



RKDF UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Scheme

The structure of the course will comprise five-papers in each Semester.

First Semester

| S.No | Subject Code | Subject Name | Marks Distribution | | | | | | |
|------|--------------|----------------------------|--------------------|-----|--------------|-----|-----------------|-----|-------------|
| | | | Assignment Marks | | Theory Marks | | Practical Marks | | Total Marks |
| | | | Max | Min | Max | Min | Max | Min | |
| 1 | BBA-101 | English Language | 30 | 10 | 70 | 24 | - | - | 100 |
| 2 | BBA-102 | Business Communication | 30 | 10 | 70 | 24 | - | - | 100 |
| 3 | BBA-103 | Economics | 30 | 10 | 70 | 24 | - | - | 100 |
| 4 | BBA-104 | Fundamentals of Accounting | 30 | 10 | 70 | 24 | - | - | 100 |
| 5 | BBA-105 | Introduction to Computer. | 30 | 10 | 70 | 24 | - | - | 100 |
| | | | 150 | 50 | 350 | 120 | - | - | 500 |



RKDF UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Syllabus

First Year

Semester I

| Subject Title | Subject Code |
|------------------|--------------|
| English Language | BBA-101 |

Max Marks: - 70

Min Marks:-24

Course Objective:

The Objectives of this Course is to improve the Competence of the Student in Basic Language Skills and to Acquaint the Students with the working of official English Language

Course Content:-

Unit – I

Language Content

(a) Structural Items :

- Simple, Compound and Complex Sentences.
- Co-ordinate Clauses (With, But, or Neither- Nor , Otherwise, Else)
- Sub-Ordinate clauses-noun clauses-as subjects, objects and Complement .
- Relative Clauses (Restrictive and non Restrictive clauses)
- Adverb clauses (open and hypothetical, conditional: With Because, though, Where, So that as long as, as soon)
- Comparative clauses (as + adjective/adverb + as no sooner -----that)

(b) Tense:

- Simple Present Progressive and present Perfect
- Simple Past, Progressive and Past Perfect
- Indication of futurity

(c) - The Passive (Simple Present and Past, Present and Perfect and to Infinitive Structure)

(d) - Reported speech

- Declarative Sentences
- Imperatives
- Interrogative wh Question, Yes/No Questions.
- Exclamatory sentences.

(e) - Module (Will, shall, would, ought, to have to/have to/ have got to/ can could, may- might and need)

(f) – Verb Structures (Infinitive and gerundial)

(g) – Linking devices

Note :-

The above Language Items will be Introduced to Express the Following Communicative Functions

- (a) - Seeking and imparting information.
- (b) – Expressing attitudes – Intellectual and emotional.
- (c) – Persuasion and Discussion etc

Unit – II

Reading Comprehension

Adequate Practice Should be Provided in Reading With Understanding Through Materials Prescribed in the Text Book. Attempt should also Make to Expand the Learner's Vocabulary



RKDF UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Unit – III

Graded Practice Should be Provided in the basis Skills of Composition the Following Forms of Composition Should also made to expand the Learner's Vocabulary.

- (I) Paragraph Writing (150 words)
- (II) Letter Writing (both formal and informal)

Unit – IV

Speaking :-

Contextualized Vocabulary Teaching and Oral Work Should be Used to Strengthen the Learns Acquirement to the Sound Distinctions, Stress and Intonation in English

Reference Books:

- 1. The Book Published by M.P. Hindi Grants Academy is the Prescribed Book For This Syllabus.
- 2. Wren & Martin : High School English Grammar & Composition



RKDF UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Syllabus

First Year

Semester I

| Subject Title | Subject Code |
|------------------------|--------------|
| Business Communication | BBA-102 |

Max Marks: - 70

Min Marks:-24

Course Objectives:

The Educate The Students in the Skills of Communication so as to help them to interact with the society effectively in their career

Course Content:

Unit – I

Communication:

Definition, Nature, Importance to Manager, Communication Process and its Elements
Means of Communication and Methods, Barriers to Communication

Unit – II

Oral Communication:

Speeches for Different Occasions Guide Lines, Listening (Problems and Guide Lines)

Unit – III

Interview :

Process, Problem Guidelines, Group Discussions, Conference,
Responsibility of Chairman and Participants

Unit – IV

Written Communication:

Essentials of Good Business Letters, Types of Business Letters, Types of Business Letters
Business Correspondence, lay out Business Letters, Different Types of drafts for Replies to
Requests, Orders, Reply to Orders, Letters of Complaints, Circular Letters, Agency Letters,
Foreign Trade Letters and job Application, Various Types of Advertisements, Notices, Agenda
and Minutes, Press Releases, Telegrams, Report Writing Structure of Report.

Unit – V

Non – Verbal Communication:

Types and its uses and Importance in Business Communication.

Reference Books :-

- Murphy & Pack : Effective Business Communication MC Graw Hill Book Co. New York 1976
Thomas & Howard : A Text Book in Applied Communication Prentice Hall Inc. New Jersey M.V. Rodriguez
Business Communication K.K Sinha : Business Communication



RKDF UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Syllabus

First Year

Semester I

| Subject Title | Subject Code |
|---------------|--------------|
| Economics | BBA-103 |

Max Marks: - 70

Min Marks:-24

Course Objectives: The Objectives of This Paper is to Familiarize the Students With the Theoretical Concepts in Economics

Unit-I

Introduction to Economics: Definition, Nature and Scope of Economics. Micro and Macro Economics, Role of Economics in Decision Making.

Unit-II

Demand Analysis and Supply Analysis: Meaning of Demand, Types of Demand, Law of demand, Determinants of Demand, Demand Function, Elasticity of demand- price elasticity of demand. Income elasticity of demand, Cross Elasticity of demand, Law of Supply, Supply Schedule, Supply Curve, Price elasticity of supply

Unit-III

Production Analysis: Production function, Types of Production Function, Law of Returns, Law of variable proportions, Law of Increasing Returns, Law of Constant Returns, Law of Diminishing returns, Returns to scale.

Unit-IV

Market Structures: Meaning of Market, Classification of markets, Perfect Competition, Imperfect Competition, Monopolistic Market, Oligopoly Market, and Duopoly Market.

Unit-V

National Income: Meaning, Definition and importance of Macro Economics – National Income: Meaning, Definitions: National Income, GNP & NNP, GDP & NDP, Personal Income (PI), Disposable Income (Di), Per Capita Income (PCI), Real National Income (RNI).

REFERENCE BOOK

M.L. Sharma : Economics (C.A. Foundation) M.L. Seth : Principles of Economics
Ahuja : Principles of Economics
Dutta & Samuelson : Micro Economics
K.K. Dewatt : Mode



RKDF UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Syllabus

First Year

Semester I

| Subject Title | Subject Code |
|----------------------------|--------------|
| Fundamentals of Accounting | BBA-104 |

Max Marks: - 70

Min Marks:-24

Course Objectives: The Objective of This Course is to familiarize the Students with Basic Concepts & Methods in Accounting as a Practical Subject in business Management.

Course Content:

Unit – I

Accounting: Meaning Scope & Nature, Advantage and limitations of Book Keeping & Accounting.

Unit – II

Conceptual Framework of Accounting: Accounting Principles, Accounting Concepts, Accounting Conventions Systems of Books Keeping, Double Entry System of Books Keeping.

Unit – III

Final Accounts: Manufacturing Account, Trading Account, Profit & loss Account, Balance Sheet and Adjustments.

Unit – IV

Depreciation Accounting: Concept, Causes Methods of Providing Depreciation on Different Assets and Depreciation Policy.

Unit – V

Subsidiary book of account- Introduction, meaning and type cash book, Cash book, Pass book.

REFERENCE Books :

1. T.S. Grewal : Double Entry Book Keeping/Accounting Principles
2. R.L. & Gupta : Advanced Accountancy
3. Jain & Narang : Elements of Accounting
4. S.N. Maheshwari : Fundamentals of Accounting
5. Shukla Grewal & Gupta : Advanced Account



RKDF UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Syllabus

First Year

Semester I

| Subject Title | Subject Code |
|--------------------------|--------------|
| Introduction to Computer | BBA-105 |

Max Marks: - 70

Min Marks:-24

Course Objectives:

To Help The Student a Future Manager – User Computer Application Skills in Major Application Areas.

Course Contents:

Unit – I

Computer System Concepts and Characteristics, Basic Components of Computer System, Input and Output Devices

Unit – II

Software – Type of Software – System Software – Operating System – Over View and functions.

Unit – III

Application Software – Word Processing, Spread Sheet, Power Point Presentation

Unit – IV

DBMS – Introduction, Purpose of DBMS, Views of Data, Data Models, Types of Data Base Languages.

Unit – V

Network – LAN, WAN, MAN, Components of LAN, Internet – Evolution, Protocols and Interface, E-mail, www, Viruses Antivirus, Antispyware, fire wall,

Reference Books :

1. Texali – Pc Software
2. P.K. Sinha – Fundamentals of Computer
3. Loen – Fundamentals of Information Technology, Vikas Publication
4. V. Rajaraman – Fundamental of Computer, Prantice Hall
5. Saxena – First Course in Computer, Vikas Publication
6. S. Jaiswal – Computer Today, Galgtia Publication
7. Dhiraj Sharma – Foundations of Excel Books



RKDF UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Scheme

The structure of the course will comprise five-papers in each Semester.

Second Semester

| S.No | Subject Code | Subject Name | Marks Distribution | | | | | | |
|------|--------------|----------------------------------|--------------------|-----|--------------|-----|-----------------|-----|-------------|
| | | | Assignment Marks | | Theory Marks | | Practical Marks | | Total Marks |
| | | | Max | Min | Max | Min | Max | Min | |
| 1 | BBA-201 | Principles of Management | 30 | 10 | 70 | 24 | - | - | 100 |
| 2 | BBA-202 | Business Statistics | 30 | 10 | 70 | 24 | - | - | 100 |
| 3 | BBA-203 | Financial Accounting | 30 | 10 | 70 | 24 | - | - | 100 |
| 4 | BBA-204 | Business Law | 30 | 10 | 70 | 24 | - | - | 100 |
| 5 | BBA-205 | Indian Culture & Business Ethics | 30 | 10 | 70 | 24 | - | - | 100 |
| | | | 150 | 50 | 350 | 120 | - | - | 500 |



RKDF UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Syllabus

First Year

Semester II

| Subject Title | Subject Code |
|--------------------------|--------------|
| Principles of Management | BBA-201 |

Max Marks: - 70

Min Marks:-24

Course Objectives:

To Help The Student to Acquire The Knowledge in Concepts and Theory of Principles of Management.

Course Contents:

Unit – I

Concept of Management: Definition Management, Functions and Responsibilities of Management, Levels of Management, Management Thought and Thinkers, Robert Owen, F.W.Taylor, Henry Fayol etc. Neo Classical Theories,

Unit – II

Planning: Objective, types and level of planning, Strategies and Policies, SWOT analysis,
Decision Making-Meaning, Importance

Unit – III

Organizing: Nature and purpose of organizing, Nature & Scope of Staffing, Manpower Planning
Organization structure, organization -Line and Staff authority, Delegation of authority

Unit – IV

Directing: Creativity, Innovation Motivation-Motivation Theories, Leadership, Leadership theories
Communication, Organization Culture- Managing cultural diversity.

Unit – V

Controlling: Meaning, Process and Control Techniques, Types of control- Maintenance Control, Quality Control, Managing Productivity, Cost Control

1. Rovwer J.C. & Daniel : Management & Practice, John Wiley & Sons
2. Koontz & Eldritch : Management, International Student Edn. Tokyo 1980
3. R.D Agrawal : Organization & Management Mc Graw Hill, New Delhi.
4. Newman & Warran : The Process of Management : Concepts, Behaviour and Prctice, P.H.I
5. Diwan & Agrawal : Management, Principle and Practices, Excel Books.



RKDF UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Syllabus

First Year

Semester II

| Subject Title | Subject Code |
|----------------------------|---------------------|
| Business Statistics | BBA-202 |

Max Marks: - 70

Min Marks:-24

Course Objectives :

The Objective of the Course is to Help Students in Understanding The Various Statistical Method, Techniques in Business Studies and Analysis/Discussion.

Course Content:

Unit – I

Meaning and Definition of Statistics, Statistical Investigations Distrust Laws of Statistics, Scope of Statistics, Lamination of Statistics.

Unit – II

Collection of data, Presentation of data, Frequency Distribution, Primary and Secondary Data.

Unit – III

Measures of Central Tendencies : Mean, Median, Mode Geometric, Mean, Harmonic Mean.

Unit – IV

Dispersion – Quartile Deviation, Mean Deviation and Skewness.

Unit – V

Correlation Analysis : Karl Pearson's, Spearmen's Rank Correlation, Coefficient of Concurrent Deviation

Reference Books :

1. D.N. Elhance : Fundamental of Statistics, Kitab Mahal Allahabad
2. S.P. Gupta : Business Statistics, Sultan Chand and Sons, New Delhi
3. R.S. Bhardwaj : Business Statistics, Excel Books



RKDF UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Syllabus

First Year

Semester II

| Subject Title | Subject Code |
|----------------------|--------------|
| Financial Accounting | BBA-203 |

Max Marks: - 70

Min Marks:-24

Course Objectives :

The Objectives of this Paper is to Familiarize the Students With The Basic Concepts and Methods of Financial Accounting as a Practical Subject Business Management.

Course Content :

Unit – I

Analysis of Financial Statement – Ratio Analysis, Trend Analysis, Comparative Statement, Common Size Statement.

Unit – II

Meaning of Fund Flow Statement, Cash Flow Statement BEP Analysis

Unit – III

Meaning of Single Entry System, Hire Purchase Accounting

Unit – IV

Inventory Valuation – Methods, FIFO, LIFO, HIFO, Average Cost Method, Weighted Average Cost Method.

Unit – V

Cost Accounting – Cost Sheet, Standard Cost – Basic Concepts, Cost Reconciliation Statement.

Reference Books :-

- | | | | |
|----|----------------------|---|---------------------|
| 1. | Financial Account | : | Dr. S.N. Maheshwari |
| 2. | Financial Accounting | : | R.L. Gupta |
| 3. | Advanced Accountancy | : | S.M. Shukla |
| 4. | Modern Accountancy | : | Mukherjee & Hanif |



RKDF UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Syllabus

First Year

Semester II

| Subject Title | Subject Code |
|---------------|--------------|
| Business Laws | BBA-204 |

Max Marks: - 70

Min Marks:-24

Course Objectives :

This Course is to provide the Basic Knowledge of Business laws Useful is Business Operation,

Unit – I

Contract Act, Essentials of Valid Contract, Capacity to Contract, Minors Contract, Free – Consent Performance of the Contract

Unit – II

Unlawful & Void Agreements, Discharge of Contract, Remedies for breach of Contract.

Unit – III

Bailment, Pledge & Agency, Law of Sale of Good Act. Conditions & Warranties.

Unit – IV

GST- Meaning, Importance, advantage and disadvantage. Impact of GST on Indian economy.

Unit – V

Rights of Unpaid Seller & Suits for Breach of Sale of Goods Contract.

Books Recommended :

1. Avtar Singh. Company Law, 11th ed. Lucknow, Eastern, 19996.
2. Khergamwala, J. S. The Negotiable Instrument Acts, Bombay, N.M. Tripathi, 1980.
3. Remaiya, A. Guide to the Companies Act. Nagpur, Wadhwa, 1992.
4. Shah, S.M. Lectures on Company Law, Bombay, N.M. Trhpathi 1990.
5. Tuteja, S.K. Business Law for Managers. New Delhi Sutan Chand, 1998.
6. S.K.Mishra Labour & Industrial Law of India; Allahbad Law Agency 2007



RKDF UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Syllabus

First Year

Semester II

| Subject Title | Subject Code |
|------------------------------------|--------------|
| Indian Culture and Business Ethics | BBA-205 |

Max Marks: - 70

Min Marks:-24

Course Objectives :

The Objective of This Course is to Help Students to Gain an Understanding of Business Ethic and Their Applications.

Course Content : -

Unit – I

Indian Culture: Meaning and Elements of Culture, Characteristics of Indian Culture.

Unit – II

Influence of Indian Culture on the World, External Influence on Indian Culture, Indian Heritage in Production & Consumption.

Unit – III

Business Ethics : Definition, Approaches and Evolution of Business Ethics nature, Indian Culture and Ancient Indian Ethos, Misconceptions/Myths About Business Ethics.

Unit – IV

Business and Society : Relationship of Business With Society (Stake Holder Theory, Social Contract Theory) and Problems.

Unit – V

Leadership Business : Leadership Behavior, Charisma Mentoring as a Leadership Process and Leadership Transformation .

Books Recommended :

1. Rogene A. Buchloz and Sandra B. Rasenthal, Business Ethics, New Delhi, PHI Pvt. Ltd. 1998
2. K. Chakraborty, Ethics, New Delhi, Oxford University Press, 1997
3. S.K. Bhatia Business Ethics & Managerial Values.
4. Rituparna Raj, A Study in Business Ethics, Himalaya Publishing House
5. N.M. Khandelwal, Ethics & Values for Managers, Himalaya Publishing House.
6. A.N. Tripathi, Human Values, New Age International



RKDF UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Scheme

The structure of the course will comprise five-papers in each Semester.

Third Semester

| S.No | Subject Code | Subject Name | Marks Distribution | | | | | | |
|------|--------------|-----------------------|--------------------|-----|--------------|-----|-----------------|-----|-------------|
| | | | Assignment Marks | | Theory Marks | | Practical Marks | | Total Marks |
| | | | Max | Min | Max | Min | Max | Min | |
| 1 | BBA-301 | Marketing Management | 30 | 10 | 70 | 24 | - | - | 100 |
| 2 | BBA-302 | Personnel Management | 30 | 10 | 70 | 24 | - | - | 100 |
| 3 | BBA-303 | Financial Management | 30 | 10 | 70 | 24 | - | - | 100 |
| 4 | BBA-304 | Production Management | 30 | 10 | 70 | 24 | - | - | 100 |
| 5 | BBA-305 | Business Organization | 30 | 10 | 70 | 24 | - | - | 100 |
| | | | 150 | 50 | 350 | 120 | - | - | 500 |



RKDF UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Syllabus

Second Year

Semester III

| Subject Title | Subject Code |
|----------------------|--------------|
| Marketing Management | BBA-301 |

Max Marks: - 70

Min Marks:-24

Course Objective :-

The objective of this paper is to familiarize the students with the modern marketing concepts, tools and techniques to develop their skills required for the performance of marketing function.

Course Content:

Unit-I

Nature and Scope of Marketing. Management philosophies. Marketing system and Environment, consumer Behaviour , consumer market and industrial market , Decision making process in Buying.

Unit-II

Market segmentation, grouping of market targeting and positioning, product decisions.

Unit-III

Marketing Mix : Elements of marketing Mix , Product Mix ,Branding and package decisions, promotion mix.

Unit-IV

Pricing decisions, Methods of setting prices, pricing strategies, production.

Unit-V

Channel of Distribution, Marketing channels and agencies. Marketing research and Marketing information system.

Books Recommended :

1. Philip Kotler , Principles Marketing , Prentice Hall of India.
2. William J. Stanton. Fundamentals of Marketing McGraw, New Dehli.
3. Ramaswamy and Namkumari , marketing management Analysis planning and Control In Indian context.
4. Rajan Saxena , Marketing Management Tata Mc- Graw Hilt.



RKDF UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Syllabus

Second Year

Semester III

| Subject Title | Subject Code |
|----------------------|--------------|
| Personnel Management | BBA-302 |

Max Marks: - 70

Min Marks:-24

Course Objective :

The objective of this paper is to familiarize the student with dimension of personal management in the reference to emerging India context.

COURSE CONTENTS:

Unit-I

Concepts and Functions of personal, management. Structure and Role of Personnel Management, Line & staff Manpower planning

Unit-II

Staffing Policy and process: management planning, job analysis, job description, job specification, Recruitment, Selection, Induction, Placement and Promotion.

Unit-III

Manpower training and development: Employee training, Performance appraisal.

Unit-IV

Wage and Salary Administration : Job evaluation, Designing salary structure.

Unit-V

Industrial disputes & Participative Management, Grievance and Grievance handling procedures, Disciplinary action, Trade unions.

Books Recommended :

1. Rustoms Davar : Personnel Management and Industrial Relation, ani Books, New Delhi.
2. Edwin Philip Principles of Personnel Management, Mc Graw Hill, International book Co., New Delhi.
3. M.S. Saiyedhin, Personnel Management, Tata Mc Graw Hill, International Book co., New Delhi.



RKDF UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Syllabus

Second Year

Semester III

| Subject Title | Subject Code |
|----------------------|--------------|
| Financial Management | BBA-303 |

Max Marks: - 70

Min Marks:-24

Course Objective :

The objective of this paper is to familiarize the student with various tools and techniques in financial decision making and control.

COURSE CONTENTS:

Unit-I

Meaning of Finance, Finance Function, Approaches to Finance Function, objectives, Financial decisions.

Unit-II

Capitalization, Capital, Sources of Capital, over and under capitalization.

Unit-III

Financial analysis, tools and Techniques, ratio analysis, Fund flow, case flow Analysis.

Unit-IV

Working capital management and capital structure.

Unit-V

Capital Budgeting, Methods of Investment evaluation, pay back Period, Accounting rate of return, discounted cash flow method and internal rate return.

Reference books :-

1. Khan and jam : Financial management, Ttat, Mc Graw Hill, New Delhi.
2. S.C.kucchal :Financial Management , Chaitnya , Pub. House .
3. R.K. Sharma and Shashi K. Gupta , Financial Management.



RKDF UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Syllabus

Second Year

Semester III

| Subject Title | Subject Code |
|-----------------------|--------------|
| Production Management | BBA-304 |

Max Marks: - 70

Min Marks:-24

Course Objective:

The objective of this paper is to familiarize the student about techniques and function of Production Management.

COURSE CONTENTS:

Unit-I

Introduction Production function, Nature and Scope of production Management,

Unit-II

Production Process – Intermittent System, continues System, Production Planning and control.

Unit-III

Plant Location and Plant Layout, Productivity Production order and work study.

Unit-IV

Routing, Scheduling, CPM and PERT, Inventory management.

Unit-V

Demand Forecast, Quality Control and Plant Maintenance.

Reference books :-

1. B.S. Goel : Production Operations Management (Pragati prakashn, Meerut)
2. Basotia and Sharma : Production and Operation Management , Mangal deep Pub.
3. E.S. Buffa Production Planning and control.



RKDF UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Second Year

Semester III

| Subject Title | Subject Code |
|-----------------------|--------------|
| Business Organization | BBA-305 |

Max Marks: - 70

Min Marks:-24

Course Objective :

The objective of this course is to help students gain an understanding of Information & functions of Business Organization.

COURSE CONTENTS:-

Unit – I

Business Organisation – Nature and Purpose of business, Economic Activity –Meaning and Objectives, Characteristics of Business, Essentials of successful Business.

Unit - II

Forms of Business Organizations – Sole Proprietorship Partnership Types. Formation, Rights & Duties; Co ownership, Joint Hindu Family Firm, Joint Stock Company, Cooperative Organisations – Types & Formation, Factors influencing choice of suitable type.

Unit – III

Promotion of a Company: Formation and Incorporation of a company ,Capital Subscription, Memorandum and Articles of Association, Prospectus, Types of Companies: Classification Exemptions & Privileges of Private Companies.

Unit –IV

Public Enterprise : Role of Government , Regulation of Economic Activities, Rationale of Govt. Role Forms of Public Enterprises Public Corporations Govt. Companies , Joint Sector Companies and public Utilities. Small Business: Definition, Scope, Role, Govt, Policy, Operating problems of small Business, Role and Importance.

Unit –V

Social Responsibilities of Business: Concept, Business Ethics, Business Values, Social Responsibility of Business in India Corporate Governance: Definition, Need, Importance and Principles of Corporate Governance.

Reference books :-

1. R.k. sharma & Shashi K. Gupta , Business Organisation , Klalyani Publication , New Delhi.
2. Chhabra Ankur , A text book of Business Organisation. Sun India Publication, New Delhi.
3. Jan D.P. Business Organisation & Management , Vrinda Publication, Delhi.
4. Sherlekar, Modern Business Organisation & Management , Himalaya Pub. House , New Delhi.
5. P.G.Aguims, Organisation Structure & Design , Excel Books, New, Delhi.



RKDF UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Scheme

The structure of the course will comprise five-papers in each Semester.

Fourth Semester

| S.No | Subject Code | Subject Name | Marks Distribution | | | | | | |
|------|--------------|--------------------------|--------------------|-----|--------------|-----|-----------------|-----|-------------|
| | | | Assignment Marks | | Theory Marks | | Practical Marks | | Total Marks |
| | | | Max | Min | Max | Min | Max | Min | |
| 1 | BBA-401 | Organisational Behaviour | 30 | 10 | 70 | 24 | - | - | 100 |
| 2 | BBA-402 | Business Policy | 30 | 10 | 70 | 24 | - | - | 100 |
| 3 | BBA-403 | Quantitative Techniques | 30 | 10 | 70 | 24 | - | - | 100 |
| 4 | BBA-404 | Research Methodology | 30 | 10 | 70 | 24 | - | - | 100 |
| 5 | BBA-405 | Entrepreneurship | 30 | 10 | 70 | 24 | - | - | 100 |
| | | | 150 | 50 | 350 | 120 | - | - | 500 |



RKDF UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Second Year

Semester IV

| Subject Title | Subject Code |
|--------------------------|--------------|
| Organisational Behaviour | BBA-401 |

Max Marks: - 70

Min Marks:-24

Course Objective :

The objective of this paper is to familiarize the student with concepts and behavioural process in an organization to enable him to develop and adopt effective strategies

Course Content:

Unit – I

Introduction to Organizational Behaviours- feature, purpose, goal, models of organisation behaviour

Unit – II

Perception-definition, process, factors, Personality-definition, trait, theories, Learning, Motivation- definition and theories

Unit – III

Leadership-types, style, theories, group and team, group dynamics, group decision making

Unit – IV

Organisation power and politics, conflict- resolution management. Grievance handling, Stress management

Unit – V

Performance evaluation, Organization development Organizational change, Communication, Stress management Culture systems

Reference Books :

1. Keith Devis : Organizational Behaviour, Tata McGraw Hill, New Delhi.
2. S.P.Robbins: Organizational Behaviour, Prentice Hall of India Ltd. New Delhi,
3. Sarma V.S. Velux: Organizational behaviour Jaico Publishing House New Delhi.



RKDF UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Second Year

Semester IV

| Subject Title | Subject Code |
|-----------------|--------------|
| Business Policy | BBA-402 |

Max Marks: - 70

Min Marks:-24

Course Objective :

To familiarize the students on methods. & techniques of Business Policy & strategic management .

Unit-I

Introduction to Business Policy & Strategic management. Nature, importance & purpose of business policy.

Unit-II

Business definition & objectives, Mission & purpose, Characteristic.

Unit-III

Nature of strategic decision making approaches and process of strategic management.

Unit-IV

SWOT Analysis, Environmental appraisal organizational appraisal & selective factor & process of strategic choice.

Unit-V

Social responsibilities & Strategic Management, Corporate Culture Corporate Policies.

Reference Books :

1. Azhar Kazmi : Business Policy
2. P.K. Ghosh : Business Policy
3. Satish Seth : Corporate Strategy
4. L.M. Prasad. : Business Policy & Strategic Management.



RKDF UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Second Year

Semester IV

| Subject Title | Subject Code |
|-------------------------|--------------|
| Quantitative Techniques | BBA-403 |

Max Marks: - 70

Min Marks:-24

Course Objective :

To teach the student the various statistical techniques to apply them on factual data so that they ! Earn to derive statistical interpretation.

Unit – I

Nature and Importance of quantitative Techniques in statistical data interpretation.

Unit – II

Standard Deviation, Variation, Covariance.

Unit – III

Forecasting – Concept, Techniques , Advantages , Disadvantages, Methods.

Unit - IV

Time Series - Concept, Advantages, Disadvantages, Methods, Simple Average Method, Moving Average Method, Seasonal Variation Method.

Unit – V

Index Numbers – Simple Average Method, Aggregative Method, Marshall, Fisher Index Number.

Reference Books :-

1. D.N. Elhance : Practical Problems in statistics fundamentals of statistics.
2. B.N. Gupta : Statistics
3. S.P. Gupta : Statistics Methods
4. Richard Levin : Statistics for Management .
5. Dr. Aditham B. Rao : Quantitative Techniques



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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Second Year

Semester IV

| Subject Title | Subject Code |
|----------------------|--------------|
| Research Methodology | BBA-404 |

Max Marks: - 70

Min Marks:-24

Course Objective:- The appraise the student on methods & techniques of statistical investigations & different research methods:

Course Content:

Unit – I

Introduction: concept, meaning , definition and importance of research in business.

Unit – II

Types of Research, Applied research, Fundamental research and other types of research.

Unit – III

Identification & research problem, Deciding Hypothesis , objective and methodology, sampling concept importance & techniques.

Unit – IV

Data collection –Data and reference – concept , sources of data , primary data collection – Questionnaire schedule, case analysis , Interview, census & sampling enquiry.

Unit – V

Tabulation, Interpretation & Report writing , Diagrammatic representation of statistical Data, Charts, Graphs and Diagrams.

Reference Books :-

1. C.R. Kothari : Research Methodology
2. Sadhu & singh : Research Methodology in .Social science
3. Dwivedi R.S. : Research Methodology in Behavioral science
4. Michael V.P. : Research Methodology in Management



RKDF UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Second Year

Semester IV

| Subject Title | Subject Code |
|------------------|--------------|
| Entrepreneurship | BBA-405 |

Max Marks: - 70

Min Marks:-24

Course Objective :

The objective of this course is to equip students with basic skills in starting their own enterprises.

Course Content :

Unit I

Entrepreneur and Entrepreneurship : Concepts, Characteristics and functions of an Entrepreneur , Types of Entrepreneur, Major Entrepreneurial Competencies , Developing Competencies and Role of enterprises in Economic Development.

Unit II

Project Identification and Formulation : Criteria for Selecting a particular Project, Scanning Of Business Environment and identifying Projects , Steps in Project Formulation and Project Evaluation (Organizational, Commercial and Legal Aspects).

Unit III

Preparation of Business Plan / Project Report : Significance, Contents, Formulation, Planning Commission Guidelines for Formulating the Project report and Common Errors in Project Formulation.

Unit IV

Institutional Finance to Entrepreneurs : commercial Banks, Financing Institutions (IDBI, IFCI, IRBI LIC, UTI, SFC, SIDC, SIDBI and EXIM Bank).

Unit V

Institutional Support to Entrepreneurs : Needs, Support Institutions. Small, Small Scale Industries, State Small Industries Development Corporation(SSIDC), Small Industries Service Institutes(SISI), Industrial Estates, Specialized Institutes and Technical Consultancy Organizations(TCOs).

Reference Books :

1. S.S. Khanka, Entrepreneurial Development, New Delhi. S.Chand and Sons.2nd Ed. 2000
2. Vasant Desai, Dynamics of Entrepreneurial Development and Management, Bombay, I-imalaya Publishing House, 4th Ed. 2000-
3. Entrepreneurship Development- Centre for Research and Industrial Staff Performance, New Delhi., Tata McGra-Hill,1998
4. Thomas W. Zimmerer and Norman M. Scarborough, Entrepreneurship and New Venture Formation, New Delhi. Prentice Hall of India, 1996
5. Hisrich, Entrepreneurship(Special Indian Edition), 6th Edition, McGraw-Hill Education.



RKDF UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Scheme

The structure of the course will comprise five-papers in each Semester.

Fifth Semester

| S.No | Subject Code | Subject Name | Marks Distribution | | | | | | |
|------|--------------|---|--------------------|-----|--------------|-----|-----------------|-----|-------------|
| | | | Assignment Marks | | Theory Marks | | Practical Marks | | Total Marks |
| | | | Max | Min | Max | Min | Max | Min | |
| 1 | BBA-501 | Management Information System | 30 | 10 | 70 | 24 | - | - | 100 |
| 2 | BBA-502 | Retail Concept & Strategies | 30 | 10 | 70 | 24 | - | - | 100 |
| 3 | BBA-503 | Comprehensive Viva-voca | 30 | 10 | - | - | 70 | 24 | 100 |
| 4 | BSM-I | Specialization-Paper-I Consumer Behavior & Service Marketing | 30 | 10 | 70 | 24 | - | - | 100 |
| | BSF-I | Specialization-Paper-I Working Capital Management | | | | | | | |
| | BSHR-I | Specialization-Paper-I Human Resource Management | | | | | | | |
| | BSBF-I | Specialization-Paper-I Introduction to Banking system | | | | | | | |
| 5 | BSM-II | Specialization-Paper-II Advertising Management | 30 | 10 | 70 | 24 | - | - | 100 |
| | BSF-II | Specialization-Paper-II Investment Analysis & Portfolio Management | | | | | | | |
| | BSHR-II | Specialization-Paper-II Training and Development | | | | | | | |
| | BSBF-II | Specialization-Paper-II Financial Institutions & Markets | | | | | | | |
| | | | 150 | 50 | 350 | 120 | - | - | 500 |



RKDF UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Third Year

Semester V

| Subject Title | Subject Code |
|-------------------------------|--------------|
| Management Information System | BBA-501 |

Max Marks: - 70

Min Marks:-24

Course Content :

Unit –I

MIS:- Definition, objectives, benefits, function, role of an MIS, utility. Concept information and system, Information System, Information need, Planning organization and control.

Unit –II

Computer:- Organization of computer, Its functional units, introduction to computer software, Use of computer in MIS, Application of computer, emerging trends of computer and MIS.

Unit –III

Process of MIS Development:- Analysis, design, selection of design, development, implementation and maintenance. SDLC, Prototyping. Conversion of manual MIS into computerized MIS

Unit –IV

Implementation of MIS, its stages and evaluation and monitoring of the system, Maintenance of the system

Unit –V

Decision Making:- Types and phases, process of decision making, DSS, IS Support to decision making process

References Books

1. G.Murdic & Joel E.Ross: Information system for
2. 2. Management. R C. Sinha -Computer fundamentals.



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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Third Year

Semester V

| Subject Title | Subject Code |
|------------------------------|--------------|
| Retail Concepts & Strategies | BBA-502 |

Max Marks: - 70

Min Marks:-24

Course Content :

Unit – I

Introduction to retail management. The concept of retailing. Nature and scope, Function of Retailers.

Unit – II

The evolution of retail in India, types of Retail Stores, Retail Models and theories of retail development.

Unit – III

Retail Marketing mix, Retail communication mix. Role of advertising, Sales promotion. Public relations and Personal selling in retailing.

Unit – IV

Supply chain management in retailing, management of service and quality in retailing.

Unit – V

Retail stores operations, Mall management, setting objectives for retailers' performance, Management of retail brand.

REFERENCE BOOKS:

1. Retailing management by Swapna Pradhan, Tata McGraw Hills.
2. Retailing management by Suja R.Nair, Himalaya Publication.
3. Retailing management by Gibson G.Vedamani, Jaico Books.
4. Retail management by Michael Levy, Tata McGraw Hills.
5. Retail management by Chetan Bajaj, Rajnish Tuli & Nidhi Shrivastav



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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Third Year

Semester V

| Subject Title | Subject Code |
|----------------------|--------------|
| Comprehensive. Viva. | BBA-503 |

Max Marks: - 70

Min Marks:-24

Course Content :

Each Student Has to Undertake The Field Work as Assigned By The Institute and Has to Prepare and Submit a Report For Assessment and Viva-Voce. a Comprehensive Viva-Voce Examination Along With Field Work Report Viva-Voce Shall Be Conducted Through a Board Comprised of Internal and External Examiners as Per Guide Lines.



RKDF UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Third Year

Semester V

(Specialization in Marketing Management)

| Subject Title | Subject Code |
|--|--------------|
| Consumer Behaviour & Service Marketing | BSM-1 |

Max Marks: - 70

Min Marks:-24

Objective: The basic objective of this course is to develop an understanding about the consumer decision-making process and its applications in marketing practices of firms.

UNIT-I

Introduction to Consumer Behavior: Consumer Behavior & Marketing Strategies. (Segmentation promotion and Positioning Strategies).

UNIT-II

Consumer Perception: Purchase search, information processing and Consumer Involvement theory; Evaluative criteria & Decision Rules; Consumer attitude & attitude Change.

UNIT-III

Advertising campaign-Advertising V/s Consumer behavior; Sales promotion- Role of Creative strategies; Advertising- Retail, National, Cooperative, Political International, Public Service Advertising.

UNIT-IV

Market Situation Analysis: Analysis of Competitor's Strategies and Estimating their Reaction Pattern and Competitive Position;

UNIT-V

Competitive Market Strategy for Emerging Industries, Declining Industries and Fragmented Industries; Balancing Customer and Competitor Orientations

Books Recommended :

1. Assael, H. Consumer Behaviour and marketing Action. Ohio, South Western, 1995.
2. Engle, J. F. etc. Consumer Behaviour. Chicago, Dryden Press, 1993.
3. Howard, John A. etc. Consumer Behaviour in Marketing. Englewood Chliffs, New Jersey, Prentice Hall Inc., 1989
4. Cravens, D W. Strategic Marketing.
5. Kaynak, E and Savitt, R. Comparative Marketing Systems.
6. Kotler, Philip. Marketing Manegement.
7. Porter, M E. Competitive Advantage.
8. Poter, M E. Competitive Strategy.



RKDF UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION (BBA) Third Year Semester V (Specialization in Marketing Management)

| Subject Title | Subject Code |
|------------------------|--------------|
| Advertising Management | BSM-II |

Max Marks: - 70

Min Marks:-24

UNIT-I

Advertising's Role in the Marketing Process: Legal Ethical and Social Aspects of Advertising; Process of Communication- Wilbur Schramm's Model.

UNIT-II

Dagmar Approach- Determination of Target Audience; Building of Advertising Programme-Message, Headlines, Copy, Logo, Appeal, Layout.

UNIT-III

Campaign Planning; Media Planning; Budgeting Evaluation-Rationale of Testing Opinion and Aptitude Tests, Recognition, Recall, Experimental Designs; Advertising Organisation- Selection Compensation and Appraisal of an Agency; Electronic Media Buying

UNIT-IV

Advertising campaign-Advertising V/s Consumer behaviour; Sales promotion- Role of Creative strategies; Advertising- Retail, National, Cooperative, Political International, Public Service Advertising.

UNIT-V

Two Step Flow of Communication Theory of Cognitive Dissonance and Clues for Advertising Strategists: Stimulation of Primary and Selective Demand- Objective Setting and Market Positioning.

Books Recommended :

1. Aaker, David A. etc. Advertising Management, 4th ed. New Delhi, Prentice Hall on India, 1985.
2. Beleh, George E and Beleh, Michael A. Introduction to Advertising and Promotion, 3rd ed. Chicago, Lrwin, 1995.
3. Borden, William H. Advertising, New York, John Wiley, 1981. Hard Norman. The Practice of Advertising, Ozford, Butterworth Heinemann, 1995.



RKDF UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Third Year

Semester V

(Specialization in Financial Management)

| Subject Title | Subject Code |
|-----------------------------------|--------------|
| Working Capital Management | BSF-1 |

Max Marks: - 70

Min Marks:-24

Objectives: The objective of the course is to acquaint the students with the importance of the working capital and the techniques used for effective working capital management.

Course Contents

Unit-1

Concept of Working Capital Management, Importance of Working Capital, Kinds of Working Capital, Factors Determining Working Capital, Estimating Working Capital Requirements;

Unit-2

Management of Cash -Motives for Holding Cash and marketable securities; Cash System, Managing the Cash Flows. Cash Concentration Strategies, Disbursement tools,

Unit-3

Investment in Marketable Securities; Forecasting Cash Flows; Managing Corporate Liquidity and Financial Flexibility; Measures of Liquidity,

Unit-4

Receivable Management- Determining the appropriate Receivable Policy, Marginal Analysis, Credit Analysis and Decision, Inventory Management-kinds of Inventories, Benefits and Costs of Holding Inventories, Inventory

Unit-5

Management and Valuation of Inventory control and Capital Investment Processes.

Suggested Readings:

1. Bhalla, I V K, : Working Capital Management, Text and Cases, 4th ed. Delhi, Anmol, 2001.
2. Hampton J. J. and C. L : Wagner Working Capital Management, John Wiley & Sons, 1989.
3. Mannes, T.S. and J.T. Zietlow : Short-tens Financial' Management, West Pub. Co., 1993.
4. Scherr, F.C. Modern Working Capital Management, Prentice Hall, 1989.



RKDF UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION (BBA) Third Year Semester V (Specialization in Financial Management)

| Subject Title | Subject Code |
|--|--------------|
| Investment Analysis & Portfolio Management | BSF-II |

Max Marks: - 70

Min Marks:-24

Objective: The aim of this course is to provide a conceptual framework for analysis from an investor's perspective of maximizing return on investment – a sound theoretical base with examples and references related to the Indian financial system.

Course Contents:

Unit- I

Overview of Investment Concept of Investment; Various Investment Alternatives; Application of Investment Alternatives; a Case Study on Investment Alternatives.

Unit-II

Overview of Risk Management Concept of Risk Management; Analysis of Risk Management; a Case Study on Risk Management.

Unit-III

Trading of Securities Introduction to Markets and their Functions; Development of Securities Market in India; SEBI and its Role in Primary and Secondary Market; SEBI and its Functions.

Unit-IV

Portfolio Management Introduction to Portfolio Management; Relation between Risk and Return; Optimal Portfolio; Capital Asset Pricing Model; its Valuation and Validity; Case Study.

Unit-V

Portfolio analysis: concept, advantage of optimum portfolio management.

Suggested Readings

1. Security Analysis and Portfolio Management by Donald E. Fischer Ronald J. Jordan, Publisher: Prentice-Hall of India
2. Security Analysis And Portfolio Management by V. Gangadhar, Publisher: Anmol Publications
3. Security Analysis And Portfolio Management 6th Edition, by Fischer Donald E and Jordan Ronald J, Publisher: Prentice hall of India
4. Security Analysis And Portfolio Management by S Kevin Publisher: Prentice hall of India.
5. Fischer, D.E. & Jordan, R.J. : Security Analysis & Portfolio Management ; Pearson Education.



RKDF UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION (BBA) Third Year Semester V (Specialization in Human Resource Management)

| Subject Title | Subject Code |
|---------------------------|--------------|
| Human Resource Management | BSHR-1 |

Max Marks: - 70

Min Marks:-24

Objective: The course aims to familiarize the students with the importance of human resource in the present day organizations and its subsequent management as a 'resource'.

Unit-I

Introduction : Nature and Concept of HRM: Scope Human Resource Management, Personnel Management, Human Resource Development, Importance of HRM and present day challenges, Understanding the present day scenario, strategic HRM Human Resource Planning: The process of Human Resource Planning, Limitations.

Unit-II

Recruitment & selection : Job Analysis, Job description, job specification, recruitment, source of recruitment selection, placement and induction and socialization

Unit-III

Training & development. Types and method, job change – career planning, promotion, demotion, transfer, retirement

Unit-IV

Compensation Function: Job evaluation – Merit rating – Methods' of wage, payment, incentive compensation – Types, advantages, perquisites. Wage system in India – Minimum wage, fair wage, living wage.

Unit-V

Maintenance and Integration Functions: Employee grievances and their redressal, suggestion schemes, administration of discipline.

Suggested Readings

1. C. B. Mamoria, Personnel Management.
2. Edwin Flippo, Personnel Management.
3. Aswathappa. K, Human Resource Management.
4. SubbaRao, Human Resources Management.
5. Michael Porter, HRM and Human Relations.
6. BiswanathGhosh, Human Resource Development and Management
7. A.M.Shaikh, Human Resource Development and Management, S.Chand and Company, New Delhi.
8. Monappa, Managing Human Resource, Macmillan
9. Pattanayak, Human Resources Management, Prentice Hall of India



RKDF UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Third Year

Semester V

(Specialization in Human Resource Management)

| Subject Title | Subject Code |
|--------------------------|--------------|
| Training and Development | BSHR-II |

Max Marks: - 70

Min Marks:-24

Objective: The course aims at exposing the learner to the Concept and practice of training and development in The modern organizational setting through the pedagogy of case discussions and recent experiences.

Contents:

UNIT-I

Training process- an overview; role, responsibilities and challenges to training manager; organization and management of training function; training needs assessment and action research;

UNIT-II

Training climate and pedagogy; developing training modules; training methods and techniques; facilities planning and training aids; training communication; training evaluation; training and development in India.

Unit III

Training and Development Methodologies : Overview of Training Methodologies- Logic and Process of Learning; Principles of Learning; Individual differences in learning, learning process, Skills of an Effective Trainer; Use of Audio-Visual Aids in training; Computer Aided Instructions- Distance Learning, Open Learning, E- Learning; Technologies Convergence and Multimedia Environment.

Unit IV

Designing Training and Development Programs: Organization of Training and Development programs, Training design, kinds of training and development programs- competence based and role based training; orientation and socialization; diversity training, choice of training and development methods.

Unit V

Evaluation of Training and Development: Reasons for evaluating Training and development programs, Problems in evaluation; Evaluation planning and data collection, different evaluation frameworks, Problems of Measurement and Evaluation; Costing of training, measuring costs and benefits of training program.

Suggested Readings:

1. Prior, John, Handbook of Training and Development, Jaico Publishing House, Bombay.
2. Trvelove, Steve, Handbook of Training and Development, Blackwell Business.
3. Warren, M.W. Training for Results, Massachusetts, Addison-Wesley.
4. Craig, Robert L., Training and Development Handbook, McGraw Hill.
5. Garner, James, Training Interventions in Job Skill Development, Addison-Wesley.



RKDF UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION (BBA) Third Year Semester V (Specialization in Banking and Financial Services)

| Subject Title | Subject Code |
|--------------------------------|--------------|
| Introduction to Banking System | BSBF-1 |

Max Marks: - 70

Min Marks:-24

Objectives:

To help the students to understand the meaning, importance and the economic and monetary implications of banking operations and impart knowledge about the various forms of banking services.

UNIT – I

Introduction to Indian Banking System, Reserve Bank- Legal framework and main functions, Different types of accounts, Banker customer relationship, customer services in banks, KYC norms and antimoney laundering.

UNIT – II

Technology in banks, Payment and settlement system in banks- New age clearing, national gateways, international gateways, Retail banking, Treasury management, priority sector lending.

UNIT – III

Reserve Bank of India- Legal framework and main functions Commercial Banking, public, private, foreign, co-operative sector Different types of bank accounts.

UNIT – IV

Types of Banks, Commercial banks, industrial banks, Cooperative banks and rural banks, marketing of banking and insurance services, Contemporary issues in banking and insurance.

UNIT – V

Cheques, types of cheque, online payment system, debit and credit payment system.

Books Recommended :

1. Mishra M.N. - Insurance Principle & Practice (Sultan Chand & Company Ltd., New Delhi)
2. Ganguly Anand - Insurance Management (New Age International Publishers, New Delhi)
3. Vaughan & Vaughan - Fundamentals of risk & Insurance (John Wiley & Sons, New York)
4. Srivastava D.C., Srivastava Shashank - Indian Insurance Industry Transition & Prospects (New Century Publications, Delhi)
5. Kakkar, Bisen - Insurance & Risk Management (New Age Publication, New Delhi)



RKDF UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Third Year

Semester V

(Specialization in Banking and Financial Services)

| Subject Title | Subject Code |
|-----------------------------------|--------------|
| Financial Institution and Markets | BSBF-II |

Max Marks: - 70

Min Marks:-24

Objective: The objective of this paper is to develop conceptual as well as practical understanding of Financial Services & Institutions & its Functioning.

UNIT-I

Introduction to Indian financial system: Role/ functions, component, constituents,/ development, role in economic development, weaknesses of Indian financial system. Financial Services: Concept, Nature & Scope of Financial Services.

UNIT-II

Fundamentals of Mutual Funds, Merchant Banking, underwriting Securitization of debt, leasing, hire purchase, venture capital, factoring & forfeiting, Discounting, Credit rating & Credit Card

UNIT-III

Financial Institutions: Fundamentals & Basic Concept Role & important of Financial institutions, Banking financial institute, non Banking Financial institutions.

UNIT-IV

Working and organization of Different Financial institutions in India: RBI, IFCI, ICICI, IDBI, UTI, LIC

UNIT-V

Hire purchase, venture capital, factoring & forfeiting, Discounting, Credit rating & Credit Card.

Books Recommended:

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



RKDF UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Scheme

The structure of the course will comprise five-papers in each Semester.

Sixth Semester

| S.No | Subject Code | Subject Name | Marks Distribution | | | | | | |
|------|--------------|--|--------------------|-----|--------------|-----|-----------------|-----|-------------|
| | | | Assignment Marks | | Theory Marks | | Practical Marks | | Total Marks |
| | | | Max | Min | Max | Min | Max | Min | |
| 1 | BBA-601 | Environmental Management | 30 | 10 | 70 | 24 | - | - | 100 |
| 2 | BBA-602 | E- Commerce | 30 | 10 | 70 | 24 | - | - | 100 |
| 3 | BBA-603 | Field Work and Viva-Voce | 30 | 10 | - | - | 70 | 24 | 100 |
| 4 | BSM-3 | Specialization-Paper-III International Marketing | 30 | 10 | 70 | 24 | - | - | 100 |
| | BSF-3, | Specialization-Paper-III International Financial Management | | | | | | | |
| | BSHR-3 | Specialization-Paper-III Industrial Relation | | | | | | | |
| | BSBF-3 | Specialization-Paper-III Banking and Insurance | | | | | | | |
| 5 | BSM-4 | Specialization-Paper-IV Sales and Distribution Management | 30 | 10 | 70 | 24 | - | - | 100 |
| | BSF-4 | Specialization-Paper-IV Indian Financial Management | | | | | | | |
| | BSHR-4 | Specialization-Paper-IV Compensation Management | | | | | | | |
| | BSBF-4 | Specialization-Paper-IV Marketing of Financial Service | | | | | | | |
| | | | 150 | 50 | 350 | 120 | - | - | 500 |



RKDF UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Third Year

Semester VI

| Subject Title | Subject Code |
|--------------------------|--------------|
| Environmental Management | BBA-601 |

Max Marks: - 70

Min Marks:-24

Objectives:

To create awareness regarding Environment amongst students.

Course Content:-

Unit – I

The Multi disciplinary nature of environmental studies Definition. Scope and importance Need for public awareness Natural Resources.

Unit-II

Renewable and non-renewable resources: Natural resources and associated Problems. Forest resources Use and over- exploitation, deforestation, case studies.

Unit – III

Concept of an ecosystem. Structure and function of an ecosystem. Producers, consumers and decomposers. Energy flow in the ecosystem. Ecological succession. Food chains, food webs and ecological pyramids.

Unit – IV

Introduction Definition: genetic, species and ecosystem diversity. Biogeographically classification of India. Value of biodiversity : consumptive use, productive use, social, ethical, aesthetic and option values.

Unit – V

Environmental Pollution Definition, Causes, effects and control measures of:- Air pollution, Water pollution , Soil pollution, Marine pollution, Noise pollution, Thermal pollution , Nuclear hazards.

REFERENCE BOOKS:-

1. Agrawal. K.C. 2001 Environmental Biology Nidi Pub.Ltd Bikaner.
2. Bhurucha Irach. The Biodiversity of India Mapin Publishing Pvt Ltd.Abmedabad-380 011, India
3. Burnner R.C. 1989 Hazardous Wasteincineration .McGraw Hills Inc.480 p.
4. Cark R S,Marine pollution, Clanderson press oxford(TB)
5. Cunningham W P. Cooper.T H Gorhani, E.& Herworth, M.T. 2001. Environment Encyslocredia., Jalco PUBli. House Mumbai.,1196 P.
6. D.A.K., Environment Chemistry,Wiley Eastern Ltd.
7. Dawn to Earth, Centre for Science and Environment (R)
8. Gelek, H Population 1993 Water in erisis, Pacific Institute for Studies m Dev, Environment & Security Stockholm En-institute Oxford Univ. press 473 p.
9. Hawkins R.E. Encyclopedia of Indian Natural History. Bombay Natural History Society, Bombay (R).
10. Haywood, V H & Watson, It R.T. 1995.Global Biodiversity Assessment, Cambridge University. Press 1140P.



RKDF UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Third Year

Semester VI

| Subject Title | Subject Code |
|---------------|--------------|
| E-Commerce | BBA-602 |

Max Marks: - 70

Min Marks:-24

Objective: The subject aims to familiarize the student with the basic concept of e- commerce and to provide him/her with the knowledge of planning, scheduling and controlling a successful e- business.

Course Content:

Unit I:

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

Unit II:

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

Unit III:

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

Unit IV:

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

Unit-V

Network Infrastructure for E-Commerce – I: Local Area Network (LAN), Ethernet: IEEE 802.3: Local Area Network (LAN) Protocols, Wide Area Network (WAN), The Internet, TCP/IP Reference Model, Domain Names, Hyper Text Markup Language (HTML), Simple Exercises in HTML

Suggested Readings :

1. Agarwala , K.N. and D. Agarwala Business on the Net : What's and How's of E-Commerce , McMillan
2. Frontiers of E-Commerce Ravi Kalkota , TMH
3. O'Brien J. Management Information System, TMH
4. Oberoi , Sundeep E-Security and You , TMH
5. Young , Margret Levine The complete reference to Internet, TMH



RKDF UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Third Year

Semester VI

| Subject Title | Subject Code |
|--------------------------|--------------|
| Field Work and Viva-Voce | BBA-603 |

Max Marks: - 100

Min Marks:-24

Each Student Has to Undertake The Field Work as Assigned By The Institute and Has to Prepare and Submit a Report For Assessment and Viva-Voce. a Comprehensive Viva-Voce Examination Along With Field Work Report Viva-Voce Shall Be Conducted Through a Board Comprised of Internal and External Examiners as Per Guide Lines



RKDF UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Third Year

Semester VI

(Specialization in Marketing Management)

| Subject Title | Subject Code |
|-------------------------|--------------|
| International Marketing | BSM-3 |

Max Marks: - 70

Min Marks:-24

Objective: The basic objective of this course is to acquaint the students with environmental, procedural, institutional and decisional aspect of international marketing.

UNIT-I

International Marketing –definition ,concept and setting; Distinction between international Trade ,Marketing and Business ;Economic environment of international Marketing ;International Institutions –World Bank, IMF, WTO, UNCTAD, Common Markets, Free Trade Zones, Economic Communities.

UNIT-II

Constraints on International Marketing –Fiscal and non Fiscal Barriers , Non Tariff Barriers; Trading Partners - Bilateral Trade Agreements, Commodity Agreements and GSP; India and World Trade ,Import and Export Policy ,

UNIT-III

Public Sector Trading Agencies, ECGC, Commodity Boards etc. Procedure and Documents –Registration of exporters, Export Quotations, Production and clearance of goods for export ,

UNIT-IV

International Marketing mix-Identification of markets ,Product policy , International product life cycle, promotion strategy, pricing strategy and distribution strategy; various forms of international business ; marketing of joint ventures and turnkey projects

UNIT-V

Direction and Quantum of India's Exports; Institutional Infrastructure for Export Promotion; Export Promotion councils. Shipping and Transportation ,Insurance ,Negotiation of Documents; Instruments of Payments-Open Account , Bills of Exchange ; Letter of credit-Export finance.

Books Recommended :

- 1.Bhattacharya,B. Export Marketing : Strategies for success.
- 2.Johri ,Lalit M. International Marketing : Strategies for success.
- 3.Keegan, Warren: Global Marketing Management.
4. Onkvisit,sak,and shaw,JJ.: International marketing analysis and strategy.
- 5.Pripalomi ,V.H. : International Marketing.
- 6.Terpstra,vern and sarathi,R. :International Marketing
- 7.Walter,I and Murray, T . Handbook of international business.



RKDF UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Third Year

Semester VI

(Specialization in Marketing Management)

| Subject Title | Subject Code |
|-----------------------------------|--------------|
| Sales and Distribution Management | BSM-4 |

Max Marks: - 70

Min Marks:-24

Objectives: The purpose of this paper is to acquaint the student with the concepts which are helpful in developing a sound sales and distribution policy and in organizing and managing sales force and marketing channels.

UNIT-I

Introduction: definition, objectives, Functions and Classification of Sales Management. The Sales Organization: Purpose, Principles and Policies of Sales Organization, Setting up of the Sales Organization, Typical Sales Organization Structure.

UNIT-II

Management of Sales Force: Recruiting and Selecting Sales Personnel, Developing and Conducting Sales Training Programmes, Designing and Administering Compensation Plans, Supervision of Salesman, Motivating Sales Personnel, Sales meetings and contests.

UNIT-III

Sales Forecasting, Methods, Designing Territories and allocating Sales efforts, objectives and quotas for Sales Personnel, Developing and managing Sales evaluation programme.

UNIT-IV

Distribution: Overview of Marketing Channels, their Structure, Functions and Relationships; Channel Intermediaries- Wholesaling and Retailing; Logistics of Distribution; Channel Planning.

UNIT-V

Organizational Patterns in Marketing Channels; Managing Marketing Channels; Marketing Channel Policies and Legal issues; Information System and Channel Management; Assessing Performance of Marketing Channels; International Marketing Channels.

Books Recommended :

1. Anderson, R. Professional Sales Management Englewood Cliffs, Jersey, Prentice Hall Inc. 1992.
2. Anderson, R. Professional Personal Selling Englewood Cliffs, Jersey, Prentice Hall Inc. 1991.
3. Buskirk, R H and Stanton, W J. Management of Sales Force. Homewood Illinois, Richard D. Lrwin. 1983.
4. Dalrymple, D J. Sales Management: Concepts and Cases, New York, John Wiley, 1989.
5. Johnson, E M etc. Management Concepts. Practices and Cases, New York, McGraw Hill, 1986.
6. Station, William J etc. Management of a Sales Force, Chicago, Lrwin. 1995.
7. Still, R R Sales Management, Englewood Cliffs, New Jersey, Prentice Hall Inc. 1988



RKDF UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION (BBA) Third Year Semester VI (Specialization in Marketing Management)

| Subject Title | Subject Code |
|------------------------------------|--------------|
| International Financial Management | BSF-3 |

Max Marks: - 70

Min Marks:-24

Objective: The objective of this paper is to give student an overall view of the international financial system and how multinational corporations operate and to acquaint the participants with the mechanism of the foreign exchange markets, measurement of the foreign exchange exposure, hedging against exposure

UNIT-I

Multinational Financial Management –An overview, Evolution of the international Monetary and International Finance System,

UNIT-II

Multinational Capital budgeting Application and interpretation, Cost of Capital Structure of the multinational Firm, Dividend Policy of the Multinational Firm

UNIT-III

Types of Foreign Exchange Market, Organization of the Foreign Exchange Market

UNIT-IV

Corporate Exposure Management, Parameters and Constraints On Exposure Management

UNIT-V

Managing short-term assets and liabilities, long-run Investment Decision, The foreign Investment Decision.

Books Recommended :

1. Abdullah, F.A. Financial Management for the Multinational Firm. Englewood Cliffs, New Jersey, Prentice Hall Inc. 1987.
2. Bhalla, V. K. International Financial Management. 2nd ed. New Delhi, Anmol, 2001.
3. Buckley, Adrian, Multinational Finance, New York, Prentice Hall Inc. 1996.
4. Kim, Suk and Kim, Seung. Global Corporate Finance: Text and Cases, 2nd ed. Miami Florida, Kolb, 1993,
5. Shapiro, Alan C. Multinational Financial Management, New Delhi, Prentice Hall of India, 19985.



RKDF UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Third Year

Semester VI

(Specialization in Marketing Management)

| Subject Title | Subject Code |
|-------------------------|--------------|
| Indian Financial System | BSF-4 |

Max Marks: - 70

Min Marks:-24

Objectives: To acquaint students with the structure and components of the Indian Financial System; to familiarize students with different types of financial institutions and their place in the Indian Financial System.

Unit I

Introduction to Financial System: meaning, functions, role of financial system in economic development and growth.

Unit II

Financial Markets, Meaning, Role, Functions, classification of financial markets Money Market: Commercial Bill market; Treasury Bill market, Capital Market: Primary Market, Secondary Market.

Unit III

Financial Institutions and Instruments, Financial Institutions Meaning, Functions and Role of Financial Institutions; Banking and Non-banking Financial Institutions.

Unit IV

Financial Instruments Meaning, importance and classification of Financial instruments; Short-term, Medium-term and Long Term Instruments; Primary and Secondary Securities; Innovative Instruments.

Unit V

Financial Services, Meaning, importance and types of Financial Services; Fund Based services and Fee Based services.

Books Recommended :

- 1) Prof. (Mrs) Aparna Samudra:- Financial Management (Nirali Publication)
- 2) M. Ranganathan, R. Madhumathi:- Investment Analysis & Portfolio Management, Person Education 3) Bharti V. Pathak:- Indian Financial System, Person Education
- 4) S.K. Banerjee:- Financial Management (S. Chand & Co.)
- 5) Khan M. Y. & Jain P.K. :- Financial Management 6) Prasanna Chandra:- Fundamentals of Financial Management



RKDF UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Third Year

Semester VI

(Specialization in Human Resource Management)

| Subject Title | Subject Code |
|---------------------|--------------|
| Industrial Relation | BSHR-3 |

Max Marks: - 70

Min Marks:-24

Objective: The course is designed to promote understanding of issues related to the compensation or rewarding human resource in the corporate sector, public services and other

UNIT-I

Industrial Relations Perspectives; Industrial Relations and The Emerging Socio-economic Scenario; Industrial Relations and the state; Legal Framework of Industrial Relations

UNIT-II

Role and Future of Trade Unions; Trade Union and the Employee; Trade Union and the Management ; Discipline and grievance Management; Negotiation and Collective Settlements; Participative Management and Co-ownership; Productive Bargaining and Gain Sharing; Employee Empowerment and Quality Management; Industrial Relations and Technological Change.

UNIT-III

Conceptual and Theoretical Understanding of Economic Theory Related to Reward Management; Competitive Imperatives; Productivity, Quality , Service, Speed , Learning; Planning for improved Competitiveness; Diagnosis and Bench marking, Obtaining Commitment;

UNIT-IV

Understanding tools Used in Designing, Improving and Implementing Compensation Packages; Compensation Designs for Specific type of Human Resources like Compensation of Chief Executives, Senior Managers, R&D Staff, etc; Understanding different components of Compensation Packages like Fringe Benefits, Incentives and Retirement

UNIT-V

Compensation Practices of MNC's and Strategic Compensation Systems; Statutory Provisions governing different Components of Reward System; Working of different Institutions related to Reward System like Wage boards, Pay Commissions.

Books Recommended:

1. Armstrong, Michel and Murlis Helen Reward management: A Handbook of Salary Administration. London, Kegan Paul 1998
2. Bergess, Lenard R. wage and Salary Administration. London, Charles E- Merrill 1984
3. Kochan T A & Katz Henry. Collective Bargaining and Industrial Relations Homewood, Illinois Richard D Irish 1988



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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

4. Niland J R etc The Future of Industrial Relations New Delhi Sage 1994.4
5. Papola T S & Rodgers, G. Labour Institutions and Economic Development in India. Geneva ILO 1992
6. Virmani B R Participative Management vs. Collective Bargaining New Delhi, Vision Books 1988.7



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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Third Year

Semester VI

(Specialization in Human Resource Management)

| Subject Title | Subject Code |
|--------------------------------|---------------|
| Compensation Management | BSHR-4 |

Max Marks: - 70

Min Marks:-24

Objective: The course is designed to promote understanding of issues related to the compensation or rewarding human resource in the corporate sector, public services and other

UNIT-I

Conceptual and Theoretical understanding of Economic theory related to reward management; Competitive Imperatives; Productivity, Quality, Service, Speed, Learning, Planning for Improved Competitiveness; Diagnosis and Benchmarking- Determination of Inter and Intra-industry Compensation differentials; Internal and external Equity in compensation system.

UNIT-II

Understanding tools used in Designing, Improving and Implementing Compensation packages; Compensation designs for Specific Type of Human Resources like Compensation of Chief Executives, Senior managers, R & D Staff.

UNIT-III

Understanding different components of compensation packages like fringe benefits, incentives and Retirement Plans; Compensation Practices of Multinational Corporations and Strategic Compensation Systems.

UNIT-IV

Statutory Provisions governing Different Components of Reward systems. Working of different Institutions Related to Reward System Like Wage Boards, pay Commissions etc.

UNIT-V

Compensation Practices of MNC's and Strategic Compensation Systems; Statutory Provisions governing different Components of Reward System; Working of different Institutions related to Reward System like Wage boards, Pay Commissions.

Books Recommended :

1. Armstrong, Michel and Murlis Helen Reward management: A Handbook of Salary Administration. London, Kegan Paul 1998
2. Bergess, Lenard R. wage and Salary Administration. London, Charles E- Merrill 1984
3. Kochan T A & Katz Henry. Collective Bargaining and Industrial Relations Homewood, Illinois Richard D Irish 1988
4. Niland J R etc The Future of Industrial Relations New Delhi Sage 1994.4
5. Papola T S & Rodgers, G. Labour Institutions and Economic Development in India. Geneva ILO 1992
6. Virmani B R Participative Management vs. Collective Bargaining New Delhi, Vision Books 1988.7



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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Third Year

Semester VI

(Specialization in Banking and Financial Services)

| Subject Title | Subject Code |
|----------------------|--------------|
| Baking and Insurance | BSBF-3 |

Max Marks: - 70

Min Marks:-24

Objective: This sector specific course is spread over semester three and four covered in two papers. This course is divided into two parts. First part deals with the basics of baking and second part covers fundamentals of insurance and aspects related to life insurance only.

UNIT-I

Banker – Customer Relationship: Definition and Meaning of “Banker” and “Customer” – Permitted activities of Commercial Banks in India – General and Special Features of their relationship, Their rights and duties.

UNIT-II

Deposit Accounts: Opening Operations and Closure, Fixed Deposit Account, Recurring Account, Savings Account, Current Account, Deposit Schemes for NRIs.

UNIT-III

Accounting conventions, basic accounting principles, bank reconciliation statements, procedure leading to preparation of final accounts, self-balancing ledgers, Accounting in banking companies.

UNIT – IV

Introduction and Scope of Insurance- Historical perspective, Conceptual Framework, Meaning, Nature and Scope of Insurance, Classification of Insurance Business viz., Life Insurance and General Insurance.

UNIT – V

Financial Aspects of Insurance Management- Role of Financial Institutions, Insurance Companies. Important Life Insurance Products and General Insurance Products Determination of Premiums and Bonuses Various Distribution Channels

Books Recommended:-

- 1 . Indian Institute of Bankers (Pub) Commercial Banking Vol-I/Vol-II (part I& II) Vol- III.
- 2 Varshaney: Banking Law and Practice.
3. Dr. P. Periasamy: Principles and Practice of Insurance
4. Himalaya Publishing House, Delhi.
5. Inderjit Singh, Rakesh Katyal & Sanjay Arora: Insurance Principles and Practices



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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Third Year

Semester VI

(Specialization in Banking and Financial Services)

| Subject Title | Subject Code |
|--------------------------------|--------------|
| Marketing of Financial Service | BSBF-4 |

Max Marks: - 70

Min Marks:-24

Objective : The objectives of the course are to help the student in understanding the Security Market, its

components and Analysis.

Course Content:-

Unit I

Indian banking system, Scheduled & Non scheduled Banks, Commercial Banking System.

Unit II

Insurance- Concept, Types, Contract of Indemnity, IRDA.

Unit III

Venture Capital, Factoring for Failing and Bill Discounting, Insurance.

Unit IV

Mutual Funds- Meaning, Types, AMFI, Mutual Funds in India.

Unit V

Other Financial services Leasing and Hire Purchase; Debt Securitization; Housing Finance, Credit Rating;
Credit Cards.

REFERENCE BOOKS:-

1. Management of Financial Services: Khan & Jain, Tata Mcgrawhills
2. Management of Financial Services, Bhalla, V.K Anmol, New Delhi
3. Financial Institution, and Markets: Bhole, Tata McGraw-Hill.