, Hotel management, Education, entertainment and health, security issues in information technology.

Unit IV

Hours: - 12

Computer Networks and IT applications: Data communication concepts, types of communication media, Concepts of Computer Networks, Network topologies, Networking devices, OSI model.

Concepts of Web Technology: Internet, Intranet and Extranets; Applications of internet, Basics services over Internet like WWW, FTP, Telnet, Gopher etc., IP addresses, ISPs, URL, Domain Names, Web Browsers, Internet Protocols, Search Engines, e-mail.

Text Books

1. Leon and Leon, (2012), Introduction to Information Technology, Vikas Publishing House.
2. Sinha, Pradeep K. Foundations of Computing, (2012), BPB Publisher

Reference Books

1. Joseph A.Brady and Ellen F Monk, (2012), Problem Solving Cases in Microsoft and Excel, Thomson Learning.
2. Tanenbaum, A. S., (2011), Computer Networks, Pearson Education.
3. Goyal, Anita, (2012) Computer Fundamentals, Pearson Education.
4. ITL, ESL, (2008) Introduction to Infotech, Pearson Education..

Note: Latest edition of text books may be used.

LINGAYA'S UNIVERSITY, GREATER FARIDABAD, HARYANA
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
CS-1155 Computer Application Lab

L-0, T-04

Credit-2

Max Marks: 60

Lab would be based on the following topics:

1. All commands specified in unit III using Windows

2. Introduction to MS-Word:

Introduction to Word Processing, it's Features, Formatting Documents, Paragraph Formatting, Indents, Page Formatting, Header and Footer, Bullets and Numbering, Tabs, Tables, Formatting the Tables, Finding and Replacing Text, Mail Merging etc.

3. Introduction to MS-Excel:

Introduction to Electronic Spreadsheets, Entering Data, Entering Series, Editing Data, Cell Referencing, ranges, Formulae, Functions, Auto Sum, Copying Formula, Formatting Data, Creating Tables, Graphs and charts, Creating Database, Sorting Data, Filtering etc.
Advanced Excel: Advanced Functions of MS-Excel.

4. Introduction to MS PowerPoint:

PowerPoint, Features of MS PowerPoint Clipping, Slide Animation, Slide Shows, Formatting etc.

5. Computerized Accounting Software:

The students must be familiar with preparation of computerized accounts (By using Tally Software or any other popular accounting software): including creation of company, vouchers and recording transactions, preparing reports – cash book and bank book, ledger accounts, trial balance, profit and loss account (income statement) and balance sheets.

SEMESTER -II

LINGAYA'S UNIVERSITY, GREATER FARIDABAD, HARYANA
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA 102: Cost Accounting

L-4, T/P-0,

Credits: 04

Max Marks: 75

Objectives: The primary objective of the course is to familiarize the students with the basic cost concepts, allocation and control of various costs and methods of costing.

Course Contents

Unit I

Hours: 12

Meaning and Scope of Cost Accounting: Basic Cost Objectives and scope of cost accounting, Cost centres and cost units, Difference between financial, cost and management accounting. Basic Cost concepts - Cost classification and elements of cost.

Materials Control: Meaning, Steps Involved, Materials and Inventory, Techniques of Material/Inventory Control (EOQ, FSND, ABC, Stock Levels, JIT, VED), Valuation of Inventory (FIFO, LIFO, Weighted average); Practical's of EOQ, stock levels, FIFO, LIFO

Unit II

Hours: 12

Labour Cost: Attendance and payroll procedures, overtime, idle time and incentives, direct and indirect labour, remuneration systems and incentive schemes (Halsey, Rowan, Taylor, Merrick, Bedaux, Emerson plans practical).

Overheads: Functional analysis – factory, administration, selling, distribution, research and development, fixed, variable, semi variable and step cost; Factory overheads, Administration overheads and Selling and distribution overheads (in brief about types of overheads). (Overhead rate, Machine rate, under & over absorption practical).

Unit III

Hours: 10

Cost Sheet – Preparation of Cost Sheet (simple problems).

Process Costing - Meaning and computation of normal profits, abnormal effectives and abnormal loss.

Unit IV

Hours: 10

Contract Costing: Progress payments, retention money, escalation clause, contract accounts, accounting for material, accounting for plant used in a contract, contract profit and balance sheet entries.

Operating Costing (basic problems related to transport only).

Text Books

1. Maheshwari, S. N. and Mittal, S. N. (2015), Cost Accounting – Theory and Problems, Shri Mahavir Book Depot.
2. Arora, M.N., (2012), Cost Accounting, Vikas Publishing House.

Reference Books

1. Lal, Jawahar and Srivastava, Seema, (2013), Cost Accounting, McGraw Hill Education.
2. Pandey, I.M., (2014), Management Accounting, Vikas Publishing House, Delhi.
3. R.Palaniappan & Hariharan; (2012), Cost Accounting Theory & Practices, I.K. International Publishing House, Delhi

LINGAYA'S UNIVERSITY, GREATER FARIDABAD, HARYANA
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA 104: Business Communication

L-4, T-0,

Credits: 04

Max Marks: 75

Objectives: To train students to enhance their skills in written as well as oral Communication through practical conduct of this course. This course will help students in understanding the principles & techniques of business communication.

Course Contents

Unit I

Hours: - 10

Fundamental of Communication English and Career Management: Meaning and significance of communication, Process of Communication, Principles of Effective Business Communication, 7Cs; How To Improve Command Over Spoken and Written English, Self Appraisal, Selection of Job to match your potential, Challenges of 21st Century managing carrier, Art of Effective Listening.

Unit II

Hours: - 10

Communicating in a Multicultural World: idea of a global world, Impact of globalization on organizational and multicultural communication, understanding culture for global communication; Etic and Emic approaches to culture, The Cross Cultural Dimensions of Business Communication, Technology and Communication, Ethical & Legal Issues in Business Communication, overcoming cross cultural communication.

UNIT III

Hours: - 12

Business letter writing and Presentation Tools: Business letters- Need, Functions and Layout of Letter Writing, Types of Letter Writing: Persuasive Letters, Request Letters, Sales Letters and Complaints; **Employment related letters** Interview Letters, Promotion. Letters, Resignation Letters,

UNIT IV

Hours: - 12

Departmental Communication: Barriers of Communication, Meaning, Need and Types, News Letters, Circulars, Agenda, Notice, Office Memorandums, Office Orders, Minutes of the meeting. Project and Report writing, How to Make a Presentation, the Various Presentation Tools, along with Guidelines of Effective Presentation,

Text Books:

1. Lesikar et al (2014). Business Communication: Making Connections in a Digital World. Tata McGraw Hill Publishing Company Ltd. New Delhi.
2. Boove, C.L., Thill, J.V. & Chaturvedi, M. (2014). Business Communication Today, Pearson.
3. Effective Business Communication. Centre for Education Growth and Research.

Reference Books:

1. Krizan et al (2014). Effective Business Communication, Cengage Learning.
2. Scot, O. (2012). Contemporary Business Communication, Biztantra, New Delhi.
3. Chaney & Martin (2012). Intercultural Business Communication, Pearson Education

LINGAYA'S UNIVERSITY, GREATER FARIDABAD, HARYANA
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
MA 108 – Quantitative Techniques

L-4, T-0

Credits -4

Max Marks: 75

Objectives: The objective of this paper is to develop student's familiarity with the basic concept and tools in statistics and operations research. These techniques assist specially in resolving complex problems serve as a valuable guide to the decision makers.

Course Contents

Unit I

Hours: - 10

Statistics: Definition, Importance & Limitation, Collection of data and formation of frequency distribution, Graphic presentation of Frequency distribution – Graphics, Bars, Histogram, Diagrammatic.

Unit II

Hours: - 10

Measures of Central Tendency – Mean Median and Mode, Partition values – quartiles, deciles and percentiles; Measures of variation – Range, IQR, quartile, deciles and percentiles, quartile deviation and standard deviation and Lorenz Curve.

Unit III

Hours: - 10

Correlation Analysis: Correlation Coefficient; Assumptions of Correlation Analysis; Coefficients of Determination and Correlation; Measurement of Correlation- Karl Person's Methods; Spearman's Rank correlation; Concurrent Deviation the Correlation Coefficient; Pitfalls and Limitations Associated with Regression and Correlation Analysis.

Unit IV

Hours: - 14

Linear Programming: Concept and Assumptions Usage in Business Decision Making, Linear Programming Problem: Formulation, Methods of Solving: Graphical and Simplex, problems with mixed constraints: Duality; Concept, Significance.

Transportation and Assignment problems: General Structure of Transportation Problem, Different Types Methods for Finding Initial Solution by North-West Corner Rule, Least Cost Method and Vogel Approximation Method and Testing for Optimality. Assignment Problem: Different Methods Operations, Scheduling: Scheduling Problems, Shop Floor Control, Gantt Charts, Principles of Work Center Scheduling, Principles of Job Shop Scheduling, Personnel Scheduling.

Text Books:

1. Vohra, N.D., (2011) Quantitative Techniques in Management, McGraw Hill Education.
2. Gupta, SP and Gupta, P.K. (2013), Quantative Techniques and Operation Research, Sultan Chand.

Reference Books

1. Rajagopalan, S. & Sattanathan, R., (2011) Business Statistics & Operations Research, McGraw Hill.
2. Sharma, J.K., (2010) Operations Research: Problems & Solutions, Macmillan India Ltd.
3. Render, Barry, Stair, R.M., Hanna, M.E., Badri, (2012) Quantitative Analysis for Management, Pearson Education.
4. Vishwanathan, P.K., (2010) Business Statistics and Applied Orientation, Pearson Education.

Note: Latest edition of text books may be used

LINGAYA'S UNIVERSITY, GREATER FARIDABAD, HARYANA
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
CS-1206 E-Commerce

L-4, T-0,

Credits: 04

Max Marks: 75

Objectives: The course imparts understanding of the concepts and various application issues of e-business like Internet infrastructure, security over internet, payment systems and various online strategies for e-business.

Course Contents

Unit I

Hours: - 12

Introduction to E-Commerce: Electronic Business, Electronic Commerce, Types of Electronic Commerce, Benefits, Limitations and Barriers of E-commerce, Electronic Commerce Models, Value Chains in Electronic Commerce, E-Commerce in India., Web Based Tools for Electronic Commerce, e-Marketing, Intranet, Composition of Intranet, Business Applications on Intranet, Extranets. Electronic Data Interchange, Components of Electronic Data Interchange, Electronic Data Interchange Communication Process.

Unit II

Hours: - 12

Security Issues in e-business: Basic E-Commerce Security issues, Electronic Commerce Threats, E-Commerce Security Strategy, Encryption, Digital Signatures, Digital Certificates, Securing E-commerce Networks: Firewalls, Personal Firewalls, IDS, VPNs, Public Key Infrastructure (PKI) for Security.

Unit III

Hours: - 10

Electronic Payment System:

Concept of e-Money, Internet Banking, Electronic Payment System, Types of Electronic Payment Systems, Smart Cards, Infrastructure Issues in EPS, Electronic Fund Transfer.

Unit IV

Hours: - 10

e-Business Applications & Strategies: Business Models & Revenue Models over Internet, Emerging Trends in e-Business, Digital Commerce, Mobile Commerce, Basics of Internet Enabled SCM-e Supply Chain, Strategies for E-Commerce, Internet based Business Models; Legal, Ethical and Societal Impacts of E-Commerce.

Text Books

1. Efraim Turban, David King, Dennis Viehland, Jae Lee, (2012): Electronic Commerce – A Managerial Perspective, Pearson Education.
2. Bharat Bhaskar (2013). Electronic Commerce- Framework, Technologies and Applications, Tata McGraw Hill.

Reference Books

1. Elias M. Awad (2010). Electronic Commerce-From Vision to Fulfillment, PHI Learning.
2. Dave Chaffey (2013). E-Business and E-Commerce Management- Strategy, Implementation and Practice, Pearson Education.
3. Joseph, P.T. and S.J. (2012). E-Commerce – An Indian Perspective, PHI.
4. Schneider Gary, (2014). Electronic Commerce, Cengage Learning.

Note: Latest edition of text books may be used.

LINGAYA'S UNIVERSITY, GREATER FARIDABAD, HARYANA
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

CS- 1256 E-Commerce Lab

L-0, T/P-4

Credits: 02

Max Marks: 60

Lab would be based on the Paper 106. The objective of this lab is to understand the various application of e-business like Internet infrastructure, security over internet, payment systems, online transactions and online strategies for e-business.

Semester III

LINGAYA'S UNIVERSITY, GREATER FARIDABAD, HARYANA
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA-201: Marketing Management

L-4, T-0

Credits -4

Max Marks: 75

Objectives: The objective of this paper is to identify the foundation terms and concepts that are commonly used in marketing. This course will give complete relationship between marketing and other management functions.

Course Contents

Unit I

Hours: -10

Introduction to Marketing: Nature, Scope and Importance of Marketing, Basic concepts, Marketing Environment, Consumer Behavior, Market Segmentation, Targeting and Positioning.

Unit II

Hours: -10

Product: Product Levels, Product Mix, Product Strategy, Product Development, Product Lifecycle and Product Mix.

Pricing Decisions: Designing Pricing Strategies and Programmes, Pricing Techniques.

Unit III

Hours: -12

Place: Meaning & importance, Types of Channels, Channels Strategies, Designing and Managing Marketing Channel, Retailing, Physical Distribution, Marketing Logistics and Supply Chain Management.

Unit IV

Hours: -12

Promotion: Promotion Mix, Push vs. Pull Strategy; Promotional Objectives, Advertising- Meaning and Importance, Types, Media Decisions, Promotion Mix, Personal Selling-Nature, Importance and Process, Sales Promotion – Purpose and Types; Publicity and Public Relations- Definition, Importance and Methods.

Emerging Issues in Marketing: Integrated Marketing, Online Marketing, Online Payments, Rural Marketing, Social Marketing, Green Marketing (Introductory aspects only).

Text Books

1. Kotler, Armstrong, Agnihotri and Haque, (2012), Principles of Marketing- A South Asian Perspective, Pearson Education.
2. Ramaswamy and Namkumar, S., (2013), Marketing Management Global Perspective: Indian Context, McMillan, Delhi.

References

1. Saxena, Rajan, (2012), Marketing Management, McGraw Hill Education.
2. Lamb, Charles W, (2012), MKTG: a South Asian Perspective, Cengage Learning.
3. Russel, Winer, (2012), Marketing Management, Pearson Education.
4. Kotler, Koshi Jha, (2014), Marketing Management, Pearson Education.

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA 203: Management Accounting

L-4 T-0

Credits –4

Max Marks: 75

Objectives: The objective of the course is to familiarize the students with the basic management accounting concepts and their applications in managerial decision making.

Course Contents

Unit I

Lectures:-6

Management Accounting: Nature and Scope, Financial Accounting, Cost Accounting and Management Accounting, Advantages and Limitations of Management Accounting, Role of Management Accountant.

Unit II

Lectures:-14

Financial Analysis: Financial Statements and their Limitations, Concepts of Financial Analysis, Tools of Financial Analysis: Comparative Financial Statements, Common Size Financial Statements, Trend Percentages.

Ratio Analysis: Nature and Interpretation, Classification of Ratios, Profitability Ratios, Turnover Ratios, Financial Ratios, Utility and Limitations of Ratios.

Cash Flow Analysis: Distribution of Cash from Funds, Utility of Cash Flow Statement, Accounting Standard 3 (AS 3: Revised), Construction of Cash Flow Statement.

Unit III

Lectures:-10

Budgets and Budgetary Control: Concept of Budgets and Budgetary Control, Advantages and Limitations of Budgetary Control, Establishing a System of Budgetary Control, Preparation of Different Budgets, Fixed and Flexible Budgeting, Performance Budgeting and Zero Base Budgeting, Concept of Responsibility Accounting – Types of Responsibility Centres.

Standard Costing and Variance Analysis: Meaning of Standard Cost, Relevance of Standard Cost for Variance Analysis, Significance of Variance Analysis, Computation of Material, Labour Variances.

Unit IV

Lectures:-14

Marginal Costing and Profit Planning: Marginal Costing Differentiated from Absorption Costing, Direct Costing, Differential Costing, Key Factor, Break-even Analysis, Margin of Safety, Cost-Volume-Profit Relationship, Advantages, Limitations and Applications of Marginal Costing.

Decisions Involving Alternative Choices: Concept of Relevant Costs, Steps in Decision Making, Decisions Regarding Determination of Sales Mix, Exploring new Markets, Discontinuance of a Product Line, Make or Buy, Equipment Replacement, Change Versus Status Quo, Expand or Contract and Shut-Down or Continue.

Text Books

1. Maheshwari, S. N. and Mittal, S. N. (2015), Cost Accounting – Theory and Problems, Shri Mahavir Book Depot.
2. Maheshwari, S.N., (2014), Principles of Management Accounting, Sultan Chand & Sons.

Reference Books

3. Arora, M.N., (2012), Cost Accounting, Vikas Publishing House.
4. Lal, Jawahar and Srivastava, Seema, (2013), Cost Accounting, McGraw Hill Education.
5. Bhattacharya, (2010), Management Accounting, Pearson Education.

LINGAYA'S UNIVERSITY, GREATER FARIDABAD, HARYANA
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA 205: Business Law

L-4, T -0

Credit-4

Max Marks: 75

Objective: The objective of the course is to impart basic knowledge of the important business laws along with relevant case law.

Contents

Unit I:

Hours: - 10

The Indian Contract Act, 1872: General Principle of Law of Contract

- a) Contract – meaning, characteristics and kinds
- b) Essentials of valid contract - Offer and acceptance, consideration, contractual capacity, free consent, legality of objects.
- c) Contract of Indemnity and Guarantee
- d) Contract of Bailment & Pledge.

Unit II: The Sale of Goods Act, 1930

Hours: - 12

- a) Contract of sale, meaning and difference between sale and agreement to sell.
- b) Conditions and warranties
- c) Transfer of ownership in goods including sale by non-owners
- d) Performance of contract of sale
- e) Unpaid seller – meaning and rights of an unpaid seller against the goods and the buyer.

Unit III:

Hours: - 12

The Companies Act 1956 with up-to-date Amendments (Basic elementary knowledge): Essential characteristics of a Company, Types of Companies, Memorandum and Articles of Association, Prospectus, Shares – Kinds, Allotment and Transfer, Debentures, Essential conditions for a valid Meeting, Kinds of Meetings and Resolutions; Directors and Remuneration, Directors, Managing Directors-their Appointment, Qualifications, Powers and Limits on their Remuneration, Prevention of Oppression and Mismanagement.

Unit IV: The Negotiable Instruments Act 1881

Hours: - 10

- a) Meaning and Characteristics of Negotiable Instruments : Promissory Note, Bill of Exchange, Cheque, Crossing of Cheque, Bouncing of Cheques
- b) Holder and Holder in due Course, Privileges of Holder in Due Course.
- c) Negotiation: Types of Endorsements

Text Books

- 1. Kuchhal, M.C. and Vivek Kuchhal, (2014) *Business Law*, Vikas Publishing House, New Delhi.
- 2. Maheshwari & Maheshwari, *Principles of Business Law* (2013), Himalaya Pub.House-New Delhi.

Reference Books

- 1. Ravinder Kumar, *Legal Aspects of Business*, (2013), Cengage Learning
- 2. Singh, Avtar, *Business Law*, (2014), Eastern Book Company, Lucknow.
- 3. N.D.Kapoor, (2010) *Sultan Chand*, New Delhi
- 4. Bulchandani K R, *Business Law for Management*, (2014), Himalaya Pub.House-New Delhi.

LINGAYA'S UNIVERSITY, GREATER FARIDABAD, HARYANA
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA 207: Business Ethics and Corporate Social Responsibility

L-4, T/P-0,

Credits: 04

Max Marks: 75

Objectives: The basic objective of this paper is to make the students realize the importance of values and ethics in business. This course endeavors to provide a background to ethics as a prelude to learn the skills of ethical decision-making and, then, to apply those skills to the real and current challenges of the information professions.

Course Contents

Unit-I

Hours: -10

Introduction: Concept of Values, Types and Formation of Values, Values and Behaviour, Values of Indian Managers, Ethical Decision Making.

Ethics: Management Process and Ethics, Ethical Decision Making, Ethical Issues, Ethos of Vadanta in Management, Relevance of Ethics and Values in Business

Unit-II

Hours: -12

Knowledge and Wisdom: Meaning of Knowledge and Wisdom, Difference between Knowledge and Wisdom, Knowledge Worker versus Wisdom Worker, Concept of Knowledge Management and Wisdom management.

Stress Management: Meaning, Sources and Consequences of Stress, Stress Management and Detached Involvement.

Concept of Dharma & Karma Yoga: Concept of Karama and Kinds of Karam Yoga, Nishkam Karma, and Sakam Karma; Total Quality Management, Quality of life and Quality of Work Life.

Unit-III

Hours: -12

Understanding Progress, and Success - Results & Managing Transformation: Progress and Results Definition, Functions of Progress, Transformation, Need for Transformation, Process & Challenges of Transformation.

Understanding Success: Definitions of Success, Principles for Competitive Success, Prerequisites to Create Blue Print for Success. Successful Stories of Business Gurus.

Unit-IV

Hours: -10

Corporate Social Responsibility & Corporate Governance: Corporate Responsibility of Business: Employees, Consumers and Community, Corporate Governance, Code of Corporate Governance, Consumer Protection Act, Unethical issues in Business

Text Books

1. Fernando, A.C., (2010), Business Ethics, Pearson education.
2. Hartman, Laura and Chatterjee, Abha, (2010), Perspectives in Business Ethics, McGraw Hill Education.

Reference Books:

1. Govindarajan.M, Natarajan.S, Senthilkumar, V.S., (2013) Professional Ethics and Human Values, PHI
2. Rao, A.B., (2012), Business Ethics and Professional Values, Excel Book.
3. Manuel G.Velasquez, (2012), Business Ethics Concepts, Printice Hall of India.
4. Sison, Alejo G. Corporate Governance and Ethics, (2010) Edward Elgar Publishing Ltd.

LINGAYA'S UNIVERSITY, GREATER FARIDABAD, HARYANA
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA 209- Indian Economy

L-4 T/P-0

Credits-4

Objectives: To help the students to understand the basics of Indian economy and to catch up with economic changes occurring at national and international levels.

Course Contents

Unit I

Hours: 10

Nature of Indian Economy: The need for Economic Development, causes of under development, determinates of development, National Income of India-estimates, Interregional variations of national income, NITI Aayog (National Institution for Transforming India).

Unit II

Hours: 12

Human Resources and Economic Development – Demographic Features of Indian population, size and growth of population and economic development. Problem of over population. Human development Index. New Economy Policy; - Privatization, Liberalization, Globalization. Unemployment problem in India; Problem of Poverty.

Unit III

Hours: 12

Industrialization- Growth and problems of major industries-Iron and Steel, Cotton Textiles, Cement, Sugar and Petroleum. Industrial policy. Small scale industries-Problems and policy. Regional imbalances, Parallel Economy. India's foreign trade and balance of payment.

Unit IV

Hours: 10

Indian Finance System: Mobilization of resources for development, Fiscal policy. Economic Planning- Importance of planning for Economic development, Salient features of India's five years plans priorities-target achievements, failures, factors affecting successful implementations of plans.

Text Books

1. Datt, and Sundhram, R., (2013), Indian Economy, Sultan Chand & Sons.
2. Dhingra, I C., (2014), Indian Economy, Sultan Chand & Sons.

Reference Books

1. Singh Ramesh (2015), Indian Economy, McGraw Hill Education.
2. Mishra and Puri (2015), Indian economy, Himalaya Publishing House.
3. Banik Nilanjan (2015), The Indian Economy: A Macroeconomic Perspective, Sage India Publisher.
4. Kapila Uma (2015), Indian Economy: Performance and policies, Academic Foundation.
5. Economic survey 2017.

LINGAYA'S UNIVERSITY, GREATER FARIDABAD, HARYANA
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
CE-2303 Environmental Science*

*NUES: Non University Examination System

L-2, T/P-0,

Credits: 02

Max Marks: 75

Objectives: The basic objective of this paper is to understand the basic fundamental to environmental science, complexity of ecosystems, major environmental problems including their causes and consequences. This course endeavors to provide a background to current and controversial environmental issues and possible solutions to environmental problems.

Course Contents

Unit I

Hours: - 06

Ecosystems and how they work: Types of Eco-Systems, Geosphere – Biosphere and Hydrosphere introduction. Major issues of Biodiversity, Conservation of Bio-Diversity.

Concept of sustainability and international efforts for environmental protection: Concept of Sustainable Development, Emergence of Environmental Issues. International Protocols, WTO, Kyoto Protocol, International Agreement on Environmental Management.

Unit II

Hours: - 06

Water Pollution: Water Resources of India, Hydrological Cycle, Methods of Water Conservation and Management, Rain Water Harvesting and their legal aspects, River Action Plan, Ground and Surface Water Pollution; Waste Water Management.

Air Pollution: Air Pollution and Air Pollutants, Sources of Air Pollution and its Effect on Human Health and Vegetations. Green House Effect, Global Warming and Climate Change.

Unit III

Hours: -06

Solid Waste: Management – and Various Method Used, Composting, Land Fill Sites etc. Hazardous Waste Management, Biomedical Waste Management.

Environmental Impact Assessment and Environmental Management System - Introduction and its Impact.

UNIT IV

Hours: -06

Introduction to Indian Environmental laws: Legal framework, The Indian Penal Code, Role of Judiciary in Environmental Protection, Water (Prevention and Control of Pollution) Act, 1974, Environment (Protection) Act, 1986, Air (Prevention & Control of Pollution) Act, 1981,

Text Books

1. Miller Tyler, G. Jr., (2011), Environmental Science: Working with the Earth, Cengage Learning India Pvt. Ltd.
2. Mishra, S.P., and Panday, S.N., (2014), Essential Environment Studies, Ane Books Pvt. Ltd.

Reference Books

1. Chhatwal, Rajni Johar (2012), Environmental Science, UDH Publishers & Distributers (P) Ltd.
2. Ghosh Roy, M.K. (2014), Sustainable Development, Ane Books Pvt. Ltd.
3. Asthana, D.K. and Meera. (2014), Textbook on Environmental Studies. S.Chand.
4. Arumugam.N, & Kumaresan.V, (2014) Environmental Science & Engineering, Saras Publication.

Semester IV

LINGAYA'S UNIVERSITY, GREATER FARIDABAD, HARYANA
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA 202: Business Environment

L-4, T-0,

Credits: 04

Max Marks: 75

Objectives: To familiarize the students with the nature and dimensions of evolving business environment in India to influence managerial decisions and how the Indian Economy is influencing the business environment in India context.

Course Contents

Unit I

Hours: - 10

An Overview of Business Environment: Type of Environment-Internal, External, Micro and Macro Environment, Competitive Structure of Industries, Environmental Analysis and Strategic Management, Managing Diversity, Scope of Business, Characteristics of Business, Process and Limitations of Environmental Analysis.

Structure of Indian Economy: Concept of Economic Growth and Economic Development, Growth and Development. Basic Characteristics of Indian Economy, Trends in National Income in India.

Unit II

Hours: - 10

Planning and Economic Development and Problems in Indian Economy: Industrial Policy- 1991, Disinvestments of Public Enterprises; Economic Problems: Poverty, Inequality, Unemployment, Concentration of Economic Power, Low Capital Formation and Industrial Sickness.

Unit III

Hours: - 12

Concepts of Macro Economics and National Income Determination: Definitions, Importance, Limitations of Macro-Economics, Macro-Economic Variables, circular flow in 2,3,4 sector and multiplier in 2,3,4 sector.

National Income: Concepts, Definition, Methods of Measurement, National Income in India, Problems in Measurement of National Income & Precautions in Estimation of National Income.

Macro Economic Framework: Theory of Full Employment and Income: Classical, Modern (Keynesian) Approach, Consumption Function, Relationship between saving and Consumption, Investment function.

Unit IV

Hours: - 12

Economic Environment: Nature of Economic Environment, Economic, Nature and Structure of the Economy, Monetary and Fiscal Policies, FEMA, FDI, WTO, GATT.

Socio-Cultural Environment: Nature and Impact of Culture on Business, Culture and Globalization, Social Responsibilities of Business.

Text Books

1. Datt, and Sundhram, R., (2013), Indian Economy, Sultan Chand & Sons.
2. Cherunilam, Francis, (2014), Business Environment - Text and Cases, Himalaya Publishing House.
3. Prabhakaran Paleri (2014), Business Environment, Cengage Learning.

Reference Books

1. Dhingra, I C., (2014), Indian Economy, Sultan Chand & Sons.
2. Aswathappa, K., (2012), Essentials of Business Environment, Himalaya Publishing House.
3. Gupta C. B., (2012), Business Environment, Sultan Chand.
4. Dwivedi, D. N., (2014) Macro Economics, McGraw Hill Education.

Note: Latest edition of text books may be used.

LINGAYA'S UNIVERSITY, GREATER FARIDABAD, HARYANA
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA 204: Human Resource Management

L-4, T-0

Credits: 04

Max Marks: 75

Objectives: The objective of this course is to make students familiarize with basic concepts of human resource management and people related issues.

Course Content:

Unit I:

Hours: -10

Human Resource Management: Concept and Functions, Role, Models, Status of HR , HR Policies, Evolution of HRM. Emerging Challenges of Human Resource Management; workforce diversity, empowerment, Downsizing; VRS; Human Capital; HRIS.

Unit II

Hours: -12

Human Resource Planning: Human Resource Planning- Quantitative and Qualitative dimensions; **Recruitment** – Concept and sources; (E-recruitment, recruitment process outsourcing etc.); **Selection** – Concept and process; test and interview; placement induction. Job analysis – job description and job specification; job design; Job Enlargement; Job Enrichment and flexi-time; Career Planning; Succession Planning.

Unit III

Hours: -12

Training and Development: Concept and Importance; Identifying Training and Development Needs; Designing Training Programmes; Role Specific and Competency Based Training; Evaluating Training Effectiveness; Management Development; Career Development ;

Performance appraisal: Nature and objectives; Techniques of performance appraisal; potential appraisal and employee counseling; Internal mobility – promotions, demotion, transfers and separation. Compensation: concept and policies; job evaluation.

Unit IV

Hours: -10

Maintenance: Employee health and safety; employee welfare; social security; Industrial relations- an overview. Grievance handling and redressal Industrial Disputes causes and settlement machinery.

Strategic HRM: HRD audit, managing globalization; technology and HRM.

Text Books

1. Gary Dessler. (2013) A Framework for *Human Resource Management*. Pearson.
2. David A. Decenzo, Stephen P. Robbins, Susan L. Verhulst, *Human Resource Management*", (2015), Wiley India Private Limited.

Reference Books

1. Bohlendar and Snell, Principles of *Human Resource Management*, (2013) Cengage Learning.
2. K. Aswathappa, Human Resource Management (2013), McGraw Hill Education (India) Private Limited.
3. Chhabra, T.N. *Essentials of Human Resource Management*. (2014) Sun India Publication New Delhi.
4. Robert L. Mathis and John Jackson, Human Resource Management (2011), South-Western Publisher.

LINGAYA'S UNIVERSITY, GREATER FARIDABAD, HARYANA
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA-206: Financial Management

L-4, T-0

Credit-4

Max Marks: 75

Objectives: Efficient Management of a business enterprise is closely linked with the efficient management of its finances. Accordingly, the objective of the course is to acquaint the students with the overall framework of financial decision- making in a business unit.

Course Contents

Unit I

Hours: -12

Financial Management: Meaning, Scope, Objectives of Financial Management, Profit Vs. Wealth Maximization. Financial Management and other Areas of Management, Methods of Financial Management, Organization of Finance Function.

Sources of Financing: Classification of Sources of Finance.

Unit II

Hours: -12

Capital Structure: Meaning and Theories of Capital Structure: Net Income, Net Operating Income and MM Approach and Traditional Approach, Factors Determining Capital Structure.

Cost of Capital: Concept, Importance, Classification and Determination of Cost of Capital (Cost of Equity, Preference, debt and WACC), Leverage: Financial, operating & composite leverage

Unit III

Hours: -12

Capital Budgeting: Concept, Importance and Appraisal Methods: Pay Back Period, Accounting Rate of Return, Net Present Value Method (NPV), Profitability Index, and IRR. Capital Rationing.

Dividend Policy: Theories for Relevance and Irrelevance Concepts of Dividend.

Unit IV

Hours: -8

Working Capital Management: Operating cycle, Working Capital Estimation, Concept, Management of cash: Preparation of Cash Budget.

Text Books

- 1 . Khan M.Y, Jain P.K., (2014), Financial Management, McGraw Hill Education.
2. Pandey I. M., (2015), Financial Management, Vikas Publishing House.
3. Brigham and Houston (2013) Financial Management, CENGAGE Learning

Reference Books

1. Kapil, Sheeba, (2012), Financial Management, Pearson Education.
2. Chandra Prasanna (2011), Financial Management: Theory and Practice, McGraw Hill.
3. Maheshwari, S.N. (2013), Financial Management: Principles and Practice, Sultan Chand.
4. Tulsian, P.C. (2010), Financial Management: A self study textbook, S. Chand.

LINGAYA'S UNIVERSITY, GREATER FARIDABAD, HARYANA
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA-208 Research Methodology

L-4, T-0,

Credits: 04

Max Marks: 75

Objectives: The objective of this paper is to understand the various aspects of research, identify the various tools available to a researcher. Research Methodology can help the business manager in decision making.

Course Contents

Unit I

Hours: -10

Introduction: Meaning of research; Scope of Business Research; Purpose of Research – Exploration, Description, Explanation; Unit of Analysis – Individual, Organization, Groups, and Data Series; Conception, Construct, Attributes, Variables, and Hypotheses.

Unit II

Hours: -10

Research Process: An Overview; Problem Identification and Definition; Selection of Basic Research Methods- Field Study, Laboratory Study, Survey Method, Observational Method, Existing Data Based Research, Longitudinal Studies, Panel Studies, Questionnaire Design.

Unit III

Hours: -12

Measurement: Definition; Designing and writing items; Uni-dimensional and Multidimensional scales; Measurement Scales- Nominal, Ordinal, Interval, Ratio; Ratings and Ranking Scale, Thurston, Likert and Semantic Differential scaling, Paired Comparison, Reliability and Validity Scale.

Sampling –Steps, Types, Sample Size Decision; Secondary data sources.

Hypothesis Testing: Tests concerning means and proportions; ANOVA, Chi-square test and other Non-parametric tests.

Unit IV

Hours: -12

Report Preparation: Meaning, types and layout of research report; Steps in report writing; Citations, Bibliography and Annexure in report; JEL Classification.

Computerized Data Analysis: An overview, features, and role of Computerized Data Analysis (Advanced Excel / SPSS or any other analytical software) (Introductory aspects only).

Text Books

1. Malhotra, Naresh, (2010), Marketing Research, Pearson education.
2. Cooper, Donald R. and Schindler, Pamela S. (2014), Business Research Methods, Tata McGraw Hill.
3. Research Methodology for Faculty (2016), Centre for Education Growth and Research Publication.

Reference Books

1. Nargundkar, Rajendra, (2011), Marketing Research: Text and Cases, McGraw Hill Education.
2. Kumar, Ranjit, (2014), Research Methodology: A step by step guide for Beginners. Pearson Education.
3. Levin, Richard and Rubin, DS, (2013), Statistics for Management, Pearson Education.
4. Beri, G.C., (2013), Marketing Research, McGraw Hill Education.
5. Deepak Chawla & Neena Soni, (2016), 2nd edition, Vikas Publishing House.

LINGAYA'S UNIVERSITY, GREATER FARIDABAD, HARYANA
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
CS-2202 Information System Management

L-4 T-0

Credit-4

Max Marks: 75

Objectives: The objective of the course is to acquaint the students about the concept of information system in business organizations, and also the management control systems.

Course Contents

Unit I

Hours: -10

Introduction: Definition, Purpose, Objectives, and Role of MIS in Business Organization, pre-requisites for effective MIS, MIS Applications in Business.

Information in Decision Making: Meaning and importance, Sources and Types of Information, information requirements with particular reference to Management Levels, Relevance of Information in Decision Making, Strategic Business objectives of information system.

Unit II

Hours: -10

Cost Benefit Analysis: Quantitative and Qualitative Aspects, Assessing Information needs of the Organization.

System Development: Concept of System, Types of Systems – Open, Closed, Deterministic, Probabilistic, etc., System Approaches - System Development Life Cycle (SDLC), Prototyping, End User Development, Waterfall and Spiral method, System Analysis, Design and Implementation.

Unit III

Hours: -12

Types of information system: Transaction Processing System, Expert System, Decision Support System, Executive Information system and Knowledge Management System.

Information Technology: Recent Developments in the Field of Information Technology, Impact of IT on Organization, Multimedia Approach to Information Processing, Centralized and Distributed Processing.

Unit IV

Hours: -12

Emerging Concepts and Issues in Information Systems: ERP - An overview, Characteristics, and Role of ERP in Business Organization, Customer Relationship Management, Business Intelligence, Introduction to Database, Data Warehousing, Data Mining and its Applications, MIS and Information Security Challenges (Introductory aspects only).

Text Books

1. Laudon and Laudon, Management Information Systems, Pearson Education, 2014.
2. Javadekar, W.S., "Management Information Systems", Tata McGraw Hill Publication, 2014.

Reference Books

1. O'Brien, James A., "Management Information System", Tata McGraw Hill, 2014.
2. Davis, B. Gordon, "Management Information System", Tata McGraw Hill Publication, 2012.
3. Goyal D.P., "Management Information Systems", Macmillan Publication, 2014.
4. M Azam, "Management Information System", Tata McGraw Hill, 2012.

**LINGAYA'S UNIVERSITY, GREATER FARIDABAD, HARYANA
BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

BBA-252 Research Methodology -Lab

L-0, T/P-2

Credit-2

Max Marks: 60

Lab would be based on the Paper 208. The objective of this lab is to understand the various aspects of research, identification and use of various Software tools available to a researcher. Research tools can help the business manager in decision making (By using any popular Software (Advanced Excel / SPSS or any other analytical software))

SEMESTER -V

LINGAYA'S UNIVERSITY, GREATER FARIDABAD, HARYANA
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA 301: Income Tax Law and Practice

L-4, T/P-0,

Credits: 04

Max Marks: 75

Objectives: The course aims to help students to comprehend the basic principles of the laws governing Direct and Indirect taxes. Students are expected to have only elementary knowledge of the topics specified in the syllabus.

Course Contents

Unit I

Hours: -10

Introduction to Income Tax Act 1961, Salient Features and Basic Concepts – Previous Year, Assessment Year, Person, Gross Total Income and Agricultural Income, Residential Status and Incidence of Tax, Fully Exempted Incomes

Unit II

Hours: -12

Heads of Income-Salary (perquisites, allowances and retirement benefits), House Property, Business or Profession, Capital Gains, Other Sources

Unit III

Hours: -12

Deductions u/s 80C to 80U, Provisions for Clubbing of Income (simple problems), Meaning and Provisions of Set off and Carry Forward of Losses (simple problems)

Unit IV

Hours: -10

Deduction of Tax at Sources, Payment of Advance Tax, Assessment of Individuals (computation of Total Income and Tax Liability) and Procedure for filing of returns (online filing- ITR).

Text Books

1. Lal, B.B., (2012), Income Tax and Central Sales tax Law and Practice, Pearson Education.
2. Singhania, V. K and Singhania, Monica, Students Guide to Income Tax, (2015), Taxman Publications.

Reference Books

1. Ahuja, Girish and Gupta, Ravi, Systematic Approach to Income Tax, (2014), Bharat Law House.
2. Datey, V.S., Indirect Taxes-Law and Practice, (2015), Taxmann Publications.
3. Government of India, Bare Acts (2014), (Income Tax, Service Tax, Excise and Customs).
4. Vashisht, Nitin and Lal, B.B., (2012), Direct Taxes: Income Tax, Wealth Tax and Tax Planning, Pearson Education.

Note: Latest edition of text books may be used.

LINGAYA'S UNIVERSITY, GREATER FARIDABAD, HARYANA
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA-303 Services Marketing

L-4 T-0

Credits –4

Max Marks: 75

Objective: This course aims at enabling students to apply marketing concepts and principles to the unique challenges and opportunities of services marketing to create customer value.

Course Contents:

UNIT - I

Hours: -10

Introduction to Services Marketing: Meaning and Nature of Services Growing Importance of Services Sector; Classification of Services and Marketing Implications; Services Marketing Management Process.

UNIT - II

Hours: -12

Understanding Consumer Behavior in Services; Customer Expectations and Perceptions; Defining and Measuring Service Quality and Customer Satisfaction, SERVQUAL, House of Quality, Return on Quality; GAPs Model; Service Recovery.

UNIT - III

Hours: -12

Services Marketing Mix: Service Positioning, Services Design and Development; Service Blueprinting; Service Process; Pricing of services; Services Distribution Management; Managing the Integrated Services Communication Mix; Physical Evidence and Servicescape; Managing Service Personnel; Employee and Customer Role in Service Delivery.

UNIT - IV

Hours: -10

Marketing Applications in Select Service Industries: IT, Hospitality Services, Airlines, Tourism Services, Health Care and Wellness; Banking and Insurance Services.

Text Books

1. Zeithaml V. A., Bitner M. J. and Pandit, A. (2013), Services Marketing, Tata McGraw Hill Publishing Co. Ltd. New Delhi.
2. Lovelock C. H., Wirtz, J. and Chatterjee, J. (2012). Service Marketing: People, Technology, Strategy, Pearson Education, New Delhi.

Reference Books

1. Hoffman, K. D. & Bateson, J. E.G. (2012), Marketing of Services, Cengage Learning.
2. Kurtz D. L. and Clow K. E. (2013). Services Marketing. Biztantra, New Delhi.
3. Nargundkar, Rajendra, (2012), Services Marketing Text and Cases, Tata McGraw Hill Publishing Co. Ltd.
4. Fitzsimmons, J.A., and Fitzsimmons, M.J. (2012) Service Management: Operations, Strategy, and Information Technology, Irwin/McGraw-Hill

Note: Latest edition of text books may be used.

BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA-305: Goods & Services Tax (GST)

L-4 T-0

Credits –4

Max Marks: 75

Objective: The Objective of the course is to acquaint the student about the introduction of GST in India and the replacement of all Indirect Taxes with GST to make India Level playing field with outside world.

Unit-I

Indirect Taxes – Meaning and Types of Indirect Taxes, Central Excise Duty - features, nature, scope, salient features of central excise Duty Act; Procedure for excise registration and documents needed; CENVAT MODVAT provisions; Exemptions to small scale industries; Introduction to custom duties; its types, calculation and related issues.

Hours: 14

Unit-II

VAT – Introduction, meaning, features, merits and demerits, tax calculation, difference from sales tax, value addition with example; Different forms for VAT; VAT refund; Importance of CST Act 1956 Various Provisions; Different categories; CST Calculations; Introduction to Services Tax Act 2007; Types of Services covered; relevant provisions; Rates of Service Tax and its calculation.

Hours: 14

Unit-III

Goods and Service Tax (GST) - Constitutional Amendment, Features of GST, Importance and benefits; Difference between GST and other Taxes; Migration to GST; Registration of dealers under GST, Exempted List; Rate Structure under GST; Procedure for obtaining registration certificate, concept of IGST; CGST; SGST and its calculation with working examples.

Hours: 14

Unit-IV

Implementation of GST: GST Council, its members; composition; its role; GST Infrastructure; Impact of GST on Business; Salient features of GST Model. How to file refund under GST, Transfer of Input Tax credit and its related issues; Penalties and appeals under GST; Future of GST in India.

Hours: 14

Text Books

1. Mehrotra H.C., Agrawal V. P., (2016), Indirect Taxes, Sahitya Bhawan Publication.
2. B. Viswanathan, (2016), Goods and Services Tax in India, New Century Publications.

Reference Books

1. Singhaia Vinod K. & Singhania Monica, (2016), Students Guide to Indirect Tax Laws, Taxman Publications.
2. Datey V S. (2017), All about GST – A Complete guide to model GST Law, 5/e, Taxman Publications.
3. Gupta K Atul, (2016), GST- Concept and Roadmap, 1/e, LexisNexis Publisher.
4. Ahuja Girish & Gupta Ravi, (2016), Practical Approach to Direct & Indirect Taxes, (Income Tax, Excise, Customs, CST, VAT, Service Tax, & Wealth Tax 34/e, CCH India

LINGAYA'S UNIVERSITY, GREATER FARIDABAD, HARYANA
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA 307: Digital Marketing

L-4 T/P-0

Credits-4

Max Marks: 75

Objectives: This course aims at creating an understanding of the concepts and techniques of internet and digital marketing so as to exploit the opportunities of this medium to support the organization's marketing activities

Course Contents

Unit I

Hours: -10

Role of Communications in Marketing, Advertising Vs Digital Advertising, Sales Promotions, Integrated Marketing Communications. Evolution of internet as a medium for communication. Introduction to Digital Marketing: Digital Marketing meaning scope and importance, Internet versus traditional marketing communication, internet microenvironment; Use of Business to Consumer and Business to Business Internet Marketing; Internet marketing strategy.

Unit II

Hours: -12

Use of Internet in Relationship Marketing (e-CRM) Approaches to Implementing e-CRM; Product Life Cycle Management with internet, Online buyer behavior and Models; The Marketing Mix (7-Ps) in online context. Managing the Online Customer Experience: Planning website design, Understanding site user requirement, site design and structure, developing and testing content, Integrated Internet Marketing Communications (IIMC); Objectives and Measurement of Interactive marketing communication, Service quality.

Unit III

Hours: -12

Digital Promotion Techniques: Email Marketing, Opt-in-e-mail-Permission Marketing, Social Media Marketing, Online PR, Interactive Advertising, Online Partnerships, Viral Marketing Search Engine Marketing, Mobile Marketing, Blogs. Search Engine Marketing (SEM): Search Engines, Search Engine Optimization, Website Optimization, Content Marketing, Designing content for social media marketing, Campaign management.

Unit IV

Hours: -10

Web Analytics: Creating a performance system, defining the performance metrics framework, Organic and paid search advertising and analytics, Electronic word-of-mouth analytics, Social media analytics Tools and techniques for Measurement, Website Maintenance Process, tools for web analytics, tools for social media analytics.

Text Books

1. Chaffey, D., Ellis-Chadwick, F., Johnston, K. and Mayer, R. (2009) Internet Marketing: Strategy, Implementation and Practice, Third Edition, Pearson Education, New Delhi.
2. Strauss, Judy and Frost, Raymond (2009), E-Marketing, 5th Edition, PHI Learning Pvt. Ltd., New Delhi.

Reference Books

1. Roberts, M.L. (2009) Internet Marketing, 1st Indian Edition, Cengage Learning, New Delhi.
2. Hanson, W. and Kalyanam, (2010), e-Commerce and Web Marketing 1st Edition, Cengage Learning, New Delhi.

LINGAYA'S UNIVERSITY, GREATER FARIDABAD, HARYANA
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA 313: Production & Operations Management

L-4, T-0

Credit –4

Max Marks: 75

Objectives:

To develop basic understanding of concepts, theories and techniques of production process and operation management.

Course Contents

Unit I

Hours: -12

Introduction: Definition, Objectives, Scope and Functions of Production & Operations Management, Types of Production Systems, Transformation Process Model, Systems Perspectives of Operations Management, and Relationship of Operations Management with Other Functional Areas.

Production Planning and Control: Objectives, Importance, Levels and Procedures of Production Planning and Control.

Production Design and Development: Product Design, Factors determining the Design of a Product, Approaches to Product Design, Product Development Process, and Factors influencing Product Development.

Unit II

Hours: -12

Plant Location and Layout: Factors affecting for location, criteria of site selection, Plant Location Methods, Factor Rating, Centre of Gravity Methods, Analytic Delphi Method, Objectives of Plant Layout, Factors affecting for plant layout, Types of layouts-Process, Product and Fixed position layout, Problems in Facility Layout.

Purchasing and Material Management: Objectives and Importance of Material Management, Organisation of Material Management, Factors responsible for providing economy in Material Management, Steps in purchasing procedure, and Methods of Purchasing.

Unit III

Hours: -10

Inventory Management & JIT: Inventory management and analysis, Inventory Control, Essentials of a good Inventory Control System, Factors affecting Inventory Control Policy, Models / Methods of Inventory Control- EOQ, Re-order Level, ABC analysis, VED analysis, SDE analysis, HML analysis and FSN analysis. Just in Time Implementation Requirements.

Quality Management Systems and TQM: TQM, Phases of Quality Control, Specification of Quality, Quality at Source, Zero Defects, Cost of Quality, Continuous Improvement, Benchmarking, Poka-Yokes, ISO (9000&14000 Series), and Six Sigma (Introductory aspects only).

Unit IV

Hours: -10

Plant Maintenance: Importance of Maintenance Management, Types of Maintenance-Breakdown, Preventive, Predictive, Routine and Planned Maintenance.

Emerging Concepts and Issues in Manufacturing Systems: IT in Modern Production Management, Supply Chain Management, CAD / CAM Systems, ERP in Manufacturing Systems (Introductory aspects only).

Text Books

1. Aswathappa, K. Production and Operation Management, (2011), Himalaya Publishing.
2. Mahadevan, B. Operation Management: theory and practice, (2015), Pearson Education India.

Reference Books:

1. Charry, S., “Production and Operation Management”, Tata McGraw-Hill, 2012.
2. Panneerselvam R. “Production and Operation Management”, Prentice Hall, 2012.
3. Chase, R.B, et. Al (2011), Operations Management for Competitive Advantage, Tata McGraw Hill, New Delhi.
4. Stevenson W. J (2014). Operations Management, Tata McGraw Hill, New Delhi.

Note: Latest edition of text books may be used.

Semester VI

LINGAYA'S UNIVERSITY, GREATER FARIDABAD, HARYANA
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA-302 PROJECT MANAGEMENT

L-4, T-0

Credits –4

Max Marks: 75

Objectives:

The basic objective of this course is to familiarize the students with the various aspects of Projects and key guidelines relevant to project planning, analysis, financing, selection, implementation and review.

Course Contents

UNIT - I

Hours: -12

Introduction: Projects, Project Management, Objectives and Importance of Project Management, Tools and Techniques for Project Management, Project Team, Roles and Responsibilities of Project Manager, Determinants of Project Success.

Project Life Cycle: Phases of Project Life Cycle, Classification of Projects.

Project Management Process and Project Selection: Process of Project Management, Project Selection Methods, Project Selection Criteria.

Generation and Screening of Project Ideas: Generation of Ideas, SWOT Analysis, Monitoring the Environment, Corporate Appraisal, Profit Potential of Industries (Porter Model, analysis for Project Ideas, Preliminary Screening, Project Rating Analysis, Entry barriers Analysis, Review of Project Planning.

Project Organizational Structure: Forms of Organizational Structure - Functional Organization, Project Organization, Matrix Organization.

UNIT-II

Hours: -10

Technical Analysis: Factors Considered in Technical Analysis, Factors Affecting Selection of Locations, Need for Considering Alternatives, Technology Selection, Sources of Technology, Appropriate Technology.

Market Analysis: Conduct of Market Survey, Characterization of Market, Market Planning (Introductory aspects only).

Network Techniques: Network Analysis, Programme Evaluation and Review Technique (PERT), Critical Path Method (CPM), Identifying critical path, Probability of Completing the project within given time, Project Cost Analysis, Project Crashing (Simple problems only).

UNIT-III

Hours: -10

Financial Estimates and Projections: Feasibility Study, Types of Feasibility Study, Steps of Feasibility Study, Importance and Steps of Financial Feasibility, Components of Cost of Project and Its Estimation (Introductory aspects only).

Financing of Projects: Capital Structure, Sources of Long-term Finance, Debt Financing, Characteristics of Debt, Types of Debts, Equity Financing, Preferential Shares, Equity Shares, Retained Earnings, Short-term Sources for Working Capital, Newer Sources of Finance, Venture Capital.

UNIT-IV

Hours: -12

Project Evaluation and Control: Project Monitoring and Controlling, Project Evaluation, Post Project Evaluation (Post Audit), Abandonment Analysis.

Social Cost Benefit Analysis: Social Cost, Social Benefit.

Risk Analysis: Process of Risk Management, Sources of Risk in Project Management, Managing Risk.

International Project Management: Introduction, Types of International Projects, Process of International Project Management, Financing International Projects, Risks Associated with International Projects.

Emerging Concepts and Issues in Project Management: Role of Information Technology in Project Management, Future of Project Management.

Text Books

1. Chandra, Prasanna, "Projects: Planning, Analysis, Financing, Implementation and Review", Tata McGraw Hill Publishing Company Limited, 2014.
2. Nagarajan, K., "Project Management", New Age International (P) limited, Publishers, 2015.

Reference Books

1. R. Panneerselvam. R, Senthilkumar. P., "Project Management", PHI Learning, (P) limited, Publishers, 2013.
2. Maheshwari, S.N., "Financial and Management Accounting", Sultan Chand & Sons, 2012.
3. Jeffrey K. Pinto, "Project Management: Achieving Competitive Advantage", Pearson Education, 2012.
4. Desai, Vasant, "Project Management", Himalaya Publishing House, 2013.

Note: Latest edition of text books may be used.

LINGAYA'S UNIVERSITY, GREATER FARIDABAD, HARYANA
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA-304 Entrepreneurship Development

L-4 T-0

Credits –4

Max Marks: 75

Objectives: It provides exposure to the students to the entrepreneurial cultural and industrial growth so as to prepare them to set up and manage their own small units.

Course Contents

Unit I

Hours: -10

Introduction: The Entrepreneur: Definition, Emergence of Entrepreneurial Class; Theories of Entrepreneurship.

Unit II

Hours: -10

Promotion of a Venture: Opportunity Analysis; External Environmental Analysis Economic, Social and Technological; Competitive factors; Legal requirements of establishment of a new unit and Raising of Funds; Venture Capital Sources and Documentation Required, Forms of Ownership.

Unit III

Hours: -12

Entrepreneurial Behaviour: Innovation and Entrepreneur; Entrepreneurial Behaviour and Psycho- theories, Social responsibility.

Entrepreneurial Development Programmes (EDP): EDP, Their Role, Relevance and Achievements; Role of Government in Organizing EDP's Critical Evaluation.

Unit IV

Hours: -12

Role of Entrepreneur: Role of an Entrepreneur in Economic Growth as an Innovator, Generation of Employment Opportunities, Complimenting and Supplementing Economic Growth, Bringing about Social Stability and Balanced Regional Development of Industries: Role in Export Promotion and Import Substitution, Forex Earnings.

Text Books

1. Hisrich, Robert and Peters, Michael, (2012), Entrepreneurship, McGraw Hill Education.
2. Charantimani, (2014), Entrepreneurship Development and Small Business Enterprise, Pearson Education.

Reference Books

1. Balaraju, Theduri, (2012), Entrepreneurship Development: An Analytical Study, Akansha Publishing House.
2. David, Otes, (2014), A Guide to Entrepreneurship, Jaico Books Publishing House, Delhi.
3. Kaulgud, Aruna, (2012), Entrepreneurship Management, Vikas Publishing House, Delhi.
4. Chhabra, T.N. (2014), Entrepreneurship Development, Sun India.

Note: Latest edition of text books may be used.

LINGAYA'S UNIVERSITY, GREATER FARIDABAD, HARYANA
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA-306 Sales & Distribution Management

L-4, T/P-0,

Credits: 04

Max Marks: 75

Objective: The course aims to impart the knowledge and skills needed to manage the sales force and distribution functions in a business organization so as to help gain a competitive advantage.

Course Contents:

Unit I

Hours: -10

Introduction to Sales Management: Scope and Importance; The Evolving Face of Personal Selling; Personal Selling Process and Approaches; Sales Organization Structure; Sales Strategies, Sales Forecasting; Sales Territory Design.

Unit II

Hours: -12

Sales Force Management: Sales Force Job Description; Recruitment and Selection; Training Sales Personnel; Sales Force Motivation; Compensation; Sales Quotas; Evaluating Sales Performance; Information Technology in Sales Management;

Unit III

Hours: -12

Distribution Planning and Control: Functions of Intermediaries; Types and Role of Channel Intermediaries in India for Consumer and Industrial products: Wholesale and Retail Structure, Channel Strategy and Design; Selection, Motivation and Evaluation of Intermediaries; Managing Channel Dynamics, Relationships and Channel Conflict; Ethical and Legal Issues in Sales and Distribution Management in Indian context.

Unit IV

Hours: -10

Distribution System and Logistics: Physical Distribution System –Objectives and Decision Areas; Customer Service Goals; Logistics Planning; An overview of Transportation, Warehousing and Inventory Decisions; Efficient Supply Chain Management (SCM); Integration of Sales and Distribution Strategy.

Text Books

1. Still. K.R., Cundiff. E.W & Govoni. N.A.P (2014). Sales Management. Pearson Education, New Delhi.
2. Rosenbloom, Bert (2014) Marketing Channels: A Management View, Cengage Learning, New Delhi.

Reference Books

1. Jobber , David and Lancaster, Geoffery (2012), Selling and Sales Management, Pearson Education, New Delhi
2. Tanner Jr., J.F., Honeycutt Jr., E.D. and Erffmeyer, R.C. (2014), Sales Management:, Pearson Education, New Delhi
3. Panda, T.K. and Sahadev, S (2012) Sales and Distribution Management, Oxford University Press, New Delhi.
4. Havaladar, K K. and Cavale, VM. (2012), Sales and Distribution Management: Text and Cases, Tata McGraw Hill, New Delhi.

LINGAYA'S UNIVERSITY, GREATER FARIDABAD, HARYANA
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA-310 International Business Management

L-4, T-0

Credits-4

Max Marks: 75

Objectives: The basis objective of this course is to provide understanding to the students with the global dimensions of management.

Course Contents

UNIT I

Hours: -12

Overview: International Business- Introduction, Concept, Definition, Scope, Trends, Challenges and Opportunities; Nature, Meaning and Importance of International Competitive Advantage, Multidimensional view of Competitiveness.

Financial Perspectives: International Monetary Systems and Financial Markets, IMF, World Bank, IBRD, IFC, IDA, Existing International Arrangements; Globalization and Foreign Investment- Introduction FDI, national FDI Policy Framework, FPI.

UNIT II

Hours: -10

Globalization: Impact of Globalization, Technology and its Impact, Enhancing Technological Capabilities, Technology Generation, Technology Transfer, Diffusion, Dissemination and Spill Over, Rationale for Globalization, Liberalization and Unification of World Economics, International Business Theories, Trade Barriers- Tariff and Non Tariff Barriers.

UNIT III

Hours: -10

Strategy making and International Business: Structure of Global Organizations, Types of Strategies used in Strategic Planning for achieving Global Competitive Advantage, Meaning, Concept and scope of Distinctive Competitive Advantage, Financial Integration, Cross border Merger and Acquisitions.

UNIT IV

Hours: -12

Socio Cultural Environment- Managing Diversity within and across Cultures, Country Risk analysis, Macro Environmental Risk Assessment, Need for Risk Evaluation; Corporate governance, Globalization with social responsibility- Introduction, Social responsibility of TNC, Recent development in corporate social responsibility and policy implications.

Global Human Resource Management- Selection, Development, Performance Appraisal and compensation, Motivating employees in the global context and managing groups across cultures, Multicultural management.

Text Books

1. Tamer, Cavusgil, Gary, Knight, (2012), International Business: Strategy, Management and the New Realities,
Pearson Education.

2. K. Aswathappa, (2012), International Business, McGraw Hill Education.

Reference Books

1. Sinha P.K, (2012), International Business Management, Excel Books.

2. Singh Shamsher, (2013) International Business, Galgotia Publishing Company.

3. Cherunilam Francis (2010), International Business, PHI.

4. Deresky, (2012), International Management: Managing Across Borders and Culture, Pearson Education.

Note: Latest edition of text books may be used.

LINGAYA'S UNIVERSITY, GREATER FARIDABAD, HARYANA
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA 308: Business Policy & Strategy

L-4 T-0

Credits-4

Max Marks: 75

Objectives: The course aims to acquaint the students with the nature, scope and dimensions of Business Policy and Strategy Management Process.

Course Contents

Unit I

Hours: -10

Introduction: Nature, Scope and Importance of Business Policy; Evolution; Forecasting, Long-Range Planning, Strategic Planning and Strategic Management.

Strategic Management Process: Formulation Phase – Vision, Mission, Environmental Scanning, Objectives and Strategy; Implementation phase – Strategic Activities, Evaluation and Control.

Unit II

Hours: -12

Environmental Analysis: Need, Characteristics and Categorization of Environmental Factors; Approaches to the Environmental Scanning Process – Structural Analysis of Competitive Environment; ETOP a Diagnosis Tool.

Analysis of Internal Resources: Strengths and Weakness; Resource Audit; Strategic Advantage Analysis; Value-Chain Approach to Internal Analysis; Methods of Analysis and Diagnosing Corporate Capabilities – Functional Area Profile and Resource Deployment Matrix, Strategic Advantage Profile; SWOT analysis. McKinsey's 7s Framework.

Unit III

Hours: -12

Formulation of Corporate Strategies: Approaches to Strategy formation; Major Strategy options – Stability, Growth and Expansion: Concentration, Integration, Diversification, Internationalization, Cooperation and Digitalization, Retrenchment, Combination Strategies.

Unit IV

Hours: -10

Choice of Business Strategies: BCG Model; Stop-Light Strategy Model; Directional Policy Matrix (DPM) Model, Product/Market Evolution – Matrix and Profit Impact of Market Strategy (PIMS) Model.

Major Issues involved in the Implementation of strategy: Organizational Cultural and Behaviour factors, Organization Structure; Role of Leadership, Resource Allocation.

Text Books

1. Kazmi, Azhar, (2014), Strategic Management and Business Policy, McGraw Hill Education.
2. Ghosh, P. K., (2012), Strategic Planning and Management, Sultan Chand & Sons, New Delhi.

Reference Books

1. Hill, Charles W. L. and Jones Gareth R. (2011), An Integrated Approach to Strategic Management, Cengage Learning.
2. Walker, Gordon, (2012), Modern Competitive Strategy, McGraw Hill Education.
3. Weelen, (2012), Concepts in Strategic Management and Business Policy, Pearson Education.
4. Fred, David, (2011), Strategic Management: Concepts and Cases, Prentice hall of India

Note: Latest edition of text books may be used.

LINGAYA'S UNIVERSITY, GREATER FARIDABAD, HARYANA
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA-003 PROJECT REPORT AND VIVA VOICE

L-0 T-0

Credits-6

Max Marks : 100

During the sixth semester each student shall undertake a project to be pursued by him / her under the supervision of an Internal Supervisor to be appointed by the Director / Principal. The project should preferably be based on primary data. Both the subject and the name of the Supervisor will be approved by the Director / Principal of the Institution. The Project Report in duplicate along with one soft copy in a CD/DVD will be submitted at least three weeks prior to the commencement of the End Term Examination of the Sixth Semester. Project Report shall carry 100 marks. It shall be evaluated for 50 marks by an External Examiner to be appointed by the University and for the rest of the 50 marks by an Internal Examiner to be appointed by the Director / Principal of the Institution.
