

Lingaya's Vidyapeeth

Deemed-to-be-University u/s 3 of UGC Act 1956, Government of India
NAAC ACCREDITED
Approved by MHRD / AICTE / PCI / BCI / COA / NCTE
Nachauli, Jasana Road, Faridabad- 121002 | Ph: 0129-2598200-05
Website: www.lingayasvidyapeeth.edu.in

1.1.3 Courses having focus on employability/ entrepreneurship/ skill development offered by the University during the year

Color Index	
Employability	Yellow
Entrepreneurship	Green
Skill Development	Pink

LINGAYA'S VIDYAPEETH

SCHEME OF STUDIES

SESSION: 2021-24



LINGAYA'S
VIDYAPEETH
choose to know
(u/s 3 of UGC Act 1956)

School: School of Commerce & Mar				Batch: 2021-24						
Department: School of Commerce &				Year: 1						
Course: BBA & BMI				Semester: I						
SN	Cate- gory	Course Code	Course Na	Credits	Evaluation Scheme					Subject Total Marks
					Theory			Practical		
					ABQ	MSE	ESE	IP	EXP	
1	PCC	MG-101	Business S	4	15	25	60	-	-	100
2	PCC	MG-103	Financial Management	4	15	25	60	-	-	100
3	PCC	MG-105	Business Economics	4	15	25	60	-	-	100
4	PCC	MG-107	Business Law	4	15	25	60	-	-	100
5	PCC	BBA-101	Business Organization & Environment.	4	15	25	60	-	-	100
6	AECC	CS-107	Computer Applications for Business	3	15	25	60	-	-	100
7	SEC				15	25	60	-	-	100
Total >				26						

Abbreviations:

B.B.A 2021-2024

PCC:	Programme Core Courses	ABQ:	Assignment Based Quiz
MG:	Management	MSE:	Mid Semester Examination
HSS:	Humanities & Social Sciences	ESE:	End Semester Examination
AECC:	Ability Enhancement Compulsory course	IP:	Internal Practical
L:	Lecture	EXP:	External Practical
T:	Tutorial		Computer Science
P:	Practical		Bachelor of Business Administration
VAC:	Value Added Course		



22/9/22

26.9.22

School: School of Commerce & Management								Batch: 2021-24					
Department: School of Commerce & Management								Year: 1					
Course: BBA								Semester: II					
SN	Cate - gory	Cours e Code	Course Name	Periods			Credits	Evaluation Scheme					Subjec tTotal Marks
				L	T	P		Theory			Practical		
								AB Q	MS E	ES E	IP	EX P	
1	PCC	MG-102	Indian Economy	4	-	-	4	15	25	60	-	-	100
2	PCC	MG-104	Business Taxation	4	-	-	4	15	25	60	-	-	100
3	PCC	MG-106	E-Commerce	4	-	-	4	15	25	60	-	-	100
4	PCC	MG-108	Principles of Management	4	-	-	4	15	25	60	-	-	100
5	PCC	MG-114	Project Management	4	-	-	4	15	25	60	-	-	100
6	PCC	BBA-102	Brand Management	4	-	-	4	15	25	60	-	-	100
7	PCC	BBA-104	Business Ethics and Social Responsibility	4	-	-	4	15	25	60	-	-	100
Total -- >							28						

Abbreviations:

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BBA:	Bachelor of Business Administration	ESE:	End Semester Examination
L:	Lecture	IP:	Internal Practical
T:	Tutorial	EXP:	External Practical
P:	Practical		

School: School of Commerce & Management								Batch: 2021-24					
Department: School of Commerce & Management								Year: 2					
Course: BBA & BMI								Semester: III					
SN	Cate - gory	Cours e Code	Course Name	Periods			Credits	Evaluation Scheme					Subjec tTotal Marks
				L	T	P		Theory			Practical		
								AB Q	MS E	ES E	IP	EX P	
1	GE	BL-201	Corporate Laws	4			4	15	25	60	-	-	100
2	PCC	BBA-201	Production & Operations Management	4			4	15	25	60	-	-	100
3	PCC	MG-201	Human Resource Management	4			4	15	25	60	-	-	100
4	PCC	BBA-203	Marketing Management	4			4	15	25	60	-	-	100
5	AECC	HSS-201	Advance Business Communication	3	-	-	3	15	25	60	-	-	100
6	SEC	PEP-201	Exploring Self	1		2	2	-	-	-	-	-	100
Total -- >							21						

Abbreviations:

PCC:	Programme Core Courses	ABQ:	Assignment Based Quiz
MG:	Management	MSE:	Mid Semester Examination
BBA:	Bachelor of Business Administration	ESE:	End Semester Examination
L:	Lecture	IP:	Internal Practical
T:	Tutorial	EXP:	External Practical
P:	Practical	GE:	General Elective
HSS:	Humanities & Social Science	SEC:	Skill Enhancement Course
BL:	Law	AECC:	Ability Enhancement Compulsory Course

School: School of Commerce & Management								Batch: 2021-24					
Department: School of Commerce & Management								Year: 2					
Course: BBA & BMI								Semester: IV					
SN	Cate - gory	Cours e Code	Course Name	Periods			Credits	Evaluation Scheme					Subjec tTotal Marks
				L	T	P		Theory			Practical		
								AB Q	MS E	ES E	IP	EX P	
1	PCC	BBA-202	Entrepreneurs hip Development	4	-	-	4	15	25	60	-	-	100
2	PCC	MG-204	Macro Economics & its applications	4			4	15	25	60	-	-	100
3	PCC	MG-206	Research Methodology	4			4	15	25	60	-	-	100
4	PCC	BBA-204	Organizational Behavior	4			4	15	25	60	-	-	100
5	PCC	BBA-206	Digital Marketing	4			4	15	25	60	-	-	100
6	SEC	CS-216	Management Information System	2			2	15	25	60	-	-	100
Total -- >							22						

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BBA:	Bachelor of Business Administration	ESE:	End Semester Examination
L:	Lecture	IP:	Internal Practical
T:	Tutorial	EXP:	External Practical
P:	Practical	CS:	Computer Science
		AECC:	Ability Enhancement Compulsory Course

School: School of Commerce and management							Batch: 2021-24						
Department: School of Commerce & Management							Year: 3						
Course: BBA & BMI							Semester: V						
SN	Cate- gory	Course Code	Course Name	Periods			Credits	Evaluation Scheme					Subject Total Marks
				L	T	P		Theory			Practical		
								ABQ	MSE	ESE	IP	EXP	
1	PCC	MG-301	Banking & Insurance Law	4			4	15	25	60	-	-	100
2	PCC	MG-303	Corporate Governance	4			4	15	25	60	-	-	100
Students have to opt Programme Elective Courses in Vth Semester with two subjects in each PEC-I & PEC-II and the same will continue in VIth Semester													
4	PEC-I	BBA-305A	Personal Financial Planning	4			4*2=8	15	25	60	-	-	100*2=200
		BBA-305B	Retail Marketing										
		BBA-305C	Performance Management										
		BBA-305D	International Business Operations										
		BBA-305E	Mergers & Acquisitions										
5	PEC-II	BBA-307A	Public relations & Corporate Image	4			4*2=8	15	25	60	-	-	100*2=200
		BBA-307B	Advertising & Sales Promotion										
		BBA-307C	Analytical Decision Making										
		BBA-307D	Financial Markets										
		BBA-307E	Supply Chain Logistics										
	PROJ-	MG-351	Summer Training Project			8	4						

7	I											100	100
Total --							28						

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MG:	Management	MSE:	Mid Semester Examination
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L:	Lecture	IP:	Internal Practical
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P:	Practical		



School: School of Commerce & Management										Batch: 2021-24			
Department: School of Commerce & Management										Year: 3			
Course: BBA & BMI										Semester: VI			
SN	Category	Course Code	Course Name	Periods			Credits	Evaluation Scheme					Subject Total Marks
				L	T	P		Theory			Practical		
								ABQ	MSE	ESE	IP	EXP	
1	PCC	MG-302	Business Policy & Strategic Management	4			4	15	25	60	-	-	100
3	GE	BL-312	Industrial Relations & Labor Laws	4			4	15	25	60	-	-	100
Students have to opt two subjects in each PEC-I & PEC-II which was taken in Vth Semester													
4	PEC-I	BBA-304A	Introduction to derivatives	4			4*2=8	15	25	60	-	-	100*2=200
		BBA-304B	Service Marketing										
		BBA-304C	Strategic HRM										
		BBA-304D	WTO & International Trade Policy										
		BBA-304E	Event Management										
BBA-306A	PEC-II	BBA-306A	Financial Reporting & Analysis	4			4*2=8	15	25	60	-	-	100*2=200
		BBA-306B	Consumer Behavior										
		BBA-306C	Organizational Design & Structure										
		BBA-306D	Export & Import Procedure & Documentation										

5	PEC-II	BBA-310E	Financial Planning & Performance	4		4*2=8	15	25	60	-	-	100*2=200
6	PROJ-I	MG-352	Dissertation Report & Viva-Voce		8	4					100	100
Total -- >						28						

Total credits of BBA Course	153
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Learning Outcomes-based Curriculum Framework

For

Commerce

B.B.A 2021-2024

LINGAYA'S
VIDYAPEETH

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1.1 Vision, Mission and Core Values of the Vidyapeeth

Vision

Traditionally believing that God is the Source of all Truth, Goodness and Beauty, Lingaya's Vidyapeeth, wishes to develop in students a wisdom that translates academic achievements into responsible citizenship, sincere professional service and a deep respect for life and beauty in God's Creation and Recreation.

Mission

1. To impart knowledge and skills in the field of Engineering/ Technology, Management, Education, Science & Arts and related areas;
2. To dedicate itself for improvement of social and economic status and enhancement of the quality of life for all;
3. To strive for maximizing human welfare through education;
4. To produce effective knowledge workers, practitioners and educators who will be guided by vision, compassion, knowledge, discipline, discovery with deep respect for human values;
5. To provide an individual engineering and other professional learning experience for each student;
6. To develop critical thinking, analytical ability and creative skills;
7. To supplement the curricula, team work, leadership, communication skills, project management, social concerns and ethics and
8. To establish interaction with industries for Technology, Research & Development.

In line with above vision and mission statements, Lingaya's Vidyapeeth has the following special characteristics:

- Lingaya's Vidyapeeth is an Institution for providing a student with opportunity for all round development and education with the aim of effective living as a good citizen.
- It has special strength in the field of Engineering and Technology with emphasis on

practice and problem solving skills.

- Its activities and course curriculum concentrate on design, self-learning and research, which are the unique features of the Vidyapeeth.
- The primary value of knowledge and skill imparted by Lingaya's Vidyapeeth resides in its utility in creating an infrastructure for the physical welfare of the general public, in sustaining good health of individual and the community.
- Lingaya's Vidyapeeth facilitates and promotes creativity and critical thinking capabilities in its students.
- The education in Lingaya's Vidyapeeth enhances the inherent capacity of a student with honesty, courage and fairness.



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Vision and Mission of the School

Vision of School

To be a School committed to develop globally competent management professions who are responsible citizens and have respect for life and sensitivity towards environment.

Mission of School

1. To develop managers and leaders who have right attitude and aptitude to serve the society.
2. To develop and maintain state-of-the-art infrastructure and research facilities to enable, create, apply and disseminate knowledge.
3. To foster linkages with all stakeholders for continuous improvement in academics in management.
4. To develop human potential to its fullest extent so that intellectually capable and imaginatively gifted leaders can emerge who have deep respect for human life and values.

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Programme Educational Objectives (PEO)

PEO1: Develop into socially responsible and value driven people who are committed to long term development.

PEO2: To make managerial decisions, develop a creative, imaginative and entrepreneur mentality.

PEO3: Ability to adapt to a rapidly evolving, dynamic market climate and a desire to learn new skills.

PEO4: Provide advanced management skills for work and lifelong learning.

Mapping of PEOs with Mission Statements

PEO Statements	School Mission 1	School Mission 2	School Mission 3	School Mission 4
PEO1:	2	2	1	2
PEO2:	3	2	-	1
PEO3:	1	2	2	-
PEO4:	2	3	2	1

Program Outcomes (PO's)

PO1- Business environment and domain knowledge: Accounting, Finance, Corporate Laws, Auditing and Taxation are all areas in which students should be well-versed.

PO2- Critical thinking, business analysis, Problem Solving and Innovative Solutions: Identify, formulate, and analyze business issues in order to draw long-term conclusions based on results.

PO3- Global Exposure and Cross-Cultural Understanding: Refresh students' awareness on how to adopt global business practices.

PO4 – Social Responsiveness and Ethics: Incorporate social responsiveness and professional ethics into business management strategies and adhere to them.

PO5- Effective Communication: Communicate with all stakeholders effectively. Graduates should be able to communicate effectively both orally and in writing.

PO6- Life Long Learning: Prepare for post-graduate and higher education, as well as professional success.

PSO's:-

PSO1 – Achieve a solid foundation in the field of finance and accounting.

PSO 2 - possess adequate knowledge skills and experimental learning in area of commerce education

Mapping of Program Outcome with Program Educational Objectives

	PEO1	PEO2	PEO3	PEO4
PO1	1	3	2	3
PO2	1	3	2	2
PO3	1	2	3	2
PO4	3	1	2	1
PO5	1	1	2	2
PO6	1	2	3	2
PSO 1	1	3	2	2
PSO 2	1	2	1	2

1. Slight (Low)

2. Moderate (Medium)

3.

Substantial

(High)



SEMESTER I

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LINGAYA'S VIDYAPEETH
NACHUALI, JASANA ROAD, FARIDABAD
BACHELOR OF BUSINESS ADMINISTRATION
MG-101: BUSINESS STATISTICS

L-4, T-0

Credits –4

Objective: The course aims to familiarize the learners with the basic statistical tools used to summarize and analyze quantitative information for business decision making.

Learning Outcomes: After completion of the course, learners will be able to:

1. Apply a basic knowledge of statistics to business disciplines;
2. Develop the ability to analyze and interpret data to provide meaningful information to assist in management decision making activities;
3. Apply appropriate graphical and numerical descriptive statistics for different types of data;
4. Apply probability rules and concepts relating to discrete and continuous random variables to answer questions within a business context;
5. Explain and interpret a variety of hypothesis tests to aid decision making in a business context;
6. Use simple/multiple regression models to analyze the underlying relationships between the variables

Unit 1:

Statistical Data and Descriptive Statistics

Nature and classification of data – Univariate, bivariate and multivariate data; time-series and cross-sectional data.

Measures of Central Tendency

- (a) Concept and properties of mathematical averages including arithmetic mean, geometric mean and harmonic mean Merits and Demerits and applications of mathematical averages
- (b) Positional Averages including Mode and Median (and other partition values -

quartiles, deciles, and percentiles) with graphic presentation. Merits and demerits of positional average

Measures of Dispersion: absolute and relative. Range, quartile deviation, mean deviation, standard deviation, and their coefficients; Properties of standard deviation/variance. Moments: Calculation and significance; Skewness: Meaning and Measurement (Karl Pearson and Bowley's measures); Kurtosis.

Unit 2 Probability and Probability Distributions

Theory and approaches of probability. Probability Theorems: Addition and Multiplication (Proof not required). Conditional probability and Bayes' Theorem (Proof not required). Expectation and variance of a random variable. Business Applications. Probability distributions:

- (a) Binomial distribution: Probability distribution function, Constants, Shape, Fitting of binomial distribution.
- (b) Poisson distribution: Probability function (including Poisson approximation to binomial distribution), Constants, Fitting of Poisson distribution.
- (c) Normal distribution: Properties of Normal curve and computation of Probabilities and applications

Unit 3

Simple Correlation and Regression Analysis

Correlation Analysis: Meaning and types of Correlation; Correlation Vs Causation; Pearson's coefficient of correlation: computation and properties (proofs not required). Probable and standard errors; Rank correlation. Regression Analysis: Principle of least squares and regression lines; Regression equations and estimation; Properties of regression coefficients; Relationships between Correlation and Regression coefficients; Standard Error of Estimate.

Unit 4

Index Number

Meaning and uses of index numbers; Construction of Index numbers: fixed and chain base, univariate and composite; Methods of constructing Index numbers: Aggregates and average of relatives – simple and weighted. Tests of adequacy of index numbers; Base shifting, splicing and deflating; Problems in the construction of index numbers.

Construction and Utility of Consumer Price Indices; BSE SENSEX, and NSE NIFTY.

Unit 5

Time Series Analysis

Time Series Data; Components of time series; Additive and Multiplicative models.

Trend analysis; Fitting of trend line using principle of least squares – linear, second degree parabola and exponential; Shifting of Origin and Conversion of annual linear trend equation to quarterly/monthly basis and vice-versa; Moving averages. Seasonal variations- Calculation of Seasonal Indices using Simple averages, Ratio- to-trend and Ratio-to-moving averages methods; Uses of Seasonal Indices.

Practical Exercises:

The learners are required to:

1. Use commonly used statistical packages to apply various statistical tools to a data set available through secondary sources.
2. Make use of computer aided software packages and prepare the practical graphical presentation of correlation and regression analysis, frequency charts etc.

Prepare Consumer Price Index Numbers and Time series Analysis

Suggested Readings:

Anderson, D. R. (2014). *Statistics for learners of Economics and Business*. Boston: Cengage Learning. Gupta, S. P., & Gupta, A. (2014). *Business Statistics: Statistical Methods*. New Delhi: S. Chand Publishing. Hazarika, P. (2017). *A Textbook of Business Statistics*. New Delhi: S. Chand Publishing.

Levin, R., Rubin, D. S., Rastogi, S., & Siddqui, M. H. (2011). *Statistics for Management*. London: Pearson Education.

Siegel, A. F. (2011). *Practical Business Statistics*. Cambridge: Academic Press. Thukral, J. K. (2016). *Business Statistics*, New Delhi: Taxmann Publication.

Vohra, N. D. (2017). *Business Statistics*, New Delhi: McGraw-Hill Education India.

Course Outcome

CO1: Familiarizes the concept of statistics

CO2: Provide practical exposure on calculation of measures of average

CO3: Introduce the students about the concept of Research sample.

CO4: Provide the glimpse of business trends and projections

Unit Wise Syllabus

Pos Cos	P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P S O 1	P S O 2
C O 1	3	-	-	-	-	1	-	2
C O 2	-	2	2	-	-	-	-	2
C O 3	1	-	-	-	-	-	-	1
C O 4	-	2	-	2	-	2	-	2

LINGAYA'S VIDYAPEETH

NACHUALI, JASANA ROAD, FARIDABAD

BACHELOR OF BUSINESS ADMINISTRATION

MG-103: FINANCIAL MANAGEMENT

L-4, T-0

Credits –4

Objective: The course aims to help learners to acquire conceptual knowledge on financial accounting, to impart skills for recording various kinds of business transactions and to prepare financial statements.

Learning Outcomes: After completion of the course, learners will be able to:

1. Apply the generally accepted accounting principles while recording transactions and preparing financial statements;
2. Demonstrate accounting process under computerized accounting system;
3. Measure business income applying relevant accounting standards;
4. Evaluate the importance of depreciation and inventories in financial statements;
5. Prepare cash book and other accounts necessary while running a business;
6. Prepare financial statements of sole proprietors and partnership firms;
7. Prepare accounts for inland branches and not-for-profit organizations.

Unit 1: (a) Theoretical Framework

- i. Accounting as an information system, the users of financial accounting information and their needs. Qualitative characteristics of accounting information. Functions, advantages and limitations of accounting. Branches of accounting. Bases of accounting: cash basis and accrual basis.
- ii. Financial accounting principles: Meaning and need; Generally Accepted Accounting Principles: entity, money measurement, going concern, cost, revenue recognition, realization, accruals, periodicity, consistency, prudence (conservatism), materiality and full disclosure.

- iii. Accounting standards: Concept, benefits and Process of formulation of Accounting Standards including Ind AS (IFRS converged standards) and IFRSs; convergence vs adoption; Application of accounting standards (AS and Ind AS) on various entities in India. International Financial Accounting Standards (IFRS) – meaning, need and scope; Process of issuing IFRS.

(b) Accounting Process

From recording of a business transaction to preparation of trial balance including adjustments. Application of Generally Accepted Accounting Principles in recording financial transactions and preparing financial statements.

Unit 2: Computerized Accounting Systems

Computerized Accounting Systems: Computerized Accounts by using any popular accounting software Creating a Company; Configure and Features settings; Creating Accounting Ledgers and Groups; Creating Stock Items and Groups; Vouchers Entry; Generating Reports - Cash Book, Ledger Accounts, Trial Balance, Profit and Loss Account, Balance Sheet.

Unit 3: Time value of money & Capital Budgeting

Nature, scope and objectives of financial management, Agency problem, Time value of money, Risk and return- Concept.

The Capital Budgeting Process, Payback Period Method, Discounted Payback Period Method, Accounting Rate of Return, Net Present Value (NPV), Net Terminal Value, Internal Rate of Return (IRR), Profitability Index.

Unit 4 : Cost of Capital and Financing Decision

Sources of long-term financing, Estimation of components of cost of capital, Methods for calculating Cost of Equity, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average Cost of Capital (WACC) and Marginal Cost of Capital. Capital Structure- Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach). Operating and Financial leverage. Determinants of capital structure.

Unit 5: Working Capital Decisions

Concepts of Working Capital, Operating & Cash Cycles, Risk-return trade off, sources of short term finance, working capital estimation, cash management, receivables management, inventory management.

Note:

1. The relevant Accounting Standards (both AS Ind AS) for all of the above topics should be covered.
2. Any revision of relevant Indian Accounting Standard/Accounting Standard would become applicable.

Practical Exercises:

The learners are required to:

1. Download 'Framework for the Preparation and Presentation of Financial Statements' from the websites of the Institute of Chartered Accountants of India (ICAI) analyze the qualitative characteristics of accounting information provided therein.
2. Collect and examine the balance sheets of business Organisations to study how these are prepared.
3. Examine the accounting policies and revenue recognition policies by collecting necessary data from small business firms.
4. Prepare Trading and Profit & Loss Account and Balance Sheet collecting necessary data from small business firms.
5. Prepare financial statements manually.
6. Collect data from your college and prepare Receipt and Payment Account, Income and Expenditure Account and Balance Sheet.

Suggested Readings:

Anthony, R. N., Hawkins, D., & Merchant, K. A. (2010). *Accounting: Text and Cases*. New York: McGraw-Hill Education India.

Dam, B. B., & Gautam, H. C. (2019). *Financial Accounting*. Guwahati: Gayatri Publications.

Horngren, C. T., & Philbrick, D. (2017). *Introduction to Financial Accounting*. London: Pearson Education.

Lal, J., & Srivastava, S. (2012). *Financial Accounting Text & Problems*. Mumbai: Himalaya Publishing House.

Monga, J. R. (2017). *Financial Accounting: Concepts and Applications*. New Delhi: Mayur Paperback Publishing.

Shukla, M. C., Grewal, T. S., & Gupta, S. C. (2016). *Advanced Accounts*. Vol.-I. New Delhi: Sultan Chand Publishing.

Maheshwari, S. N., Maheshwari, S. K., & Maheshwari, S. K. (2018). *Financial Accounting*. New Delhi: Vikas Publishing House Pvt. Ltd.

Sehgal, D. (2014). *Financial Accounting*. New Delhi: Vikas Publishing House Pvt. Ltd.

Goyal, B. K., & Tiwari, H. N. (2019). *Financial Accounting*. New Delhi: Taxmann Publication. Goldwin, N., Alderman, W., & Sanyal, D. (2016). *Financial Accounting*. Boston: Cengage Learning. Tulsian, P. C. (2002). *Financial Accounting*. Chennai: Pearson Education.

Course Outcome

CO1: Familiarize the concept of accounting and its system.

CO2: Understand the journal entries of a business.

CO3: Examine the financial statements of organizations.

CO4: Solve accounting problems.

Unit Wise Syllabus

Pos Cos	P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P S O 1	P S O 2
C O 1	3	-	-	-	-	-	3	-
C O 2	3	-	1	-	-	-	3	-
C O 3	3	-	-	-	-	-	3	-
C O 4	3	-	2	-	-	-	3	-

LINGAYA'S VIDYAPEETH
NACHUALI, JASANA ROAD, FARIDABAD
BACHELOR OF BUSINESS ADMINISTRATION
MG-105: BUSINESS ECONOMICS

L-4, T-0

Credits –4

Objective: The course aims to acquaint the learners with fundamental economic theories and their impact on pricing, demand, supply, production, and cost concepts.

Learning Outcomes: After the completion of the course, the learners will be able to:

1. Examine how different economic systems function and evaluate implications of various economic decisions;
2. Examine how consumers try to maximize their satisfaction by spending on different goods;
3. Analyze the relationship between inputs used in production and the resulting outputs and costs;
4. Analyze and interpret market mechanism and behaviour of firms and response of firms to different market situations;
5. Examine various facets of pricing under different market situations.

Unit 1: Basic Concepts

Meaning, Nature and Scope of Business Economics, Basic Problems of an Economy and Application of Economic Theories in Decision Making, Steps in Decision Making

Unit 2: Consumer Behaviour and Elasticity of Demand

Theory of Demand and supply The elasticity of demand – Concept, kinds- price, cross,

income and advertising elasticity of demand, Measurement of elasticity of demand, factors influencing the elasticity of demand, Importance of elasticity of demand.

Demand forecasting: Meaning, Need, Importance, Methods of demand forecasting

Cardinal Utility Analysis: Diminishing Marginal utility and Equi marginal Utility Ordinal utility analysis of consumer Behaviour: budget line and indifference curve, consumer equilibrium. Income consumption curve and Engle curve, Price Consumption curve and derivation of demand curve, Income and Substitution; Effect of a price change; Consumer Surplus; Revealed Preference theory

Unit 3: Production and cost Production Function – Concept Definition, Types of products, Law of variable proportions, Assumptions, Limitations and Significance. Isoquant curves, Definition, General properties of isoquant curves, marginal rate of technical substitution, economic region of production, Isocost lines, optimal combination of resources, the expansion path, returns to scale.

Cost of production: Concept of explicit costs, implicit costs and opportunity costs of production, derivation of short run and long run cost curves. Economies and Diseconomies of scale and the shape to the long run average cost.

Unit 4: Pricing & Market

Theory of pricing- cost plus pricing, target pricing, marginal cost pricing, going rate pricing; Objective of business firm, Concept of Market, classification of market-perfect competition, monopoly, monopolistic competition and oligopoly. price determination and equilibrium of firm in different market situations; Factor pricing.

Unit 5: Macro Aspect of Business Economics

National Income and its measurement, Gross National Product, Net National Product, Net National Income. Business Cycle phases and causes; Inflation and Deflation causes and remedial action; Consumption, Income, Savings and investment.

Practical Exercises:

The learners are required to:

1. Apply concept of demand analysis in real life;
2. Study various effects in changes in demand and supply in consumption;
3. Visit local markets and classify firms into various markets;
4. Visit any industrial unit and study its production process;
5. Prepare a production schedule for a hypothetical product under and particular condition of demand supply;
6. Visit any industrial unit and classify its cost into fixed and variable costs;
7. Analyze the effects of changes in demand and supply on pricing policies.

Suggested Readings:

Ahuja, H. L. (2019). *Theory of Micro Economics*. New Delhi: Sultan Chand Publishing House. Koutsoyannis, A. (1975). *Modern Microeconomics*. London: Palgrave Macmillan.

- Chaturvedi, D. D., & Gupta, S. L. (2010). *Business Economics Theory & Applications*. New Delhi: International Book House Pvt. Ltd.
- Adhikari, M. (2000). *Business Economics*. New Delhi: Excel Books.
- Kennedy, M. J. (2010). *Micro Economics*. Mumbai: Himalaya Publishing House.
- Seth, M. L. (2017). *Micro Economics*. Agra: Lakshmi Narain Agarwal Educational Publishers. Relevant study material of ICAI: www.icai.org.

Course Outcome

- CO1: Understand the basic elements of managerial economics aspects, nature and decision making
- CO2: Understand the law of demand, supply forecasting, consumer durable
- CO3: Understand theories of profit, profit maximization and analysis of Break Even Point
- CO4: Develop cost functions from production functions.
- CO5: Develop and evaluate the impact of government regulations.

Unit Wise Syllabus

Pos Cos	P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P S O 1	P S O 2
CO 1	-	2	-	-	-	-	3	-
CO 2	3	-	-	-	-	-	2	-
CO 3	2	-	1	-	-	-	2	-
CO 4	2	1	-	1	-	2	1	-

LINGAYA'S VIDYAPEETH
NACHUALI, JASANA ROAD, FARIDABAD
BACHELOR OF BUSINESS ADMINISTRATION
MG 107: BUSINESS LAW

L-4, T-0

Credit-4

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

Unit I:

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

- 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:

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

- 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.

Course Outcome

CO1: To know the development and the judicial setup of Labour Laws

- CO2: Discuss law of contract principles
 CO3: Enumerate contracts of indemnity and guarantee
 CO4: Examine contracts of bailment and pledge

Unit Wise Syllabus

Pos Cos	P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P S O 1	P S O 2
C O 1	3	-	-	-	-	-	-	1
C O 2	-	2	-	-	-	-	-	1
C O 3	2	1	-	-	2	-	-	2
C O 4	2	-	1	-	-	2	-	2

**LINGAYA'S VIDYAPEETH
 NACHUALI, JASANA ROAD, FARIDABAD
 BACHELOR OF BUSINESS ADMINISTRATION**

BBA-101: BUSINESS ORGANIZATION & ENVIRONMENT

L-4, T-0

Credit-4

Objective- To enable the students in terms of understanding the various concepts related to business organizations and administrative aspects

UNIT I

BUSINESS ORGANIZATION: Concept, nature and scope of business, business objectives, distinction between business, commerce and trade; Forms of business organization –Sole proprietorship, partnership, joint stock company, joint Hindu family; types of company-cooperative societies; multinational corporations.

UNIT II

BUSINESS COMBINATIONS & ASSOCIATIONS: Concept and causes of business combinations between government and business; Types and forms of combinations; chambers of commerce and industries in India – FICCI, CII Association, ASSOCHAM, AIMO etc..

UNIT III

BUSINESS ENVIRONMENT: Nature, components and determinants of business environment; basic nature of Indian economic system; growth of public and private corporate sector; social responsibility of business; economic reforms since 1991 – an overview. Review of industrial policy developments and pattern of industrial growth since 1991; Industrial licensing policy; public sector reforms; privatization and liberalization trends.

UNIT IV

OVERSEAS BUSINESS: Trend and pattern of India's foreign trade and balance of payments; latest foreign trade policy; India's overseas investments; policy towards foreign direct investment; globalization trends in Indian economy; role of MNCs; impact of multilateral institutions (IMF, World Bank and WTO) on Indian business environment.

RECOMMENDED BOOKS

1. Vasishth, Neeru, Business Organisation, Taxmann, New Delhi
2. Talloo, Thelman J., Business Organisational and Management, TMH, New Delhi
3. Tulsian, P.C., Business Organisation, Pearson Education, New Delhi
4. F. Cherunilum, Business Environment, Himalaya Publishing House, New Delhi
5. Biswanath Ghosh, Economic Environment & Business, Vikas Publishing House, New Delhi
6. N.K. Sengupta, Government and Business, Vikas Publishing House, New Delhi
7. K. Ashwathappa, Business Environment for Strategic Management, Himalaya Publishing House, New Delhi

Course Outcome

CO1: Familiarize with global business environment.

CO2: Make them understand about different financial institutions.

CO3: Develop the knowledge about international business.

CO4: Know about international market.

Unit Wise Syllabus

Pos Cos	P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P S O 1	P S O 2
C O 1	3	-	-	-	-	1	-	2
C O 2	-	-	2	-	-	-	-	2
C O 3	2	1	-	-	-	-	-	3
C O 4	2	1	-	-	-	2	-	3

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NACHUALI, JASANA ROAD, FARIDABAD
BACHELOR OF BUSINESS ADMINISTRATION
CS-107: **COMPUTER APPLICATIONS FOR BUSINESS**

L-3 T-0

Credits –3

Objective: The Objective of the course is to acquaint the student about the introduction of Computer Applications in update about the new technological changes occurred in India.

Unit I

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

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

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

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.

Types of an Electronic Payment System, Security Schemes of an electronic Payment Systems, E-Commerce On-line Services. Electronic data Interchange (EDI): Basics of EDI, Application of EDI, Advantages of EDI.

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..

Course Outcome

CO1: Gain knowledge of software.

CO2: Understand the web technology.

CO3: Get knowledge about communication media.

CO4: Explain electronic payment system.

Unit Wise Syllabus

Pos Cos	P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P S O 1	P S O 2
C O 1	2	-	1	-	-	-	1	-
C O 2	3	-	-	-	-	-	-	2
C O 3	1	-	3	-	-	-	1	-
C O 4	1	-	-	1	-	2	-	2

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SEMESTER - II

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NACHUALI, JASANA ROAD, FARIDABAD
BACHELOR OF BUSINESS ADMINISTRATION
MG-102: Indian Economy

L-4, T/P-0,

Credits: 04

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.

Unit I

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

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

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

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.

6. Course Outcomes:

7. CO1:Explore national income and capital formation.
8. CO2:Rate economic growth and development.
9. CO3: Inspect the new economic reforms
- 10.CO4: Translate and relate population growth with economic development.

Pos	PO1	PO2	PO3	PO4	PO5	PO6
Cos						
C01	3	2	1	1	1	-
C02	1	1	1	-	1	-
C03	2	-	1	-	1	-
C04	1	-	-	-	1	-



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NACHUALI, JASANA ROAD, FARIDABAD
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA-102: Brand Management

Course Outcome:

To successfully establish and sustain brands and lead to extensions

UNIT I Introduction

Basics Understanding of Brands – Definitions - Branding Concepts – Functions of Brand - Significance of Brands – Different Types of Brands – Co branding – Store brands.

UNIT II Brand strategies and communication

Strategic Brand Management process – Building a strong brand – Brand positioning – Establishing

Brand values – Brand vision – Brand Elements – Branding for Global Markets – Competing with foreign brands.

Brand image Building – Brand Loyalty programmes – Brand Promotion Methods – Role of Brand

ambassadors, celebrities – On line Brand Promotions.

UNIT III Brand extension

Brand Adoption Practices – Different type of brand extension – Factors influencing Decision for

extension – Re-branding and re-launching.

UNIT IV Brand performance

Measuring Brand Performance – Brand Equity Management - Global Branding strategies - Brand

Audit – Brand Equity Measurement – Brand Leverage -Role of Brand Managers– Branding challenges & opportunities.

Reference Books:

1. Kevin Lane Keller, Strategic Brand Management: Building, Measuring and Managing, Prentice Hall, 3rd Edition, 2007.
1. Moorthi YLR, Brand Management – I edition, Vikas Publishing House 2012
2. Paul Tmepoal, Branding in Asia, John Willy, 2000.

CO's:

CO1: Demonstrate knowledge of the nature & process of Brand management.

CO2: Examine the scope of brand management activity across the overall organizational context.

CO3: Evaluate the key issues in managing a brand portfolio.

CO4: Formulate brand management decisions.

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6
CO1	1	-	-	-	-	-
CO2	1	-	-	1	2	-
CO3	2	-	1	1	1	-
CO4	1	1	-	1	-	-



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MG-106: E-Commerce

L-4, T-0

Credits –4

Objective: The course aims to enhance skills for effective and contemporary applications of E-commerce.

Unit 1: Introduction to E-Commerce Concepts and significance of E-commerce; driving forces of E-commerce; E-commerce business models - key elements of a business model and categories; Design and launch of E-commerce website - decisions regarding Selection of hardware and software; Outsourcing Vs in-house development of a website; Functions of E Commerce; Types of E-Commerce; E-Commerce Systems and Prerequisites, Scope of E-Commerce, E Commerce Models.

Unit 2: E-Commerce Activities and Operations Various E-Commerce activities; various manpower associated with e-commerce activities; Types of E-Commerce Providers and Vendors; Modes of operations associated with E-Commerce; E-Commerce types. E-commerce applications in various industries (banking, insurance, payment of utility bills and others), e marketing, e-tailing, online services, e-auctions, online portal, online learning, e-publishing and e-entertainment, online shopping.

Unit 3: Website Designing and Publishing Internet Services, elements, URLs and Internet-Protocols (shopping cart, cookies) Internet Service Protocols (ISP), World Wide Web (www); Portals – steps in designing and developing E-Commerce website, Domain Name System (DNS). Introduction to HTML tags and attributes: Text formatting, fonts, hypertext links, tables, images, lists, forms, cascading style sheets. Online publishing, strategies and approaches.

Unit 4: E-payment System E-payment Methods- Debit card, Credit card, Smart cards, E-Money, E-Wallets; Digital signatures- procedures and legal position; Payment gateways; Online banking- concepts, importance; Electronic fund transfer; Automated Clearing House. Automated Ledger Posting, Emerging modes and systems of E-payment (M-Paisa, PayPal and other digital currency), UPI Apps, Aadhar Enabled Payment Systems, BHIM App E-payments risks.

Unit 5: Security and Legal Aspects of E-commerce E-commerce security – meaning and issues. Security threats in the E-commerce environment- security intrusions and breaches, attacking methods like hacking, sniffing, cyber-vandalism etc.; Technology solutions- encryption, security channels of communication, protecting networks, servers and clients. Overview of Information Technology Act, 2000-provisions related to offences, secure electronic records, digital signatures, penalties and adjudication

Suggested Readings:

Agarwala, K. N., Lal, A., & Agarwala, D. (2000). Business on the Net: An Introduction to the whats and hows of E-commerce. Noida, Uttar Pradesh: Macmillan Publishers India Limited.

Awad, E. M. (2009). Electronic Commerce from vision to fulfillment. Delhi: PHI Learning.

Bajaj, K. K., & Debjani, N. (2005). E-Commerce. New Delhi: Tata McGraw Hill Education.

Chhabra, T.N., Jain, H. C., & Jain, A. An Introduction to HTML. Delhi: Dhanpat Rai & Co. Dietel, H. M., Dietel, P. J., & Steinbuhler, K. (2001). E- Business and E- commerce for Managers. New Jersey: Prentice Hall.

Diwan, P., & Sharma, S. (2002). Electronic commerce- A Manager's Guide to E- Business. Delhi: Vanity Books International.

Kosiur, D. (1997). Understanding Electronic Commerce. New Delhi: Prentice Hall of India Pvt. Ltd. Turban, E., King, D., Lee, J., Warkentin, M., Chung, H. M., & Chung, M. (2002).

Electronic Commerce: A Managerial Perspective. New Jersey: Prentice Hall Publishing.

Whiteley, D. (2000). E-Commerce: Strategy, Technologies and Applications. New York: McGraw Hill.

Note: Latest edition of the books should be used

Course Outcomes:

CO1: Understand concept and types of e-commerce.

CO2: Discuss the network infrastructure for e-commerce.

CO3: Describe the security and legal aspects of e-commerce

CO4: Explain Website Designing and publishing

CO5: Describe different types of e-payment systems and methods

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6
CO1	1	-	-	-	-	-
CO2	1	-	-	1	2	-
CO3	2	-	1	1	1	-
CO4	1	1	-	1	-	-
CO5	1	1	-	1	-	-

LINGAYA'S VIDYAPEETH
NACHUALI, JASANA ROAD, FARIDABAD
BACHELOR OF BUSINESS ADMINISTRATION
MG-108: Principles of Management

L-4, T-0

Credits –4

Objectives:

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

Outcomes:

At the completion of the course the students will be able to integrate management principles into management practices. It will also help them to evaluate the global context for taking managerial actions of planning, organizing and controlling.

UNIT-1

Nature & Evolution of Management: Definition, nature, purpose, importance & functions of Management, Management as Art, Science & Profession- Management as social System, management vs. Administration, Managerial levels , Skills & Roles, Development of management thought – classical, neo-classical, behavioral, systems and contingency approaches.

UNIT-2

Functions of Management: Part-I Planning - Meaning - Need & Importance, types of planning, advantages & limitations. Forecasting - Need & Techniques, MBO; **Decision making** - Types - Process of rational decision making & techniques of decision making, Bounded Rationality; **Organizing** – Concept, Nature, Process and Significance, Types of organizations- formal and informal, Span of Control, Departmentation, Authority-Responsibility; Delegation and Decentralization

UNIT -3

Functions of Management: Part-II:- Staffing - Concept, Meaning & Importance of Staffing; **Communication** - Types & Importance; **Controlling** - Need, Nature, importance, Process & Techniques – Modern & Traditional, Effective Control System; **Coordination** - Need & Essence of Coordination

UNIT -4

Motivating & Leading: Motivation – Meaning, types, Importance & theories of motivation – Maslow, Herzberg, X, Y and Z

Leadership - Meaning , importance, Traits of a leader, Leadership styles, Leadership theories- Likert's System of management, Tannenbaum & Schmidt Model, Managerial Grid

Books Recommended:-

1. Essential of Management - Harold Koontz and Heinz Weihrich - McGraw-Hill's International
2. Management Theory & Practice - J.S.Chandan
3. Essential of Business Administration - K.Aswathapa- Himalaya Publishing House
4. Principles & practice of management - Dr. L.M.Prasad, Sultan Chand & Sons - New Delhi
5. Business Organization & Management - Dr. Y.K. Bhushan
6. Management: Concept and Strategies by J. S. Chandan, Vikas Publishing
7. Principles of Management, by Tripathi, Reddy Tata McGraw Hill
8. Business organization and Management by Talloo by Tata McGraw Hill

CO1: Summarize the nature, process and importance of business management. Compare and contrast the contributions of Indian and International Management Thinkers.

CO2: Discuss the process and types of planning and decision making.

CO3: Distinguish the concepts of authority, responsibility and accountability, centralization and decentralization; and Organization structure. Explain the process of staffing.

CO4: Defend the significance of motivation citing the theories of Maslow, Herzberg, McGregor, Ouchi and David McClelland

CO5: Display different leadership style appropriate to the situation and communicate effectively.

CO6: Explain the strategies of effective managerial control system. Propose a model to carry out the process of change management.

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	2	-	-	-	1
CO2	2	2	1	-	-	-
CO3	3	2	-	-	1	1
CO4	2	2	-	-	1	1

LINGAYA'S VIDYAPEETH
NACHUALI, JASANA ROAD, FARIDABAD
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA-104: Business Ethics and Corporate Social Responsibility

L-4, T/P-0,

Credits: 04

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

Introduction: Values-Concept, types and formation of values, ethics, values and behaviour, Values of Indian Managers, Ethics, development of ethics, ethical decision making and decision making process, relevance of ethics and values in business

Management of Ethics: Management process and ethics, managerial performance, ethical issues, ethos of Vadanta in management, Hierarchism as an organizational value

UNIT-II

Corporate Social Responsibility & Consumer Protection: Corporate responsibility of business: employees, consumers and community, Corporate Governance, Code of Corporate Governance, Consumerism, unethical issues, in sales, marketing and technology.

UNIT-III

Understanding Progress, Results & Managing Transforming: 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

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, wisdom-based management.

Stress Management: Meaning, sources and consequences of stress, stress management and detached involvement.

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.

CO1 To recollect concepts on ethical management practices in the business and appreciate the value system of ancient times and its applicability to modern business situations

CO2 To bring up value system in an organization based on ethics and provide knowledge about ethical decision making

CO3 To know the role of ethics in corporate governance.

CO4 To create knowledge about ethics and its application in functional areas of business

CO5 To create knowledge about ethics and corporate social responsibility

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	2	-	-	1	-
CO2	1	1	1	1	1	-
CO3	1	1	1	-	1	-
CO4	2	-	1	1	-	-

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BACHELOR OF BUSINESS ADMINISTRATION (BBA)
MG-114: Project Management

L-4, T/P-0,

Credits: 04

Course Outcome:

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.

UNIT I Overview

Capital Investments: Importance and Difficulties, Types of Capital Investments, Phases of Capital Budgeting, Levels of Decision Making, Facets of Project Analysis, feasibility Study, Objectives of Capital Budgeting, Common Weaknesses in Capital Budgeting.

UNIT II Capital Allocation Framework

Key Criteria, Elementary Investment Options, Portfolio Planning Models, Strategic Position and Action Evaluation, Diversification Debate, Investment in Capabilities, Strategic Planning and Capital Budgeting.

UNIT III Financing of Projects

Capital Structure, Menu of Financing, Equity Capital, Preference Capital, Internal Accruals, Term Loans, Debentures, Working Capital Advance, Miscellaneous Sources, Raising Venture Capital, Raising Capital In International Markets.

UNIT IV Financial Estimates and Projections

Cost of Project, Mean of Finance, Estimates of Sales and Production, Cost of Production, Working Capital Requirement and its Financing (Simple Practical Problems), Profitability Projections, Projected Cash Flow Statement (Simple Practical Problems), Projected Balance Sheet (Simple Practical Problems), Multi Year Projections.

Reference Books:

1. Desai, Vasant; Project Management, Himalaya Publishing House, 2018.
2. Chandra, Prasanna; Projects: Planning, Analysis, Financing, Implementation and Review, Tata McGraw Hill Publishing Company Limited, 2019 Fifth Edition.
3. Nagarajan, K.; Project Management, New Age International (P) limited, Publishers, 2008.

Course Outcomes:

CO1: Understand the basics about project management and its various types.

CO2: Enable them to develop project formulation and preparation of project report.

CO3: Equip the students for project appraisal and corrective measures..

CO4: Understand more about project finance and its sources.

CO5: Awareness about project evaluation methods.

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	2	-	-	1	-
CO2	1	1	1	1	1	-
CO3	1	1	1	-	1	-
CO4	2	-	1	1	-	-

BACHELOR OF BUSINESS ADMINISTRATION (BBA)
MG-104: Business Taxation

L-4, T/P-0,

Credits: 04

Objectives : To equip students with the application of principles and provisions of Income Tax.

Unit 1: Income Tax Act-1961. (Meaning, Concepts and Definitions) 10 Hrs

Income, Person, Assessee, Assessment year, Previous year, Agricultural Income, Exempted Income, Residential Status of an Assessee, Fringe benefit Tax, Tax deducted at Source, Capital and Revenue Income and expenditure.

Unit 2: Computation of Taxable Income under the different heads of Income.12 Hrs

Profits and Gains: Definitions, Deductions expressly allowed and Business and professions disallowed (Theory and Problems).

Capital Gains: Chargeability-definitions-Cost of Improvement Short term and long term capital gains-deductions (Theory only).

Income from other sources: Chargeability-deductions-Amounts not deductible (Theory only).

Unit 3: Tax Planning with Reference to Financial Management Decisions.14 Hrs

Capital Structure; Dividend Policy including Section 194; Inter-Corporate Dividend; Bonus Shares – Equity and Preference Shareholders.

Tax deducted at source-Return of Income-Advance payment of Tax- methods of payment of tax Forms of Returns-Refund of Tax. (Theory). Central Sales Tax Act 1956 – Introduction; VAT, Registration of Dealers, Levy and Collection of Tax and Penalties. Service Tax (Finance Act 1994).

Unit 4: Income Tax Authorities 10 Hrs

Organization structure of Income Tax Authorities /Administrative and Judicial Originations) Central Board of Direct Tax (Functions and powers of various Income Tax Authorities).

Reference Books:

1. V.S.Datey: Indirect Taxes – Law and Practice.
2. R.K.Jain: Customs Law Manual and Customs Tariff of India.
3. Taxmann's: Central Excise Manual and Central Excise Tariff. 4. Taxmann's: CENVAT Law and Procedure.
5. TN Manoharan, Income Tax Law including VAT/Service Tax, Snow White Publications Pvt. LTD.
6. G. Sekar, Income Tax, Service Tax and VAT, C. Sitaraman & Co. Pvt. LTD.
7. Karnataka Value added tax Act, 2003 published by Karnataka Law Journal Publications Bangalore - 560009

CO1- To provide knowledge about goods service tax

CO2- To create employability to the students in the commercial tax practices

CO3- To understand the procedure for registration tax

CO4- To know tax related with movement of goods

CO5- To understand the appeals, offences and penalties with respect to taxation

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	2	-	-	1	-
CO2	1	1	1	1	1	-
CO3	1	1	1	-	1	-
CO4	2	-	1	1	-	-



LINGAYA'S
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choose to know

MG166: Social Service

L/T/P -

Credits:

Objectives: The basic objective of this paper is to Understand the history of Social Work Profession in India & abroad

Course Contents

UNIT-I

Basic concepts related to Social Work: Social Work, Social Service, Social Welfare, Social Reform, Social Justice, Social Health, Social Security, Social Policy, Social Defense, Social Development, Human Rights, Social Legislation, Social Administration.

UNIT-II

Social Work: definition – Meaning, Definitions, Basic Assumptions, Scope, Objectives, and Functions and Methods.

UNIT-III

Historical development of Social Work: Development of Professional Social Work- USA, UK, India, and Karnataka. Development of Social Work education in India and Karnataka

UNIT-IV

Basic values : Philosophy and Principles of social work

Problems faced by social work profession in India: Misconceptions about professional social work

Text Books

1. Encyclopedia of Social Work. (1987), Encyclopedia of Social Work in India. New Delhi: Ministry of Welfare. Encyclopedia of Social Work. (1987),
2. Encyclopedia of Social Work. Silver Spring, Maryland: National Association of Social Workers.
3. Friendlander W A (), Introduction to Social Welfare
4. Sanjay Bhattacharya (), Social work- An Integrated Approach;



SEMESTER - III

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NACHUALI, JASANA ROAD, FARIDABAD
BACHELOR OF BUSINESS ADMINISTRATION

BL-201: Corporate Law

L-4 T/P-0

Credits-4

Unit- I

Company- Meaning and Characteristics; Features of company; advantages and disadvantages of incorporation; Lifting of corporate veil; Privileges of private company.

Unit- II

Formation of Company: - Promotion of company; Functions of promoter; importance of promoter; Promoter's remuneration; legal status of Promoter; Rights of promoters; Duties of promoters; Liabilities of promoters; Pre- incorporation contracts, Incorporation and commencement of Business. Prospectus: - definition; contents; statement in lieu of prospectus; misleading prospectus and its consequences.

Unit- III

Memorandum of Association: - Meaning; importance; clauses of memorandum of association and their Alteration; doctrine of ultra- vires. Articles of Association: - Meaning; contents; alteration of articles of association; constructive notice and doctrine of indoor management.

Unit- IV

Borrowing Powers; Debentures and Charges.

Suggested Readings:

1. Kuchal M.C. Modern Indian Company Law Shri Mahavir Books, Noida.
2. Kapoor N.D. Company Law Incorporating the provisions of the companies Amendment Act.
3. Singh Avtar Company Law Eastern Book Company, Lucknow.

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Course Outcomes:

CO1: Explain the nature of company and procedure for formation of Company as per Indian Companies Act (Amendment 2013).

CO2: Compare and contrast Memorandum of Association and Articles of Association.

CO3: Summarize the Rights and liabilities of company shareholders.

CO4: Describe powers and duties of company directors and procedure for convening statutory and other meetings.

CO5: Explain circumstances and the procedure for winding up of the company.

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6
CO1	1	1	-	-	1	1
CO2	2	-	-	-	-	1
CO3	2	-	-	-	1	1
CO4	2	1	-	-	-	2

LINGAYA'S
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BBA-201: Production & Operations Management

L-4, T/P-0,

Credits: 04

Unit-I

Introduction –

Nature and Scope of Production/Operations Management, POM Relationship with other Systems in the Organisation, Factors that affect System and Concept of Production and Operation Management, Facility Location, Types of Manufacturing Systems, Lean Manufacturing, Student Planning and Analysis.

Unit-II

Production System and Related Concepts: Functions of Production and Material Management, Types of Production Systems, Productivity Variables, and Productivity Measurement, Production Planning and Control in Mass Production, Batch Production, Job Order Production, Selection, Product Design and Development, Process Selection, Capacity Design, Determination of Material Required, Procedure for Purchasing, Stocking and Distribution of Materials.

Unit-III

Scheduling and measuring Production Activities: Scheduling, Maintenance Management Concepts, TPM, Work-Study, Method Study, Work Measurement, Work Sampling, Work Environment and Safety, Material Management.

Material and Inventory Management: An overview of Material Management, Material Planning and Inventory Control, Inventory Models, (Classical EOQ, Model with Shortages), JIT, Budgeting and Material Planning, Purchase Management, Store Management, Safety Management.

Unit-IV

Quality in Production and Operations Management: Quality Assurance, Accepting Sampling, Statistical Process Control, Total Quality Management, QMS and ISO Standards.

Reference Books:

1. Everett E. Adam and Ronald J Ebert, Production and Operation Management: Concepts, Models & Behaviour, PHI New Delhi
2. Chary SN, Production, and Operations Management- Concepts, Methods and Strategy, PHI New Delhi 2005
3. Ajay Garg, Production and Operations Management, TMH, Delhi
4. Pankaj Madan; Production and Operation Management, Global Vision Publishing, New Delhi (2010)

choose to know

1.

CO 1	To discuss the production and operation functions
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CO 2	To apply the concept of materials flow, replenishment with reference to operations
CO 3	To evaluate capacity planning, inventory management and supply chain management in decision making.
CO 4	To investigate the contemporary issues related to production and operation management in order to meet uncertainty.

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	2	-	-	1	-
CO2	1	1	1	1	1	-
CO3	1	1	1	-	1	-
CO4	2	-	1	1	-	-

LINGAYA'S
VIDYAPEETH
choose to know

L-4 T-0

Credits-4

Objective: To acquaint the learners with the techniques and principles to manage human resources of an organization.

Unit 1: Introduction to Human Resource Management Concept and functions; Role, status and competencies of HR manager; HR policies; Evolution of HRM; Emerging challenges of human resource management - Workforce diversity, empowerment, downsizing, VRS, work life balance.

Unit 2: Acquisition of Human Resource Human resource planning- Quantitative and qualitative dimensions; Job analysis – Job description and job specification; Recruitment – concept and sources; Selection – concept and process; Test and interview; Placement, induction and socialization; Retention.

Unit 3: Training and Development Concept and importance; Role specific and competency-based training; Training and development methods – Apprenticeship, understudy, job rotation, vestibule training, case study, role playing, sensitivity training, Inbasket, management games, conferences and seminars, coaching and mentoring, management development programmes; Training process outsourcing.

Unit 4: Performance Appraisal and Compensation Management Performance appraisal- Nature, objectives and process; Performance management; Methods of performance appraisal; Potential appraisal; Employee counselling; Job changes - Transfers and promotions. Compensation - Concept and policies, Base and supplementary compensation; Individual, group and organisation incentive plans; Fringe benefits; Performance linked compensation; Employee stock option; Pay band compensation system; Job evaluation.

Unit 5: Maintenance of employees and Emerging Horizons of HRM Employee health and safety; Employee welfare; Social security (excluding legal provisions); Employer-employee relations. Employee code of conduct. Grievance handling and redressal; Industrial disputes: Causes and settlement machinery; e-HRM; Human Resource Information System (HRIS) and e-HRM; Impact of HRM practices on organisational performance; HR Audit, Contemporary issues in human resource management-emerging job opportunities.

Suggested Readings:

Satrapi, K. (2007). Human Resource Management. New Delhi: Tata McGraw-Hill.

Chhabra, T. N. (2004). Human Resource Management. Delhi: Dhanpat Rai & Co.

Gupta, C. B. (2018). Human Resource Management. Delhi: Sultan Chand & Sons.

Decenzo, D. A., & Robbins, S. P. (2009). Fundamentals of Human Resource Management. New Jersey: Wiley.

Dessler, G., & Varkkey, B. (2011). Human Resource Management. New Delhi: Pearson Education.

Course Outcomes

CO1: Explain the importance of human resources in an organization.

CO2: Outline the dimensions; job analysis and job description and procedure for recruitment and selection.

CO3: Describe identifying the training need, implementation, monitoring and assessment procedures of training.

CO4: Understanding the importance of Performance appraisal system.

CO5: State the significance of compensation for employee and grievance redressed.

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	3	-	-	-	1
CO2	3	2	-	-	-	1
CO3	3	2	-	-	-	-
CO4	2	3	-	-	-	-

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

Introduction to Marketing: Marketing :- Meaning - concept - functions - marketing Planning & implementation marketing Programmed - Marketing environment – Micro and Macro.

UNIT II

Market Segmentation and consumer behaviour – Influencing factors, Decision process - Marketing Research - Marketing information system.

UNIT III

Product :- Meaning - Product planning - policies - positioning - New product

Pricing:- Pricing objectives – Setting and modifying the price – Initiating price changes and responding to price changes

UNIT IV

Promotion: Promotion Mix - Advertisement - Message - copy writing - Media strategy -sales promotion - Personal selling and publicity.

Physical Distribution and Strategies:- Distribution Mix - Managing channel - intermediaries - transport and warehousing



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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.

CO 1	Discuss the significance of concepts & theories of marketing.								
CO 2	Analyse the data for making marketing decisions from MIS								
CO 3	Demonstrate analytical skills in identification and resolution of problem pertaining to marketing management through marketing mix strategies								
CO 4	Evaluate the recent trends in the contemporary marketing environment								
<i>CO-PO & CO-PSO Mapping</i>									
Mapping	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4
CO 1	3	1	1	2	1	1	2	3	2
CO 2	2	3	1	2	1	2	1	3	1
CO 3	2	3	1	2	1	1	3	3	1
CO 4	2	2	2	3	1	3	2	3	1

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LINGAYA'S VIDYAPEETH
NACHUALI, JASANA ROAD, FARIDABAD
BACHELOR OF BUSINESS ADMINISTRATION
HSS-201: ADVANCE BUSINESS COMMUNICATION

L-3, T-0

Credits –3

Objective: The course aims to acquaint the learners with fundamental economic theories and their impact on pricing, demand, supply, production, and cost concepts.

Learning Outcomes: After the completion of the course, the learners will be able to:

1. Examine how different economic systems function and evaluate implications of various economic decisions;
2. Examine how consumers try to maximize their satisfaction by spending on different goods;
3. Analyze the relationship between inputs used in production and the resulting outputs and costs;
4. Analyze and interpret market mechanism and behaviour of firms and response of firms to different market situations;
5. Examine various facets of pricing under different market situations.

Unit 1

Introduction to Business Communication

Introduction to Business Communication, Process of Communication, Shannon Weaver Model, Principles of Effective Business Communication - 7 Cs. Channels of communication, Types of communication, Dimensions of communication, Barriers to communication.

Unit 2

Language Prerequisite for Effective Business Communication

Common errors: learning through examples, Functional Grammar & Contemporary usage, Inclusive Language, Indianisms in Email Writing

Unit 3

The Art of Storytelling

Signposting with Strong Topic Sentence, Creating cohesive paragraphs, Writing with Purpose, Paragraph Development Techniques, Principles & Methods of Paragraph Development

Unit 4

Forms & Format of Business Writing

Format of Business Letters, Types of Business letters: Information (Routine & Special), Sales,

Problem, Goodwill

Meeting-Agenda, Notice, The Minutes, Office Memorandum, Office Orders, etc. , Writing

Professional emails

Unit 5

Business English: Making Presentations

Presenting Content in an Organized and Engaging Way, Using Infographics: Sharing Data in Charts & Graphs, Using Persuasive Language, Using tools and presentation aids, Do's & Don'ts of Presentation, Importance of Paralinguistic Features in Presentation, Presenting in groups

Reference Books:

1. Boove, C.L., Thill, J.V., and Chaturvedi, M., (2009) Business Communication Today, Pearson Education.
2. Murphy and Hildebrandt, (2008) Effective Business Communication, McGraw Hill Education.
3. Krizan, A. C. Buddy, and Merrier, Patricia (2008) Effective Business Communication, 7th Edition, Cengage Learning.
4. Lesikar, (2009), Business Communication: Making Connections in a Digital World, McGraw Hill Education.
5. McGraw, S. J., (2008) Basic Managerial Skills for AI, 8th edition, Prentice Hall of India.
6. Wren & Martin, (2008), English Grammar and Composition, Sultan Chand & Sons
7. Essentials of Business Communication, Pal, Rajendra, and Korlahalli, J.S
8. Business Communication: Theory and application, Lesikar, Raymond V., and Pettit John
9. Business Communication, Varinder Kumar, Raj Bodh Kalyani Publishers
10. Business Communication by K. K. Sinha. Galgotia Publishing Company
11. Effective Business Communication by Herta A. Murphy and Charles E. Peck. TMH

A. Course Outcomes

On completion of this course, the students will be able to

- **CO1.** Identify elements of Communication and develop holistic understanding of communication and its importance in the 21st century.

- **CO2.**Analyze language prerequisites and use them for effective business communication.
- **CO3.** Apply techniques for creating coherent paragraphs with clear purpose.
- **CO4.** Create business drafts for a variety of professional and social settings, demonstrating the ability to identify & analyze various forms, formats, content, & tone.
- **CO5.** Demonstrate effective presentation skills.

PO/CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2
CO1	3									
CO2	3									
CO3	3									
CO4	3		1		1					
CO 5	3									



SEMESTER - IV

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LINGAYA'S VIDYAPEETH
NACHUALI, JASANA ROAD, FARIDABAD
BACHELOR OF BUSINESS ADMINISTRATION
BBA-202: **Entrepreneurship Development**

Objective: The course aims to equip the learners to entrepreneurship so that they are inspired to look at entrepreneurship as a viable, lucrative, and preferred option of professional life.

Unit 1: Introduction Meaning, elements, determinants and importance of entrepreneurship and creative Behaviour; Entrepreneurship and creative response to the society' problems and at work; Dimensions of entrepreneurship: entrepreneurship, technopreneurship, cultural entrepreneurship, international entrepreneurship, netpreneurship, ecopreneurship, and social entrepreneurship

Unit 2: Entrepreneurship in India Concept of business houses and role of business houses and family business in India; The contemporary role models in Indian business: their values, business philosophy and behavioural orientations; Conflict in family: Introduction: Entrepreneurship in India: Entrepreneurship Ecosystem: Sources of business ideas and tests of feasibility: Mobilizing Resources business and its resolution. Initiatives of Government of India to promote entrepreneurship - Start Up India, Stand Up India, Make in India, etc.

Unit 3: Entrepreneurship Ecosystem Requirement, availability and access to finance, marketing assistance, technology, and industrial accommodation, Role of government, Institutions, industries/entrepreneur's associations and self-help groups, Concept, role and functions of business incubators, angel investors, venture capital, start-up finance and private equity fund.

Unit 4: Sources of business ideas and tests of feasibility Significance of writing the business plan/ project proposal including feasibility analysis; Contents of business plan/ project proposal; Designing business processes, location, layout, operation, planning & control; preparation of project report (various aspects of the project report such as size of investment, nature of product, sourcing of material, market potential may be covered); Project submission/ presentation and appraisal thereof by external agencies, such as financial/non-financial institutions

Unit 5: Mobilizing Resources Mobilizing resources for start-up. Accommodation and utilities; Preliminary contracts with the vendors, suppliers, bankers, principal customers; Contract management: Basic start-up problems.

Suggested Readings:

Desai, V. (2009). Dynamics of Entrepreneurial Development and Management. Mumbai: Himalaya Publishing House.

Dollinger, M. J. (2008). Entrepreneurship: Strategies and Resources. New Jersey: Prentice Hall.

Hisrich, R., Peters, M., & Shepherd, D. (2017). Entrepreneurship. New York: McGraw Hill Education.

Rao, T. V., & Kuratko, D. F. (2012). Entrepreneurship: A South Asian Perspective. Boston: Cengage Learning.

Yadav, V., & Goyal, P. (2015). User innovation and entrepreneurship: case studies from rural India.. Journal of Entrepreneurship & Innovation, 4(5). Retrieved from <https://link.springer.com/article/10.1186/s13731-015-0018-4>.

Note: Learners are advised to use latest edition of text books.

Course Outcomes:

CO1: Explain factors stimulating entrepreneurship and obstacles in entrepreneurial growth.

CO2: Explain contemporary role models in Indian business

CO3: Explain role of Public and Private system of stimulation.

CO4: Understand the significance of writing the business plan/project proposal.

CO5: Describe the possibilities of mobilizing resources for startup.

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	-	2	1	1	-
CO2	-	-	-	-	1	-
CO3	1	-	1	-	-	-
CO4	1	-	1	1	1	1

LINGAYA'S
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L-4 T-0

Credit-4

Objective: The course aims to acquaint the learners with the broader framework of economic systems, role and implications of macro-economic activities on economic system like savings, investments, employment, growth, and business cycles.

Unit 1: Nature and Scope of Macro Economics Basic concepts, Distinction between Macroeconomics and Microeconomics Macro-Economic Concepts like national income, employment, savings, and investments.

Unit 2: National Income National Income: Usefulness and significance; Different Concepts GDP, NNP, GNI, NNI; National Income at market price and constant price. Measurement of National Income in India, Limitations and challenges of National Income. The Keynesian theory of Determination of National Income in two sector model, three sector model, and four sector model.

Unit 3: Macro-Economic theory Classical theory of Output and Employment Say's Law of Market, Keynes's criticism of Classical theory, Principle of Effective Demand: Aggregate Demand and Aggregate Supply, Consumption function, Attributes of consumption function, Propensity to consume, Significance of consumption function.

Unit 4: Savings and Investment Concept of savings, Determinants of savings, saving function Concept of multiplier, Functioning of multiplier, Assumption of multiplier theory, Leakages and shortcomings of multiplier theory, Acceleration principle. Investment –Investment function, determinants of business fixed investment, effect of tax, determinants of residential investment and inventory investment.

Unit 5: Business Cycle and Value of Money Business cycle: Concept, phases, causes and remedies; Inflation: concept, types, determinants, remedial measures; Recessionary trends, its effect on different sectors of economy and remedial measures; Reflation Concept, characteristics, measures and implications. Value of Money: Concept, theories- Quantity Theory of Money (Fisher's Transactions approach), Cambridge equation, Keynesian theory of demand for money, Baumol-Tobin Transaction approach, Tobin's Portfolio Balance approach, Criticism. Demonetization- concept and its implications on Economic Development, Monetary Policy, fiscal policy, IS-LM functions.

Suggested Readings:

Chaturvedi, D. D., & Gupta, S. L. (2010). Business Economics Theory & Applications. New Delhi: International Book House Pvt. Ltd.

Cohn, S. M. (2015). Reintroducing Macro Economics: A Critical Approach. Abingdon: Routledge.

Dwivedi, D. N. (2019). Macro Economics. Chennai: Mc Graw Hill Education.

Mankiw, N. G. (2012). Principles of Macroeconomics. Boston: Cengage Learning.

Mithani, D. M. (2019). Macro Economics. Mumbai: Himalaya Publishing House Pvt. Ltd.

Muniraju, M., & Podder, K. (2014). Macro Economics for Business Decisions. Mumbai: Himalaya Publishing House Pvt. Ltd.

Jhingan, M. L. (2019). Macro Economics Theory. Delhi: Vrinda Publications Pvt. Ltd.

Samuelson, P. A., & Nordhaus, W. D. (2015). Macro Economics. New York: McGraw Hill Education. Relevant study material from ICAI Website: <https://www.icai.org/>

Note: Learners are advised to use latest edition of text books.

Course Outcomes:

CO1: Explain concept of GDP, budget deficit and source of financing.

CO2: Identify the sources of economic growth in the long-run including government policies to raise living standards..

CO3: Discuss the basic concepts of consumption, saving, investment in a closed and open economy.

CO4: Examine the role of the financial market in the economy.

CO5: Assess the effects of policies and economic issues on the domestic and foreign economy to make decisions.

Pos	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	2	1	-	1	-
CO2	2	1	_1	-	2	-
CO3	2	1	-	-	1	-
CO4	2	-	-	-	1	-

BACHELOR OF BUSINESS ADMINISTRATION (BBA)
MG-206: Research Methodology

L-4, T/P-0,

Credit-4

Objectives: The course aims to acquaint the student with a basic and elementary knowledge of the research.

Course Contents

Unit I

An introduction meaning of research - objectives of research, significance of research, types of research. **Research Problem – what is research problem, selection of research, necessity of defining a problem.**

Unit II

Research Design – Meaning of research design, need for research design, features of research design, different types of research design. Methods of Data Collection – Primary data, data collection through questionnaires, Schedules and other methods of data collection, primary data Vs secondary data, appropriate method of data collection.

Unit III

Data Collection - Methods of data collection: secondary data, sources of secondary data, primary data, collection of primary data observation, questionnaire, designing of questionnaire, interviewing. Data Processing and Tabulation: Editing coding, problems in editing, tabulation.

Unit IV

Interpretation and Report Writing: Interpretation, types of research reports, guidelines for writing a report, writing a report format, evaluation of research report.

Text Books

Research Methodology by C.R. Kothari
Beri, G.C.; Marketing Research, Tata McGraw Hill, 2003.
Gupta, S.L., Marketing Research, Excel Books, 2004

CO's:

CO1: Discuss the significance and process of research.

CO2: Gather the required data using appropriate sampling and scaling techniques.

CO3: Analyze and interpret data collected for the problem.

CO4: Use advanced data analysis tools and techniques.

Pos	PO1	PO2	PO3	PO4	PO5	PO6
CO1	1	2	-	1	2	-
CO2	1	1	-	1	1	-
CO3	1	-	-	-	-	-
CO4	-	1	-	-	-	1



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BBA-204: Organizational Behavior

L-4, T/P-0,

Credits: 04

Course Outcome:

The course aims to provide an understanding of basic concepts, theories and techniques in the field of human behaviour at the individual, group and organizational levels in the changing global scenario.

UNIT I Overview

Concept and nature of Organizational behaviour; Contributing disciplines to the field of O.B.; O.B. Models; Need to understand human behaviour; Challenges and Opportunities.

UNIT II Individual & Interpersonal Behaviour

Biographical Characteristics; Ability; Values; Attitudes-Formation, Theories, Organisation related attitude, Relationship between attitude and behavior; Personality – determinants and traits; Emotions; Learning-Theories and reinforcement schedules, Perception –Process and errors. Interpersonal Behaviour: Johari Window; Transactional Analysis – ego states, types of transactions, life positions, applications of T.A.

UNIT III Group Behaviour & Team Development

Concept of Group and Group Dynamics; Types of Groups; Formal and Informal Groups; Stages of Group Development, Theories of Group Formation; Group Norms, Group Cohesiveness; Group Think and Group Shift. Group Decision Making; Inter Group Behaviour; Concept of Team Vs. Group; Types of teams; Building and managing effective teams.

UNIT IV Organization Culture and Conflict Management

Organizational Culture Concept, Functions, Socialization; Creating and sustaining culture; Managing Conflict – Sources, types, process and resolution of conflict; Managing Change; Managing across Cultures; Empowerment and Participation

Reference Books:

1. Prasad, L.M.; Organizational Behaviour, Sultan Chand & Sons, 2003.
- 2. Stephen P., Robbins; Organizational Behaviour; “Prentice Hall of India Pvt. Ltd.”, New Delhi, 2003.

CO 1	Recognize the concepts, need and importance of management and application of the various principles of management.								
CO 2	Examine the process of management and the various components of management process (Planning, Organizing, Staffing, Directing, and Controlling)								
CO 3	Predict, adopt and integrate the individual behaviour with the organizational behaviour.								
CO 4	Assess various components of individual behaviour and how it helps an organization in bringing in the organizational development								
<i>CO-PO & CO-PSO Mapping</i>									
Mapping	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4
CO 1	3	1	1	2	2	3	1	1	2
CO 2	2	2	2	3	2	2	2	2	2
CO 3	2	2	3	1	2	2	2	3	2
CO 4	2	2	2	2	2	2	2	2	2

LINGAYA'S
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L-4, T/P-0,

Credits: 04

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

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

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

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

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, engage Learning, New Delhi.

2. Hanson, W. and Kalyanam, (2010), e-Commerce and Web Marketing 1st Edition, engage Learning, New Delhi.

CO's:

CO1: Demonstrate knowledge of the nature & process of DIGITAL MARKETING.

CO2: Examine the scope of DIGITAL MARKETING activity across the overall organizational context.

CO3: Evaluate the key issues in managing a digitally.

CO4: Formulate decisions in digital era

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	-	2	1	1	-
CO2	-	-	-	-	1	-
CO3	1	-	1	-	-	-
CO4	1	-	1	1	1	1

BACHELOR OF BUSINESS ADMINISTRATION
CS-216: Management Information System

L-2 T-0

Credit-2

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

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

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

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

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.

Course Outcomes:

CO1: Understand Information systems with its recent developments.

CO2: Know about the role of MIS in consumers.

CO3: Analyze the relationships between information systems and organizations.

CO4: Explain relationships between concepts of information systems.

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6
CO1	1	1	1	1	1	-
CO2	2	-	1	-	1	-
CO3	1	-	1	-	1	-
CO4	1	-	1	-	-	-



SEMESTER – V

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LINGAYA'S VIDYAPEETH
NACHUALI, JASANA ROAD, FARIDABAD
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
MG-301: Banking and Insurance Law

L-4, T/P-0,

Credits: 04

Objectives: The course aims to acquaint the student with a basic and elementary knowledge of the business and corporate laws.

Course Contents

Unit I

Money and Banking - An Overview; Nature, Functions and Significance of Money. Demand and Supply of Money-Concepts and Approaches; Money and Prices- Quantity Theory & Money; Inflation and it's control.

Evolution of Banking - Systems of Banking-Mixed, Branch, Unit, Group, Chain; Brief Structure of banks; RBI- Organisation, Functions, Methods of credit control; Commercial banking; Balance sheet of a Bank; Credit creation

Unit II

Structure and Characteristics of Financial & Banking system in India - Indian Money Market; Indian Capital Market; Indian Monetary Policy & System.

Sources and Uses of Funds in Banks - Value Chain Analysis in Banking Industry. Emerging trends in Banking: Universal Banking, Venture Capital, Project Financing, Merchant Banking, E-Banking, Credit Cards, Banking Ombudsman Scheme.

Unit III

Concept of Risk - Types of Risk, Risk Appraisal, Transfer and Pooling of Risks, Concept of Insurable Risk.

Concept of Insurance - Relevance of Insurance to the emerging socio-economic needs of all the sections of society including Industrial sector, Types of Insurance Organisations, Insurance Business, Intermediaries in Insurance Business.

Unit IV

Formation of Insurance Contract - Life, Fire, Marine and Motor Insurance Contracts, Principles of Insurance: Utmost Good Faith, Indemnity, Insurable Interest

Classification of Insurance: Life, Non-Life (general), Health, Pension, Social Security and Retirement Benefits, Insurance Products

Text Books

1. Sundaram & Varshney, " Banking, Theory Law and Practice" Sultan chand & sons;2004
2. Chaturvedi D.D., Anand Mittal, " Business Economics-II", Brijwasi Book Distributors;2005
3. Varshney & Malhotra, "Principles of Banking",Sultan Chand & Sons, 2005.
4. Gupta P.K, " Insurance and Risk Management"
5. Himalya Publishing House; 2004
6. Mishra M.N., " Principles and Practices of Insurance",S. Chand and Co; 2004
7. Panda G.S., "Principles and Practices of Insurance" Kalyani Publications, 2004

Course Outcomes:

CO1: Explain functions of banking and banker customer relationship.

CO2: Summarize the different sources and uses of funds in Banks.

CO3: Describe principles of operations in Indian Money Market.

CO4: Summarize the importance of internet banking.

CO5: Explain the types of risk and concept of insurance.

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	1	-	-	-	-
CO2	2	1	-	1	-	-
CO3	2	1	-	-	1	-
CO4	1	1	-	1	1	-

LINGAYA'S VIDYAPEETH
NACHUALI, JASANA ROAD, FARIDABAD
BACHELOR OF BUSINESS ADMINISTRATION
MG-303: Corporate Governance

L-4 T-0

Credit-4

Objective: The course aims to provide knowledge of corporate governance, procedures, and techniques in accordance with current legal requirements and professional standards.

Unit 1: Introduction Corporate Governance - Meaning, significance and principles, Management and corporate governance; Theories and Models of corporate governance; Agency theory and separation of ownership and contract; ownership structure and firm performance; Whistle blowing, Class Action; Role of Institutional investors. Codes and Standards on Corporate Governance- Sir Adrian Cadbury Committee 1992 (UK), OECD Principles of Corporate Governance and Sarbanes Oxley (SOX) Act, 2002 (USA).

Unit 2: Directors and Shareholders Powers of directors; Duties of directors; Non-executive directors and their duties; Relationship between board and shareholder; Board structure and Independent director, board committees and their functions. Shareholder expectations; Regulatory requirements for shareholder involvement shareholder activism and proxy advisory firms. Role of rating agencies.

Unit 3: Major Corporate Governance Failures and International Codes BCCI (UK), Maxwell Communication (UK), Enron (USA), World.Com (USA), Andersen, Worldwide (USA), Vivendi (France), Satyam Computer Services Ltd, Lehman Brothers, Kingfisher Airlines, PNB Heist and IL&FS Group Crisis; Common Governance Problems Noticed in various Corporate Failures;

Unit 4: Corporate Governance Framework in India Initiatives and reforms- Confederation of Indian Industry (CII) (1997), Kumar Mangalam Birla (1999), NR Narayana Murthy Committee (2005) and Uday Kotak Committee (2017). Regulatory framework: Relevant provisions of the Companies Act, 2013, SEBI: Listing Obligations and Disclosure Requirements Regulations (LODR), 2015. Corporate Governance in the public sector, banking, non- banking financial institutions.

Unit 5: Business Ethics and Corporate Social Responsibility (CSR) Business Ethics and Values; Importance of Ethics; Corporate Governance and Ethics; Ethical theories; Code of Ethics and ethics committee. Concept of Corporate Social Responsibility; CSR and Corporate Sustainability, CSR and Business Ethics, CSR and Corporate Governance, CSR and Corporate Philanthropy; Environmental Aspect of CSR, Models and benefits of CSR, Drivers of CSR; CSR in India.

Suggested Readings:

Gupta, K., & Arora, A. (2015). Fundamentals of Auditing. New Delhi: Tata Mc-Graw Hill Publishing India. Kumar A., Gupta L., & Arora, R. J. (2016). Auditing and Corporate Governance. Delhi: Taxmann Pvt. Ltd. Mallin, C. A. (2018). Corporate Governance. New Delhi: Oxford University Press.

Rani, G. D., & Mishra, R. K. (2017). Corporate Governance-Theory and Practice. New Delhi: Excel Books. Sharma, J. P. (2016). Corporate Governance, Business Ethics, and CSR. New Delhi: Ane Books Pvt. Ltd. Tricker, B.(2015). Corporate Governance-Principles, Policies, and Practice (Indian Edition). New Delhi: Oxford University Press. Institute of Chartered Accountants of India, Auditing and Assurance Standards, ICAI, New Delhi.
www.icai.org

Course Outcomes:

CO1: Discuss the concept and models of corporate governance.

CO2: Discuss Corporate governance and the role of the Board.

CO3: Explain the Audit Committees for corporate governance.

CO4: Summarize trends in e-governance and Corporate Governance rating.

CO5: Correlate Business Ethics and CSR.

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6
CO1	1	2	-	1	2	-
CO2	1	1	-	1	1	-
CO3	1	-	-	-	-	-
CO4	-	1	-	-	-	1

LINGAYA'S VIDYAPEETH
NACHUALI, JASANA ROAD, FARIDABAD
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA-305A: Personal Financial Planning

L-4, T/P-0,

Credits: 04

Objectives: The course aims to acquaint the student with a basic and elementary knowledge of planning techniques.

Course Contents

Unit I

Understanding Personal Finance - The Building Blocks to Achieving Personal Financial Success, Economy Affects Your Personal Financial Success, Economist, Time Value of Money - Calculating Future Values and Present Values, Tax-Free Money, Financial Planners.

Unit II

Career Planning - Steps in Successful Career Planning, Work-Style Personality, Financial and Legal Aspects of Employment, Employment Search Strategies.

Financial Statements, Tools, and Budgets- Financial Values, Goals, and Strategies, Financial Statements Measuring, Financial Health and Progress, money management.

Unit III

Managing Income Taxes- Income Taxes and the Marginal Tax Rate, Steps in Calculating Your Income Taxes.

Unit IV

Managing Checking and Savings Accounts - Monetary Asset Management, Interest-Earning Checking Accounts, Savings Accounts, Money Market Accounts, Electronic Money Management, Psychology of Money Management, Building and Maintaining Good Credit

Text Books:-

Managing personal planning by Dr. Suresh Seth and Dr. Pooja Ohri.

Managing personal planning by Lawrence J. Gitman

CO's:

CO1: To understand the basics of finance and assess the cash flows.

CO2: To learn the process of budgeting

CO3: Analyses the investment strategies

CO4: Evaluate the tools for calculation Of finances.

P O S C O S	P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P S O 1	P S O 2
C O 1	2	1	1	2	-	1	-	-
C O 2	-	1	-	-	1	1	-	2
C O 3	2	1	-	2	2	1	1	1
C O 4	-	3	3	1	2	-	-	-

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LINGAYA'S VIDYAPEETH
NACHUALI, JASANA ROAD, FARIDABAD
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA-305B: Retail Marketing

L-4, T/P-0,

Credits: 04

Objective:

The objective of the course is to enhance the students with the skills required to be directly employed as a sales or marketing executive manager or to start a retail business of their own.

Unit I

Retail Theory & Practices- Retail: Nature, Scope, History, Retail Institutions, Types, Retail Management Process, Indian Retailing Scenario, Retail Managers – Roles, Skills and Scope, Evolution of Management Theory, Organizational Environment in Retail Sector, Ethical Issues in Retailing Job Opportunities in Retail Industry- Personality Traits of Retailers, Retail Entrepreneur, Employment Opportunities, Internationalization and Globalization of Retailing

Unit II

Retail Marketing Strategy- Introduction, Building Retail Brand, Sales Enhancement Strategies, Business Intelligence, Customer Service, Social Media Marketing, Pricing Strategy, Point of purchase communication, Role of Packaging, Pricing Strategy, Merchandise Management, Private Labels, Retail Promotion, Building Store Loyalty

Unit III

Retail Organization & Functional Management- Introduction, Classification of Retail Organization, Franchising, Human Resource Management in Retail, Building and Sustaining Relationship in Retailing, Customer relationship Management, Store Planning: Location, Layout, Store Operations: POS (Point of Sale) /Cash Process, Customer Service and Accommodation, Retail Floor and Shelf Management, Retail Accounting and Cash Management, Setting up Stores before Opening, Working with Floor Plans and Store Requirements.

Unit IV

Electronic Retailing - Introduction, Types of Technology in Retailing, Role of IT in Business; Influencing Parameters for use of IT in Retailing; Efficiency in Operations, Effective Management of Online catalogues; Direct Retailing Methods, Database Management; Data warehousing; Critical Analysis of E-Retailing Strategies; Customer Relationship Management

Text Books:-

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

CO1: Understand the basics of retail marketing

CO2: Learn the strategy of retail marketing

CO3: To analyses the promotional techniques.

CO4: Evaluate the various layout and design of marketing.

Pos Cours	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PS O 1	PS O 2
CO 1	3	1	1	2	-	1	1	1
CO 2	2	1	3	3	1	2	2	3
CO 3	2	1	-	2	2	1	2	1
CO 4	-	3	3	1	2	-	3	-

LINGAYA'S VIDYAPEETH
NACHUALI, JASANA ROAD, FARIDABAD
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA-305C: Performance Management

L-4, T/P-0,

Credits: 04

Objective:

The objective of the course is to help with planning study and to provide detailed information on what could be assessed in any examination session.

Unit I

Foundations of Performance Management: Concept and Philosophy underlying Performance Management, Significance, Objectives, Pre-Requisites, and Characteristics of Effective Performance Management; Performance Management versus Performance Appraisal; Performance Management and Strategic Planning, Performance Management Process-Conceptual Model, Overview of Strategies for Performance Management.

Unit II

Planning and Implementation of Performance Management: Overview of Performance Planning, Defining Performance and Selecting a Measurement Approach, Developing Job Descriptions, Defining Performance Standards, Key Result Areas, Competencies and Skills, Characteristics of Effective Performance Metrics.

Unit III

Performance Appraisal and Monitoring: Characteristics of effective Appraisals; Methods of Performance Appraisal; Designing Appraisal Forms; Implementing Performance Appraisal Process, Performance Review Discussions; Improving Quality of Performance Ratings; 360 Degree Appraisal; reappraisal; Performance Monitoring; Performance Management Documentation; Annual Stock Taking, Performance Management Audit.

Unit IV

Other Performance Management and Development Issues: Coaching, Counseling and Mentoring; Potential Appraisal, Competency Mapping; Performance Related Pay; Implementing Performance Management System- Strategies and Challenges; Role of HR Professionals in Performance Management; Ethical and Legal Issues, Appraisal and Management Practices in Indian Organizations.

Text Books:-

- Michael Armstrong “Performance Management” 2010, Kogan Page.
- A.S.Kohli&T.Deb, “Performance Management”, 2009, Oxford.

- T.V.Rao, Performance Management & Appraisal System, Sage , 2008.
- A.M. Sharma, Performance Management System”, 2010, HPH.
- M Armstrong, “Performance Management & Development”, 2010,Jaico.

CO's:

CO1: Understand the fundamentals of performance management.

CO2: Develop an understanding of why and how the performance of employees to be evaluated and rewarded

CO3: learn various methods and tools used for managing employee's performance.

CO4: to identify performance gaps and to develop tools to bridge the gaps.

P o s C o s	P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P S O 1	P S O 2
C O 1	3	1	1	2	-	1	1	1
C O 2	2	1	3	3	1	2	2	3
C O 3	2	1	-	2	2	1	2	1
C O 4	-	3	3	1	2	-	3	-

LINGAYA'S VIDYAPEETH
NACHUALI, JASANA ROAD, FARIDABAD
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA-305D: International Business Operations

L-4, T/P-0,

Credits: 04

Objective:

The objective of the course is to equip students with a broad based knowledge of trade practices in India.

Course Contents

Unit I

Introduction – Trade its meaning and types. Difference between internal and international trade. Theories of International Trade. India's Internal Trade- Characteristics and Problems. Coastal trade and trade of Uttar Pradesh. Terms of Trade. Trade : Terminology and abbreviations.

Unit II

Foreign Trade of India – Before independence, During Planning Period, Recent trends in India's Foreign Trade. Major Items of Exports: Composition, Direction and Future Prospects, Major Items of Imports: Composition, Direction and Future Prospects.

Unit III

Free Trade and Protective trade policies, India's Major trading partners. Financing of foreign trade, National Level Financing Institutions: EXIM Bank, ECGC and other institutions in financing of foreign trade, STC, MMTC, SEZ and EPZ. Export promotions.

Unit IV

Strategy for Trade Policy in India – General Developments during planning period. Recent World trade Scenario, Recent changes in trade policy, Trade agreements – Bilateral and Multilateral Trade Agreements. GATT & UNCTAD, WTO. India's Balance of Trade and Balance of Payments.

Text Books:-

- 1) Bhagwati J. Srinivasan – Foreign Trade regimes and Economics development
- 2) Jaiswal Bimal & A.K.Singh – Foreign Trade of India
- 3) Plaekar – Trade of India
- 4) Salvi P.G. – New Directions on India's Trade policy
- 5) Cherrunilam F. – International Trade Export Management
- 6) Singh, M – India's Export trends
- 7) Varshney R.L. – India's Foreign Trade.

CO's:

CO1: Understand the concept of international business.

CO2: Learn about the global trading environment & FDI

CO3: Analyses of international financial environment

CO4: Evaluate the functioning international economic institutions

Pos Co s	PO 1	PO 2	PO 3	PO4	PO 5	PO6	PSO 1	PSO 2
CO 1	-	1	1	2	-	1	1	1
CO 2	2	1	2	-	1	2	-	2
CO 3	2	1	-	-	1	-	2	-
CO 4	-	3	3	1	2	-	3	-

LINGAYA'S VIDYAPEETH
NACHUALI, JASANA ROAD, FARIDABAD
BACHELOR OF BUSINESS ADMINISTRATION
BBA-305E: Mergers & Acquisitions

L-4 T-0

Credit-4

UNIT 1

Mergers: types of merger, theories of mergers- operating, financial and managerial synergy of mergers, value creation in horizontal, vertical and conglomerate mergers, internal and external change forces contributing to M & A activities- Impact of M & A on stakeholders.

UNIT 2

M & A: A strategic perspective- industry life cycle and product life cycle analysis in M&A decision, strategic approaches to M&A-SWOT analysis, BCG matrix, Porter's five forces model

UNIT 3

Merger Process: Dynamics of M&A process - identification of targets negotiation, closing the deal. Five-stage model-Due diligence-Types- due diligence strategy and process- due diligence challenges. Process of merger integration, organizational and human aspects, managerial challenges of M & A

UNIT 4

Methods of financing mergers-cash offer, share exchange ratio-mergers as a capital budgeting decision Synergies from M&A: Operating and Financial synergy.

Accounting for amalgamation-amalgamation in the nature of merger and amalgamation in the nature of purchase- pooling of interest method, purchase method-procedure laid down under Indian companies act of 1956 **Takeovers**, types, takeover strategies, - Takeover defences- financial defensive measures-methods of resistance- anti-takeover amendments- poison pills

REFERENCE BOOKS:

1. Value Creation from Mergers And Acquisitions, Sudi Sudarsanam i/e, Pearson Education, 2003.
2. Merger Acquisitions & Corporate Restructuring-Chandrashekar Krishna Murthy & Vishwanath. S.R-Sage Publication.
3. Mergers, Ramanujam et al, TMH, 2003.
4. Handbook of International Mergers & Acquisitions, Gerard Picot, Palgrave Publishers Ltd.
5. Mergers, acquisitions and Corporate Restructuring, Nishikant Jha, Himalaya Publishing House, 2011.
6. Corporate Restructuring, Bhagaban Das, Debdas Raskhit and Sathya Swaroop Debasish, Himalaya Publishing, 2009.
7. Business Legislation for Management, M.C. Kuchhal and Vivek Kuchhal, 4/e, Vikas Publishing House, 2013

Course Outcomes:

CO1: Understand M&A with its different classifications, strategies, theories, synergy etc.

CO2. Conduct financial evaluation of M&A and analyze the results

CO3: Evaluate different types of M&A, takeover and anti takeover strategies.

CO4: Familiarize with accounting of Amalgamation.

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	1	-	-	-	-
CO2	2	1	-	1	1	-
CO3	2	1	-	-	-	-
CO4	2	-	-	1	-	-

LINGAYA'S VIDYAPEETH
NACHUALI, JASANA ROAD, FARIDABAD
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA-307A: Public Relations and Corporate Image

L-4, T/P-0,

Credits: 04

Objective:

The objective of the course is to provide an understanding of the essential elements of public relations and its corporate image.

Course Contents

Unit I

Introduction to Public Relations– Concept and definitions of public relations, Process of public relations, Need and scope of public relations, Growth and development of PR with special reference to India

Various Forms of P.R - Public relations- advertising-propaganda publicity, Corporate Communication: similarities and differences, PR set-up in private and public sectors, PR in globalized world.

Unit II

P.R. Tools – PR agency- structure and functions, Tools of public relations, House journal, PR writing for Press release, Press Conferences, Press Brief.

P.R for Development - Internal and external public relations, Public relations campaigns, Careers in PR, PR for Development.

Unit III

Corporate Reputation in Global Society - Assessing Strategic Communication in Current Reputation Management Practices, Corporate Identity, Corporate Image, and Corporate

Reputation, Professional Ethical Standards in Reputation Management, Corporate Social Responsibility.

Unit IV

Corporate Strategic Philanthropy - Reputation Management Through Internal Relations, Reputation Management Through External Relations, When Business Mixes with Politics, Religion, & Social Justice, Issues Management, Managing Reputation During Crisis, Corporate Engagement in the Digital Era.

Text Books:-

- 1 “The New Rules of Marketing and PR” by David Meerman Scott
- 2 “The Business of Persuasion” by Harold Burson
- 3 Keeping the Corporate Image: Public Relations and Business by Richard S. Tedlow

CO’s:

CO1: Understand the Growth and development of PR with special reference to India

CO2: Learn about the various P.R. Tools

CO3: Helpful in Corporate Reputation in Global Society

CO4: To know the Corporate Engagement in the Digital Era.

P o s c o s	P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P S O 1	P S O 2
C O 1	-	1	1	2	-	1	1	1
C O 2	2	1	2	-	1	2	-	2
C O 3	2	1	-	-	1	-	2	-
C O 4	-	3	3	1	2	-	3	-



LINGAYA'S VIDYAPEETH
NACHUALI, JASANA ROAD, FARIDABAD
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA-307B: Advertising and Sales Promotion

L-4, T/P-0,

Credits: 04

Objective:

The objective of the course is to provide an understanding of advertisement and role of sales promotion.

Course Contents

Unit I

Introduction to Public Relations– Concept and definitions of public relations, Process of public relations, Need and scope of public relations, Growth and development of PR with special reference to India

Various Forms of P.R - Public relations- advertising-propaganda publicity, Corporate Communication: similarities and differences, PR set-up in private and public sectors, PR in globalized world.

Unit II

P.R. Tools – PR agency- structure and functions, Tools of public relations, House journal, PR writing for Press release, Press Conferences, Press Brief.

P.R for Development - Internal and external public relations, Public relations campaigns, Careers in PR, PR for Development.

Unit III

Corporate Reputation in Global Society - Assessing Strategic Communication in Current Reputation Management Practices, Corporate Identity, Corporate Image, and Corporate Reputation, Professional Ethical Standards in Reputation Management, Corporate Social Responsibility.

Unit IV

Corporate Strategic Philanthropy - Reputation Management Through Internal Relations, Reputation Management Through External Relations, When Business Mixes with Politics, Religion, & Social Justice, Issues Management, Managing Reputation During Crisis, Corporate Engagement in the Digital Era.

Text Books:-

- 1 "The New Rules of Marketing and PR" by David Meerman Scott
- 2 "The Business of Persuasion" by Harold Burson
- 3 Keeping the Corporate Image: Public Relations and Business by Richard S. Tedlow

CO1 Studying the characteristics, types & impact of non products ADs.

CO2 Learning the types of media, advantages & disadvantages of ads medias.

CO3 Analysing media selection, planning & factors influencing media planning.

CO4 Understanding the techniques of sales promotion and know about the online sales promotions to create awareness among the students regarding the sale.

Pos Courses	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PS O 1	PS O 2
CO 1	-	1	1	2	-	1	1	1
CO 2	2	1	2	-	1	2	-	2
CO 3	2	1	-	-	1	-	2	-

CO 4	-	3	3	1	2	-	3	-
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NACHUALI, JASANA ROAD, FARIDABAD
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA-307C: Analytical Decision Making

L-4, T/P-0,

Credits: 04

Objective:

The objective of the course is to provide an understanding of decision making.

Unit I

Basic concept of Decision Theory -Three types of decision problems, Decision making under certainty basic concept, Two ways of expressing outcomes pay of and opportunity losses, solving the decision problem using expected pay of criterion, Maximax and Minimax criterion, expected utility criterion.

Unit II

Sampling - Need for Sampling, Bias and error in Sampling, Types of sampling, the statistic and the sample frequency distributions, the sampling distribution of means when (a) Population is normal (b) Population is not normal (c) Population is small.

Unit III

Testing Of Hypothesis - Null and alternative hypothesis, two types of errors one tailed and two tailed tests, levels of significance, testing the population mean when sigma (S) is known (for large and small samples), Two sample hypothesis tests comparing two population means (proportions) for large and small samples, test of significance of two population variances, hypothesis testing of simple regression.

Unit IV

Time Series Analysis and Forecasting - Time series components the classical time series model analysis of secular trend determining linear trend using least square, exponential trend curve, analysis of seasonal fluctuations forecasting with seasonal index, cyclical movement isolating by residual method.

Theory of attributes - Chi Square Test: Introduction, conditions, the independence between two attributes, homogeneity, goodness of fit and test for population variance.

Text Books :-

- 1 David F Groebner, Parrick W Shomon: Business Statistics-A Decision Making Approach Richard P Runayan,
- 2 Audrey Haber: Business Statistics John E Freund,
- 3 Frank J Williams: Elementary Business Statistics & The Modern Approach RC Gulzian:
- 4 Statistics For Decision Making Lawrence L Lapin: Quantitative Methods For Business Decisions

CO1 Studying the Decision making theory.

CO2 Learning the types of sampling & how to frame the hypothesis..

CO3 Helpful in analysing the time series

CO4 Understanding the techniques of analytical decision making

P o s s i b l e	P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P S O 1	P S O 2
C O 1	-	1	1	2	-	1	1	1
C O 2	2	1	2	-	1	2	-	2

2								
C O 3	2	1	-	-	1	-	2	-
C O 4	-	3	3	1	2	-	3	-



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NACHUALI, JASANA ROAD, FARIDABAD
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA-307D: Financial Markets

L-4, T/P-0,

Credits: 04

Objective:

The objective of the course is to provide an understanding of financial markets.

Unit I

Introduction of financial System- financial system and economy, Reforms in the financial system, Role of Indian financial system-structure of financial system, nature and role of financial system.

Unit II

Financial Markets - the place of financial markets in the economy-real assets and financial assets, money market, capital market, primary market, secondary market, government securities market, foreign exchange market, debt market, and derivative market.

Unit III

Development of Financial Institution and Instrument- new financial instrument, evolution of development bank, changing role of development financial institution, banking and non banking institution, Commercial banks, co-operative bank, mutual funds, insurance companies, and financial regulation.

Unit IV

Regulatory and Promotional Institutions- RBI, SEBI, the purpose of regulation, levels of regulations.

Non-Bank Financial Intermediaries and Statutory Financial Organization- Small saving, Provident funds, and pension funds

Foreign Capital Flows-Types of foreign capital Uses and determinants of foreign capital, Foreign Direct Investment (FDI), Foreign Portfolio Investment.

Text Books :-

1. L.M. Bhole, *Financial Institutions and Markets: Structure, Growth and Innovation*, Tata McGraw Hill Publishing Company Limited, New Delhi, 2009
2. Bharati. V. Pathak, *Indian Financial System*, Pearson Education in South Asia Publishing Company, New Delhi, 2006
3. V.A Avadhani, *Financial Economics: Theory and Practice*, Financial Economics: Theory and Practice
4. H.J. Johnson, *Financial Institutions and Markets*, Tata McGraw Hill Publishing Company Limited, NY,1993

CO's:

CO1: Enable the students with Financial Markets and its various segments.

CO2: To give the students and understanding of the operations and developments in financial markets in India.

CO3: To acquaint them to gain an insight into the functioning and role of financial institutions in the Indian Economy.

CO4: To understand financial institutions.

P	P	P	P	P	P	P	P	P
o	O	O	O	O	O	O	S	S
s	1	2	3	4	5	6	O	O
C								

o s							1	2
C O 1	-	1	1	2	-	1	1	1
C O 2	2	1	2	-	1	2	-	2
C O 3	2	1	-	-	1	-	2	-
C O 4	-	3	3	1	2	-	3	-



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**LINGAYA'S VIDYAPEETH
NACHUALI, JASANA ROAD, FARIDABAD
BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

L-4, T/P-0,

Credits: 04

Objective:

The objective of the course is to provide an understanding of supply and logistics management.

Course Contents

Unit I

Supply Chain Concepts: Objectives of a Supply Chain, Stages of Supply chain, Value Chain Process, Cycle view of Supply Chain Process, Key issues in SCM, logistics & SCM, Supply Chain Drivers and obstacles, Supply chain strategies, strategic fit, Best practices in SCM, Obstacles of streamlined SCM.

Unit II

Logistics: Evolution, Objectives, Components and Functions of Logistics Management, Distribution related Issues and Challenges; Gaining competitive advantage through Logistics Management, Transportation- Functions, Costs, and Mode; Network and Decision, Containerization, Cross docking.

Unit III

Supply Chain Performance: Bullwhip effect and reduction, Performance measurement: Dimension, Tools of performance measurement, SCOR Model. Demand chain management, Global Supply chain- Challenges in establishing Global Supply Chain, Factors that influences designing Global Supply Chain Network.

Unit IV

Warehousing: Concept and types, Warehousing strategy, Warehouse facility location & network design, Reverse logistics, Outsourcing- Nature and concept, Strategic decision to Outsourcing, Third party logistics(3PL), Fourth party logistics(4PL). Supply Chain and CRM- Linkage, IT infrastructure used for Supply Chain and CRM, Functional components for CRM, Green supply chain management, Supply Chain sustainability.

Text Books :-

1. Chopra, Sunil, Meindl, Peter and Kalra, D. V.;
2. Supply Chain Management: Strategy
3. Planning and Operation; Pearson Education
4. Altekar, Rahul V.; Supply Chain Management: Concepts and Cases

CO's:

CO-I To analyze production management and types of Production System; plant location; factors affecting locations and plant layouts

CO-II To understand Importance & Procedure of Production Planning, Routing scheduling, factors affecting scheduling, Dispatch & Follow up

CO- III To acquire knowledge on Quality Control and supply chain management (SCM) operation

CO-IV To understand Logistics Management and its concepts

Pos Courses	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2
CO 1	-	1	1	2	-	1	1	1
CO 2	2	1	2	-	1	2	-	2
CO 3	2	1	-	-	1	-	2	-
CO 4	-	3	3	1	2	-	3	-

LINGAYA'S VIDYAPEETH
NACHUALI, JASANA ROAD, FARIDABAD
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

MG-307E: Business Finance

L-4, T/P-0,

Credits: 04

Objective:

The objective of the course is to provide an understanding of the essential elements of the financial environment in which the business firm operates.

Course Contents

Unit I

Nature of Financial Management – Finance and related disciplines; Scope of Financial Management; Profit Maximization, Wealth Maximization - Traditional and Modern Approach; Agency Issues; Functions of finance – Finance Decision, Investment Decision, Dividend Decision; Objectives of Financial Management; Organisation of finance function; Concept of Time Value of Money present value, future value, annuity, growing annuity, perpetuity, growing perpetuity, excel functions of time value of money.

Unit II

Strategic Investment Decisions: Capital Budgeting -; Nature and meaning of capital budgeting; Principles and Process; Estimation of relevant cash flows and terminal value; Evaluation techniques – Payback period, Accounting Rate of Return, Net Present Value, Internal Rate of Return & MIRR, Net Terminal Value, Profitably Index Method, Payback Period, NPV vs. IRR, Risk analysis in Capital Budgeting -Sensitivity analysis, Certainty Equivalent Approach, Calculation of RADR, Real options, excel functions of capital budgeting techniques

Unit III

Strategic Financing Decisions- Capital Structure, Theories and Value of the firm - Net Income approach, Net Operating Income approach, Traditional approach, Modigliani Miller (MM) model, HAMADA model; Determining the optimal capital structure, Checklist for capital structure decisions, Costs of bankruptcy and Financial distress, Trade off models, Pecking Order Theory.

Unit IV

Working Capital Management: Management of Cash - Preparation of Cash Budgets (Receipts and Payment Method only); Cash management technique (Lock box, concentration banking), Receivables Management – Objectives; Credit Policy, Cash Discount, Debtors Outstanding and Ageing Analysis; Costs - Collection Cost, Capital Cost, Default Cost, Delinquency Cost, Inventory Management.

Text Books:-

1. Prasanna Chandra, “Financial Management: Theory and Practice”, 9th ed, Mc Graw Hill.
2. Horne, James C V. and John M. Wachowicz, Jr. “Fundamentals of Financial Management. 13th ed; FT Prentice Hall, Pearson Education.
3. Pandey, I.M. Financial Management: Theory and Practices, Vikas Publishing House.

CO’s:

CO1: Understand the concept of finance.

CO2: Learn about the various financial tools

CO3: Helpful in making investment decisions.

CO4: Evaluate the financial projects efficiently

Pos Courses	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PS O 1	PS O 2
CO 1	-	1	1	2	-	1	1	1
CO 2	2	1	2	-	1	2	-	2
CO 3	2	1	-	-	1	-	2	-
CO 4	-	3	3	1	2	-	3	-



SEMESTER – VI

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LINGAYA'S VIDYAPEETH
NACHUALI, JASANA ROAD, FARIDABAD
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
MG-302: Business Policy and Strategic Management

L-4, T/P-0,

Credits: 04

The objective of the course is to provide an understanding of business policy and strategy.

Unit I

Introduction to Business Strategy: Introduction, Concept of Business Strategy, Need for Business Strategy, Functions of Business Strategies.

Business Policy: Introduction, Definition of Business Policy, Factors influencing Business Policy, Business Policy vs. Strategy, Policy decisions and their impact on Business Strategies

Unit II

Introduction to Strategic Management: Introduction, Strategic Management – Definition, Meaning and Role, Objectives of Strategic Management, Benefits of Strategic Management, Importance of Strategic Management, Causes for failure of Strategic Management

Strategic Management Process: Introduction, Strategic Management Process, Strategic Vision and the role of a Strategist, Role of Strategic Management in Policy Making.\

Unit III

Strategic Analysis: Introduction, Strategic Analysis – definition, Need for Strategic Analysis & Environmental Scanning, Strategic thinkers & their contributions, Role of Strategic Analysis in Policy making

Strategy Formulation: Introduction, Types of Strategies, Steps in Strategy Formulation, Core Competencies and their Importance in Strategy Formulation

Unit IV

Strategic Planning and Implementation: Introduction, Strategic Planning Process, Expansion or Growth, Mergers and Acquisitions, Issues in Strategy Implementation

Strategic Leadership: Introduction, Leadership Functions, Leadership Traits, Leadership Styles, Strategic Leadership and Competitive Advantage

Text Books :-

1. Dr. Aswathappa, Business Environment for Strategic Management, Tata McGraw Hill.
2. Subba rao, Business Policy and Strategic Management, HPH
3. Charles W.L Hill and Gareth R. Jones, Strategic Management an Integrated Approach, Cengage Learning.
4. Azhar Kazmi, Business Policy and Strategic Management, Tata McGraw Hill
5. C. Appa Rao; Strategic Management and Business Policy, Excel Books.
6. Ghosh P.K., Business Policy and Strategic Planning and Management, Tata McGraw Hill.
7. Pillai, Strategic Management,
8. Lawrence, Business Policy and Strategic Management, Tata McGraw Hill.
9. Sathyashekar : Business Policy and Strategic Management, I.K International Publishing House Pvt. Ltd.

Course Outcomes

- I. To provide an introduction on Business system and its function
- II. To understand the concepts of social audit, business policy and capitalist economy
- III. To enable them to familiarize with corporate strategy
- IV. To provide an idea about man power planning, product policies, market policies and capital procurement.

P o s c o s	P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P S O 1	P S O 2
C O 1	-	1	1	2	-	1	1	1
C O 2	2	1	2	-	1	2	-	2
C O 3	2	1	-	-	1	-	2	-
C O 4	-	3	3	1	2	-	3	-

LINGAYA'S VIDYAPEETH
NACHUALI, JASANA ROAD, FARIDABAD
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA-304A: Introduction to Derivatives

L-4, T/P-0,

Credits: 04

Objectives: This course is designed to help the students in understanding the concepts of equity derivatives, products and their applications as a risk management tool using different trading strategies on stock exchanges.

UNIT I **Hours: 11**

Basics of Derivatives: Introduction, Meaning of derivatives, types, history, economic significance, Applications of derivatives, Difference between Exchange Traded and OTC Derivatives, Hedgers, Arbitrageurs and Speculators, Derivatives as a risk management tool, Introduction to SWAP.

UNIT II **Hours: 11**

Trading Futures on Stock Exchanges: Forward contracts, Trading Futures- Pay-off of futures, Theoretical models for future pricing.

UNIT III **Hours: 11**

Trading Options: Option payouts, Option strategies, Determination of option prices, Factors affecting option prices, Futures and options trading system, Clearing and settlement - Clearing entities, Clearing mechanism, Settlement procedure.

UNIT IV **Hours: 11**

Regulatory Framework and Accounting: Securities Contracts (Regulation) Act, 1956, Securities and Exchange Board of India Act, 1992, Regulation for Derivatives trading, Guidelines of SEBI and RBI, Recent Developments in derivatives market.

Text Books

1. Chance Don M. (2013), An Introduction to Derivatives and Risk Management, Cengage Learning.

2. Hull C. John, (2013), Options, Futures and Other Derivatives, Pearson Educations.
Reference Books

1. Chance Don M. and Roberts Brooks (2015), Introduction to Derivatives and Risk Management, Cengage Learning.

2. Ross Andrew A. (2015), Introduction to Derivative Markets, CreateSpace Independent Publishing Platform.

3. Choudhry Moorad (2012), An Introduction to Credit Derivatives, Butterworth-Heinemann Ltd.

4. Jarrow Robert A. and Chatterjea Arkadev (2013), Introduction to Derivative Securities Financial Markets, and Risk Management, W. W. Norton & Company.

CO's:

CO1: To know about stock exchange market

CO2: To understand the working structure of SEBI

CO3: To evaluate the recent Developments in derivatives market

CO4: To understand the mechanism & Settlement procedure of financial markets.

P o s c o s	P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P S O 1	P S O 2
	C O 1	-	1	1	2	-	1	1
C O 2	2	1	2	-	1	2	-	2
C O 3	2	1	-	-	1	-	2	-
C O 4	-	3	3	1	2	-	3	-



LINGAYA'S VIDYAPEETH
NACHUALI, JASANA ROAD, FARIDABAD
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA-304B: Services Marketing

L-4, T/P-0,

Credits: 04

Objectives: This course is designed to help the students in understanding the concepts of marketing of services.

UNIT I

Hours: 11

Introduction to service marketing- Meaning, Definition, Characteristics, Components, Classification of Service Marketing, Factors Leading to a Service Economy.

Service consumer behaviour- Understanding the Service Customer as a Decision Maker, Customer purchase is Associated with Risk, How Service Customers Evaluate the Service, The Service Consumer Decision Process, and The Decision Making Process in the Service Sector, Components of Customer Expectations, Service Satisfaction, Service Quality Dimensions,

UNIT II

Hours: 11

The service delivery process-Managing Service Encounters, Common Encounter Situations, Managing Service Encounters for Satisfactory Outcomes, Service Failure, Service Recovery, Process of Service Recovery, Customer Retention and Benefits

UNIT III

Hours: 11

Strategic issues in service marketing-Market Segmentation in the Marketing of Services, Target Marketing, Positioning of Services-How to Create a positioning Strategy, Developing and maintaining Demand and Capacity.

UNIT IV

Hours: 11

Challenges of service marketing- Marketing Planning for Services, Developing and Managing the Customer Service Function, Developing and Maintaining Quality of Services, RELATIONSHIP MARKETING-The levels of Customer Relationships, Dimensions of a Relationship, Goal of relationship marketing..

Text Books

1. Service Marketing book by Dr. Tripti Vijaywargia
2. Service marketing and management by Audrey
3. Services Marketing by Jochen Wirtz

- CO1: To understand consumer behaviour, customer perception and customer expectation of services.
 CO2: To provide the insight of understanding customer expectation through knowing service operations.
 CO3: To understand the marketing strategies of service mix in various service industries.
 CO4: Understanding of managing supply and demand in services industry

P o s c o s	P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P S O 1	P S O 2
C O 1	-	1	1	2	-	1	1	1
C O 2	2	1	2	-	1	2	-	2
C O 3	2	1	-	-	1	-	2	-
C O 4	-	3	3	1	2	-	3	-



LINGAYA'S VIDYAPEETH
NACHUALI, JASANA ROAD, FARIDABAD
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA-304C: Strategic HRM

L-4, T/P-0, _____ Credits: 04

Objectives: This course is designed to help the students in understanding the concepts of strategic human resource management.

Course Contents

UNIT I Hours: 11

An Investment Perspective of Human Resource Management: Adopting an Investment Perspective, Valuation of Assets, Understanding and measuring Human capital, Factors influencing how “Investment Oriented” an organizational Is. Challenges in strategic Human Resource Management: Impact of technology, HR issues and challenges related to technology, Ethical Behavior, Workforce Demographic changes and diversity

UNIT II Hours: 11

Strategic Management: Models of strategy, the process of Strategic management, A Strategic approach to manpower acquisition – recruitment and selection, Strategic development of human resources, Analysis of environment, Organizational Self- Assessment, Establishing Goals and objectives, importance of strategic planning for business success, Setting strategy- Corporate Strategies, Business unit Strategies, An introduction to market driven strategy, Resource driven strategy. The Evolving/ Strategic Role Of Human Resource Management: Strategic HR versus Traditional HR, Barriers to Strategic HR, Strategic approach to management structure, job design..

UNIT III Hours: 11

Human Resource Planning: Objectives of Human resource planning, Types of planning: Aggregate planning, Succession Planning. Design and Resign of Work Systems : Design of work systems, Job rotation, Redesign of work systems, Strategic work redesign in Action, Mergers and Acquisitions, Understanding change, Managing Change.

UNIT IV Hours: 11

Staffing: Recruiting, Temporary versus Permanent Employees, Internal versus External Recruiting, when and how extensively to recruit, method's of Recruiting, selection, Interviewing, Testing, Diversity. Training and development: Benefits, Planning and strategizing training, Need Assessment, Objectives, Design and delivery, evaluation

Text Books

1. Strategic HRM, Jaffrey A Mello, Cengage Learning
2. Strategic Human Resource management, Das Pulak, Cengage Learning
3. Strategic Human resource management, Charles R. Greer, Pearson

CO1: Investment Perspective of Human Resource Management

CO2: Helpful in analysing the environment, Organizational

CO3: Design and Resign of Work Systems

CO4: To know about the recruitment process

Po s Co s	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PS O 1	PS O 2
CO 1	-	1	1	2	-	1	1	1
CO 2	2	1	2	-	1	2	-	2
CO 3	2	1	-	-	1	-	2	-
CO 4	-	3	3	1	2	-	3	-



LINGAYA'S VIDYAPEETH
NACHUALI, JASANA ROAD, FARIDABAD
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA-304D: WTO and International Trade Policy

L-4, T/P-0,

Credits: 04

Objectives: This course is designed to help the students in understanding the concepts of WTO and its trade policy.

Course Contents

UNIT I

Hours: 11

International Trade Environment and WTO: Global Economic Scenario: Historical Development of International Trade in context of GATT, UNCTAD, WTO and India, Globalization and its Impact on Developing World with special reference to market, industry, quality of products and services, competition and trade, Regional Economic Cooperation i) European Union ii) ASEAN iii) NAFTA iv) SAFTA, Various Dimensions and Future Prospects of Economic Regionalism.

UNIT II **Hours: 11**
Evolution of WTO and Its Different Agreements: Subsidies - Types of Subsidies and Its Role In International Trade. 6. Intellectual Property Rights : 1. Patents, 2. Trademarks, 3. Copyrights, 4. Designs and Layouts, 5. Integrated Circuits, 6. Geographical Indications 7. Trade Related Laws, and International Negotiations. 8. New International Economic Order and WTO Regimes and Its Impact on Specific Export Items and Industry.

UNIT III **Hours: 11**
Theories of Trade and Foreign Exchange: Importance of Foreign Trade: Internal and International Trade. Comparative Advantage & Competitive Advantage, Theoretical development from David Ricardo to Michel Porter, New Theories of Trade: Inter Industry, Intra Industry Trade under Imperfect Market, Strategic Trade Theory, Terms of Trade: Determination, Types, Terms of Trade for Developing Nations; Prebisch-Singer Thesis.

UNIT IV **Hours: 11**
International Marketing: Foreign Markets: Domestic vs. International Marketing, Planning for Export, Marketing Entry and Overseas Distribution System, Distribution Logistics for Exports, Promoting Products Internationally, Overseas Market Research, Marketing Plan for Exports, Decision – Making Frame Work for Export Operation, the Techniques in International Marketing for export cost & prices, E-Commerce and E-Trade, Derivatives and Foreign Currency Market, Financial Market Developments, Terms of Payments and Export Finance, Management of Risks In International Marketing. Types of Risk & their management.

Text Books

1. WTO and India challenges by R. Shashi Kumar
2. The law and policy of WTO by Peter Van den Bossche

CO1: To know about the international business environment

CO2: Helpful in analysing the WTO

CO3: To know about the importance of Theories of Trade and Foreign Exchange

CO4: To know about the international marketing

Po s Co s	PO 1	PO 2	PO 3	PO4	PO 5	PO6	PSO 1	PSO 2
CO 1	-	1	1	2	-	1	1	1
CO 2	2	1	2	-	1	2	-	2

CO 3	2	1	-	-	1	-	2	-
CO 4	-	3	3	1	2	-	3	-

LINGAYA'S VIDYAPEETH
NACHUALI, JASANA ROAD, FARIDABAD
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA-304E: Event Management

L-4, T/P-0,

Credits: 04

Objectives: This course is designed to help the students in understanding the concepts of event management.

Course Contents

UNIT I

Hours: 11

Basics of Event Management: Meaning, event accounting, event marketing, event coordination, event production

UNIT II

Hours: 11

Basics of marketing – Advertising, special event topics, media selling, media planning, basic principles of management, modern event management scenario, event planning.

UNIT III

Hours: 11

Consumer Behavior – Branding, HRD, public relations, hotel management, client agency relationship, event communication and Ms office.

UNIT IV

Hours: 11

Conversational English and PPT skills – anchoring, venue management, basics of wedding management, book keeping, event team management, customer relationship excellence.

Text Books

1. The Business of event planning by Judy Allen
2. Sustainable event management: A practical guide book by Jones Meegan
3. Event management by Laura Capell

CO1: To know about the Basics of Event Management

CO2: Helpful in analyzing the Basics of marketing

CO3: To know about the importance of Consumer Behavior

CO4: To develop the Conversational English and PPT skills among students

Pos Courses	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2
CO 1	-	1	1	2	-	1	1	1
CO 2	2	1	2	-	1	2	-	2
CO 3	2	1	-	-	1	-	2	-
CO 4	-	3	3	1	2	-	3	-



LINGAYA'S VIDYAPEETH
NACHUALI, JASANA ROAD, FARIDABAD
BACHELOR OF BUSINESS ADMINISTRATION
BBA-306A: **Financial Reporting & Analysis**

L-4 T-0

Credit-4

Objective: The course aims to help the learners to analyze accounting and other information incorporated in the corporate annual reports, to analyze operating, financial, and structural performance of business firms with the help of appropriate analytical tools.

Unit 1: Introduction Meaning of Financial Statement as per Companies Act, 2013; Components and constituents of Basic Financial Statements; **Financial/Accounting information contained in the Financial Statements, their qualitative characteristics; Meaning, objectives and limitations of Financial Statement Analysis; Considerations for the economic and financial analysis.**

Unit 2: Financial Statements and Reporting Relevant provisions of the Companies Act, 2013 for the preparation of Statement of Profit & loss and Balance Sheet; Corporate Financial Reporting -

meaning, need and objectives; Contents of annual report, mandatory and voluntary disclosures through annual report. Report of the Board of Directors and Auditor's Report as per Companies Act, 2013 and their critical analysis; Analysis of the quality of accounting information from the annual report of select companies; Audit as formal analysis of financial statements.

Unit 3: Analysis of Financial Statements Techniques of financial statement analysis – Comparative Statement, Common-size Statement and Trend Analysis. Meaning, objectives and classification of Accounting Ratio and Ratio Analysis; Advantages and limitations of ratio analysis; Computation and application of accounting ratios for evaluation of performance (Activity and Profitability Analysis), evaluation of financial health (Liquidity, Solvency, and Structural Analysis). Ratio analysis using appropriate software; Inter Firm Comparison.

Unit 4: Fund Flow and Working Capital Analysis Concept of Fund and Fund Flow; Objective and Importance of Fund Flow Statement; Preparation of Fund Flow Statement; Limitations of Fund Flow Statement; Concept of Working Capital – Gross, Net, and Negative, Operating and Balance concept of working capital; Components of working capital and their features; Estimation of working capital; Preparation of Statement of Changes in working capital.

Unit 5: Cash Flow Analysis Meaning of Cash Flow; Objectives and Importance of Statement of Cash Flows, Distinction between Fund Flow Statement and Statement of Cash Flows; Preparation of Statement of Cash Flows as per AS 3 and Ind AS 7. Cash flow analysis using cash flow reporting software.

Suggested Reading

- Ahuja, N. L., & Dawar, V. (2015). Financial Accounting and Analysis. New Delhi: Taxmann Publications.
- Bernstein, L. A. (1974). Understanding Corporate Reports: A guide to Financial Statements. Homewood, California: Dow Jones-Irwin.
- Bhattacharjee, Ashish Kumar; Financial Accounting for Business Managers, Prentice Hall of India,
- Friedson, M. S., & Alvarez, F. (2011). Financial Statement Analysis: A practioners' Guide. New Jersey: Wiley.
- Foster, G. (1986). Financial Statement Analysis. London: Pearson Education.
- Gopalkrishnan, A. A. (2001). Understanding Financial Statements - Interpretation and Analysis. New Delhi: Label Book Publisher.

CO's:

- CO1: Knowledge of financial analysis and control tools
- CO2: To Make appropriate application and uses of financial analysis and control
- CO3: To know the role of companies Act.
- CO4: Become familiar in analyzing the financial reports.

Po s Co s	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PS O 1	PS O 2
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CO 1	-	1	1	2	-	1	1	1
CO 2	2	1	2	-	1	2	-	2
CO 3	2	1	-	-	1	-	2	-
CO 4	-	3	3	1	2	-	3	-



LINGAYA'S VIDYAPEETH
NACHUALI, JASANA ROAD, FARIDABAD
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA-306B: Consumer Behavior

L-4, T/P-0,

Credits: 04

The objective of the course is to provide an understanding of behavior of consumers.

Course Contents

Unit I

Introduction and concept- Introduction market strategy and consumer behavior, Market Analysis, consumer decision process.

Unit II

Culture and consumer behavior - Meaning of culture, Characteristics of culture, function of culture. types of culture, Cross-cultural consumer analysis:- cross cultural marketing objectives, Basic areas for cross-cultural marketing, problem in cross cultural marketing. Motivation and consumer behaviour: - Introduction, motives and motivation, positive or negative motivation, Consumer motives:- personal ,social motives, Involvement:- types of involvement, measuring involvement, values , values and attitudes, means and end chain model

Unit III

Perception and consumer behavior- Introduction, of groups , advantages and disadvantage of groups, reference group, types of reference group, social class and consumer behavior- Introduction social class categorization, social class life style and buying behavior, social class and market segmentation, social factors, social class and consumer behavior.

Unit IV


Attitude and consumer behaviour:- Meaning of attitude, nature and characteristics of attitude, types of attitude, learning of attitude, sources of influence on attitude formation, Model of attitude- Tricomponent attitude model, multiattribute attitude model, Consumer decision making process:- Introduction, levels of consumer decision ,consumer information processing model ,Hierarchy of effects model.

Text Books :-

1. Consumer behaviour by N.K.Sahni
2. Consumer behaviour by C. B. Gupta
3. Consumer behaviour by Dr. Mayank Jain

CO 1	To recognize the stages pertaining to human behaviour while identifying factors influencing consumer decision process
CO 2	To establish the relevance of consumer behaviour theories and concepts to marketing decisions.
CO 3	To apply conceptual models in order to be acquainted with psychology of consumers.
CO 4	To evaluate the factors influencing consumer buying behaviour with regards to Culture, Subculture and Social Class

Pos Courses	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PS O 1	PS O 2
CO 1	-	1	1	2	-	1	1	1
CO 2	2	1	2	-	1	2	-	2
CO 3	2	1	-	-	1	-	2	-
CO 4	-	3	3	1	2	-	3	-



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NACHUALI, JASANA ROAD, FARIDABAD
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA-306C: Organizational Design and Structure

L-4, T/P-0,

Credits: 04

The objective of the course is to provide an understanding of organizational design and structure.

Course Contents

Unit I

Organizations and Organizational Theory: Strategy, Organizational Design, and Effectiveness Mission statement, Strategy, **Organizational Design, and Effectiveness**

Disney/Pixar, Fundamentals of Organizational Structure Fit the Design in-class exercise, Fundamentals of Organizational Structure.

Unit II

Environment: The External Environment, Interorganizational Relationships, Interorganizational Relationships In-Bev discussion; Working at Google, Designing Organizations for the International Environment KFC/YUM, Designing Organizations for the International Environment Online culture quizzes.

Unit III

Organizational Culture and Ethical Values: Innovation and Change, Decision-Making Processes, Conflict, Power, and Politics, Interorganizational Relationships, Individual vs group decision making, Power, politics, and conflict in organizations

Unit IV

Organizing: Organization Size, Life Cycle, and Decline, Strategic alliances, Organizational leadership

Text Books :-

1. Organizational design by Borge Obel.
2. Designing Organizations book by Jay R. Galbraith
3. Guide to Organizational design by Naomi Stanford.

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CO 1	Recognize the concepts, need and importance of management and application of the various principles of management.
CO 2	Examine the process of management and the various components of management process (Planning, Organizing, Staffing, Directing, and Controlling)
CO 3	Predict, adopt and integrate the individual behaviour with the organizational behaviour.
CO 4	Assess various components of individual behaviour and how it helps an organization in bringing in the organizational development

Pos Courses	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PS O 1	PS O 2
CO 1	-	1	1	2	-	1	1	1
CO 2	2	1	2	-	1	2	-	2
CO 3	2	1	-	-	1	-	2	-
CO 4	-	3	3	1	2	-	3	-



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NACHUALI, JASANA ROAD, FARIDABAD
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA-306D: **Export Import Procedure and Documentation**

L-4, T/P-0,

Credits: 04

Objectives: This course is designed to help the students in orienting the students towards export-import rules, regulations, procedures and documentation.

Course Contents

UNIT I Hours: 11

Export-Import Documentation and Procedures Framework of Export Import policy, Export-Import Trade mechanism and Regulatory environment, Registration Process for establishing Export-Import Organisation, Star Trading Houses, Export Contract and INCOTERMS, Export Import Documents, Electronic Data Interchange (EDI) System, Processing of an Export Order.

UNIT II Hours: 11

Terms of Payment and Financing Practices Export Pricing and Terms of Payment, Methods of Payment, Foreign Exchange Management, Exchange Control Regulations and Facilities concerning exports, International Trade Finance and Risk Management, Export Credit Insurance, Management of Export Finance -, Pre-export and Post-export finance, Project Export Financing, Import Finance- Bank Finance, Finance from Exim Bank, finance through letter of credit and other instruments and related issues.

UNIT III Hours: 11

Export Import Trade Operation Processing of an Export Order, Preparing export shipment, Quality Control and Pre-shipment Inspection, Risk and Insurance, ECGC, Cargo Insurance, Shipment of Export Cargo & Custom clearance, Custom clearance of Imported Cargo & custom duty payments. Imports under special schemes for exporters, imports of Gifts, Automobiles, Gold, Silver, Life Saving Drugs, Technology, and Equipments, Project or Industrial Plant etc. Shipping – Types and freight structure, Containerization –process, types, Procedure of clearance. Indian Shipping-Challenges and Opportunities, Problems, Recent Trends (i.e Tonnage Tax Impact and other important related issues and developments)

UNIT IV Hours: 11

Export Assistance and Support Measure Institutional set up for Export Promotion in India and their role in International Marketing, Export Promotion Schemes and Incentives, Export Assistance & its procedures, WTO and Export Promotion Measures,

Text Books

1. Foreign Trade Policy (2002-2004).
2. Ram Paras (2004). Export: What, Where and How? Anupam Publications.
3. Das Bhagirath Lal (2003). The WTO and the Multilateral Trading System: Past, present and future, Third World Network and Zen Books.
4. David Rainbridge (2003). Intellectual Property. Pearson Education.

CO 1	To discuss various export import procedures and documentation
CO 2	To demonstrate frameworks for clearance
CO 3	To analyze the strategies available for firms pertaining to claim and insurance
CO 4	To evaluate the provisions of various export and import regulatory bodies

Pos Courses	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PS O 1	PS O 2
CO 1	-	1	1	2	-	1	1	1
CO 2	2	1	2	-	1	2	-	2
CO 3	2	1	-	-	1	-	2	-
CO 4	-	3	3	1	2	-	3	-

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NACHUALI, JASANA ROAD, FARIDABAD
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA-310E: Financial Planning and Performance

Objectives: This course is designed to help the students in orienting the students towards financial planning and performance.

Course Contents

UNIT I Hours: 11

Strategic Planning- Analysis of external and internal factors affecting strategy, long term mission and goals, alignment of tactics with long term strategic goals, strategic planning models and analytical techniques, characteristics of successful strategic planning process, annual profit plan and supporting schedules: operational budget, financial budget, capital budgets, top level planning and analysis, pro forma income, financial statement projections, cash flow projections.

UNIT II Hours: 11

Budgeting and Forecasting- Budgeting concepts, operations and performance goals, characteristics of a successful budget process, resource allocation, forecasting techniques – regression analysis, learning curve analysis, expected value, budgeting methodologies – annual business plans, project budgeting, activity-based budgeting, zero based budgeting, continuous (rolling) budgets, flexible budgeting.

UNIT III Hours: 11

Cost and Variance Analysis -Comparison of actual to planned results, use of flexible budgets to analyze performance, management by exception, standard cost system, analysis of variation from standard cost expectations.

UNIT IV Hours: 11

Performance Measures - Product profitability analysis, business unit profitability analysis, customer profitability analysis, return on investment, residual income, investment base issues, Key performance indicators (KPIs), balanced scorecard, responsibility centers and reporting segments – types of responsibility centers, transfer pricing.

Text Books

1. Financial planning and analysis by Wiley Finance
2. Financial planning and analysis by Jack Alexander
3. The financial controller and CFO's toolkit by David Parameter

CO 1	To recognize the strategic planning
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CO 2	To understand the cost and variance analysis.
CO 3	To analyses the Key performance indicators
CO 4	To evaluate the various performance measures

Pos Courses	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PS O 1	PS O 2
CO 1	-	1	1	2	-	1	1	1
CO 2	2	1	2	-	1	2	-	2
CO 3	2	1	-	-	1	-	2	-
CO 4	-	3	3	1	2	-	3	-

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NACHUALI, JASANA ROAD, FARIDABAD
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
MG-302: International Business

L-4, T/P-0,

Credits: 04

The objective of the course is to provide an understanding of international business.

Course Contents

Unit I

An Overview of International Business: Framework of International Business, Types of International Business, International Business Approaches, Global Marketing Theory of Competitive Advantages, NeoClassical, Modern Approach to International Business, Problems of Trade and Aid to Developing Countries..

Unit II

International Business Decision: Mode of Entry, Marketing Mix, Factors Affecting decision For International Business,
Role Of International Institutions: GATT, WTO, ECM, IMF, IBRD, IDA, IFC, UNCTAD, In International Business. Recent Trends in World trade, Multi National Corporations and the Trade

Unit III

Recent Trends in India's Foreign Trade: Export and Import Policy, Trade Policy, Balance of Payment, Custom and Tariff Rationalization. Identifying Foreign Markets and Overseas markets, Product Development in international markets, Transfer Logistics and Distribution Channels, Role of Documentation in International Trade, Export Pricing, Methods of International Payments.

Unit IV

International Capital Movement: Risk in International Operations, International Investment, Financing of Foreign trade, Factor Mobility and Direct Foreign Investment. Export Finance, Pre and post Shipment credit, Introduction to FEMA, Insurance. Role of ECGC and export Promotion Councils, Eurocurrency Market

Text Books :-

1. Management of foreign trade by T R Jain
2. Trade policy by Peru
3. Industrial policy and WTO by Sherzod Shadikhodjaev

CO1: Become familiar with global business environment

CO2: Understand various the international trade theories & trade agreements.

CO3: Know the different forms of international business, structures and process of controlling international business

CO4: Become aware of the different supply chain strategies and techniques of investment decisions in international business

P o s c o s	P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P S O 1	P S O 2
C O 1	-	1	1	2	-	1	1	1
C O 2	2	1	2	-	1	2	-	2
C O 3	2	1	-	-	1	-	2	-
C O 4	-	3	3	1	2	-	3	-



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