

Govt. Degree College Amb

BBA 1st Semester

Course: Environmental science

**Course Code :101 (AECC)-1 (common with B.A./B.sc/B.Com)**

UNIT	TOPIC/DETAIL	MONTH	METHOD OF TEACHING
1	Introduction to environmental studies & Ecosystems: Multidisciplinary nature of environmental studies: Scope and importance; what is an ecosystem? :Structure and function of ecosystem, Energy flow in an ecosystem, food chains, food webs and ecological succession, Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems; Levels of biological diversity: genetic, species and ecosystem diversity, Biogeographic zones of India, Biodiversity patterns and global biodiversity hot spots, India as a mega-biodiversity nation, Endangered and endemic species of India, Threats to biodiversity, Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions, Conservation of biodiversity, In-situ and Ex-situ conservation of biodiversity, Concept of sustainability and sustainable development.	July	PPT/Lectures
2	Natural Resources & its management and conservation: Land resources and land use change: Land degradation, soil erosion and desertification; Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations; Water: Use and overexploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state); Energy resources : Renewable and non renewable energy sources, use of alternate energy sources, growing energy needs, case studies.	August	PPT/Lectures

3	<p>Environmental Pollution &amp; Management: Environmental pollution: types, causes, effects and controls; Air, water, soil and noise pollution, Solid waste management: Control measures of urban and industrial waste. Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture. Environment Laws: Environment Protection Act, Air (Prevention &amp; Control of Pollution) Act, Water (Prevention and control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act; International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD); Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.</p>	September	PPT/Lectures
4	<p>Environment &amp; Social Issues: Human population growth: Impacts on environment, human health and welfare; Resettlement and rehabilitation of project affected persons; case studies; Disaster management: floods, earthquake, cyclones and landslides; Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan; Environmental ethics: Role of Indian and other religions and cultures in environmental conservation; Environmental communication and public awareness, case studies</p>	October	PPT/Lectures

**NOTE: ASSIGNMENTS, CLASS TEST & MID TERM WILL BE TAKEN DURING THE SESSION**

**BBA Department**

**Lesson Plan**

**BBA 1<sup>st</sup> Semester**

**BBA102 FUNDAMENTAL OF MANAGEMENT & ORGANISATIONAL BEHAVIOUR**

<b>UNI T</b>	<b>TOPIC/DETAIL</b>	<b>MONTH</b>	<b>METHOD OF TEACHING</b>
1	a)Conceptual framework of Management Management: Meaning, Significance, Managerial Function-An overview , Emerging issues in Management b) Evolution of Management Thought Classical Approach -Taylor, Fayol, Neo-Classical and Human relations approaches – Mayo ,Hawthorne experiments ,Behavioural approach , Systems approach ,contingency approach ,MBOPeter F. Drucker	July	PPT/Lectures
2	a) Planning & Control Overview of Planning: Types of Plans & the Planning Process; Decision making Process, Types and Techniques of Control, Control Process. b)Organising Principles of Organizing : Common Organization Structures : Delegation and Decentralization : Factors affecting the extent of Decentralization, Process and Principles of Delegations	August	PPT/Lectures
3	. a) Organization Behaviour :		

	<p>An Introduction  Importance of Organization Behaviour :  Features  of Organization Behaviour ,Perception  and  attribution : Concept ,Nature ,Process,  Personality  b) Motivation &amp;  Leadership  Motivation: Concepts and their  application, Need,  Content and Process Theories,  Contemporary  Leadership issues : Charismatic,  Transformational  leadership, Emotional Intelligence.</p>	September	PPT/Lectures
4	<p>a) Group  Dynamics &amp;  Transactional  Analysis  Groups and Teams :Definition  ,Difference between  Groups and Teams ,Stages of Group  Development  ,Group Cohesiveness ,Analysis of  Interpersonal  Relationship: Transactional Analysis,  Johari  Window  b)Organizational  Conflicts  Organization Conflict : Concept  ,Sources ,Types,  Stages of Conflict, Management of  Conflict,  Organizational Change Resistance to  change  ,Managing Resistance to change</p>	October	PPT/Lectures

**NOTE: ASSIGNMENTS, CLASS TEST & MID TERM WILL BE TAKEN DURING THE SESSION.**

**BBA 2nd Semester**  
**Course: Statistics for Business Decision**  
**Course Code-103**

UNIT	TOPIC/DETAIL	MONTH	METHOD OF TEACHING
1	Measures of Central Tendency Measures of Central Values: Characteristics of an ideal measure; Measures of Central Tendency – means, median, mode, harmonic mean and geometric mean .Suitability of averages. Relationship between averages. Measures of Dispersion Measures of Dispersion: Meaning and Significance .Absolute and Relation measures of dispersion- Range, Quartile Deviation ,Mean Deviation ,Standard Deviation, Coefficient of Variation , Measures of Skewness –Karl Pearson’s , Bowley’s & Kelly’s Methods.	July	PPT/Lectures
2	Correlation Analysis Correlation Analysis: Meaning and Significance. Correlation and Causation , Types of correlation, Methods of Studying simple correlation - Karl Pearson’s coefficient of correlation, Spearman’s Rank correlation coefficient . b) Regression Analysis Regression Analysis: Meaning and significance,	August	PPT/Lectures

	Regression vs. Correlation .Linear Regression. Regression Lines (X on Y, Y on X).		
3	Times Series Analysis of Times Series: Meaning and Significance .Components of time series, Measurement of trend: Method of least squares. b) Index Numbers Index Numbers: Meaning and significance Problems in the construction of index numbers Methods of constructing index numbers-weighted and unweighted, Test of adequacy of Index numbers.	September	PPT/Lectures
4	Probability Probability: Meaning and Need, Probability Distribution: Meaning, Characteristics of Binomial, Poisson and Normal distribution. b) Hypothesis Testing Hypothesis testing: Concept; Level of Significance; Process of testing, Test of hypothesis concerning Mean: Test of hypothesis Z -test & t-test for single mean.	October	PPT/Lectures

**NOTE: ASSIGNMENTS, CLASS TEST & MID TERM WILL BE TAKEN DURING THE SESSION**

**BBA 1st Semester**  
**Course: ENTREPRENEURSHIP DEVELOPMENT**  
**Course Code-104**

UNIT	TOPIC/DETAIL	MONTH	METHOD OF TEACHING
1	(a) Concept of entrepreneurship (b) Forms of The Evolution of the concept of entrepreneurship, John Kao's Modal on Entrepreneurship, Idea generation, Identifying opportunities and Evaluation; Building the team / Leadership strategies planning for business steps in strategies planning Harvesting and Exit strategies Sole proprietorship; Partnership; limited liability partnership and corporation form of ownership advantages/disadvantages, Franchising; advantages/disadvantages of franchising; types of franchise arrangements; franchise contracts; franchise evaluation checklist, Financing entrepreneurial ventures; Managing growth.	July	PPT/Lectures
2	a) Entrepreneurship Creativity and Innovation (b) Social Entrepreneurship Stimulation Creativity; organizational actions that enhance/hinder creativity, Managerial responsibilities, Creative Teams; Sources of	August	PPT/Lectures

	<p>Innovation in Business; Managing Organization for Innovation and Positive Creativity. Introduction to social entrepreneurship: Characteristics and Role of Social Entrepreneurs: Innovation and Entrepreneurship in a Social Context; Start-Up and Early Stage Venture Issues in creating and Sustaining a Non-profits Organization.</p>		
3	<p>(a) Concept of Family Business  (b) Business Groups and Role of Business Houses  The Entrepreneur; Role and personality; Family Business : Concept, structure and kinds of family firms ; Culture and evolution of family firm; managing Business, family and shareholder relationships;  Concept of business Groups and role of business house and family business Conflict and conflict resolution in family firms, Managing Leadership, succession and continuity; women's issues in the family business ; Encouraging change in the family business system.</p>	September	PPT/Lectures
4	<p>(a) Sources of Business Ideas  (b) Mobilising Resources  Significance of business plan/ Project proposal</p>	October	PPT/Lectures



	Designing business process, location, layout, operation planning & control. Preparation of Project report Arrangement of funds; Traditional sources of financing, Loan syndication, Consortium finance, role played by commercial banks, appraisal of loan applications by financial institutions, Venture capital		
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**NOTE: ASSIGNMENTS, CLASS TEST & MID TERM WILL BE TAKEN DURING THE SESSION**

**BBA 2nd Semester**  
**Course: Business Communication**  
**Course Code-BCH2.1**

UNI T	TOPIC/DETAIL	MONTH	METHOD OF TEACHING
1	Nature of Communication Process of Communication, Types of Communication (verbal & Non Verbal), Importance of Communication, Different forms of Communication. Barriers to Communication Causes, Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers.	December	PPT/Lectures
2	Business Correspondence Letter Writing, presentation, Inviting quotations, Sending quotations, Placing orders, Inviting tenders, Sales letters, claim & adjustment letters and social correspondence, Memorandum, Inter - office Memo, Notices, Agenda, Minutes, Job application letter, preparing the Resume	February	PPT/Lectures
3	Report Writing Business reports, Types, Characteristics, Importance, Elements of structure, Process of writing, Order of writing, the final draft, check lists for reports.	March	PPT/Lectures
4	Vocabulary Words often confused, Words often misspelt, Common errors in English. Oral Presentation Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids	April	PPT/Lectures

**NOTE: ASSIGNMENTS, CLASS TEST & MID TERM WILL BE TAKEN DURING THE SESSION**

**BBA 2<sup>nd</sup> Sem**  
**Course: MANAGERIAL ECONOMICS**  
**Course Code-202**

UNIT	TOPIC/DETAIL	MONTH	METHOD OF TEACHING
1	Demand , Supply & Market Equilibrium Meaning of Demand, The Law of Demand Individual Demand, Market Demand, Individual Supply, Market Supply, Market Equilibrium, Price elasticity of Demand, Income elasticity of Demand, Cross price elasticity of Demand. b) Consumer Behaviour Theory of Consumer Behaviour: Cardinal utility theory, ordinal utility theory (indifference, curves, budget line, consumer choice, price effect, substitution effect, revealed preference theory.	December	PPT/Lectures
2	a) Production Analysis Producers and optimal production choice optimizing behaviour in short run (geometry of Product curves, law of diminishing margin productivity three stages of production) optimizing behavior in long run ( iso-quants, iso-cost line ,optimal combination of resources). b) Costs and Scale	February	PPT/Lectures

	Traditional theory of cost, (Short run and long run geometry of cost curves, envelope curves), modern theory of cost (short run and long run) economies of scale.		
3	<p>a) Market Structure  Meaning and Definition of Perfect competition  Features of Perfect competition, Price determination under Perfect competition,  Role of time in determining the Price</p> <p>b) Perfect Competition  Equilibrium of a firm and the Industry in the short and long runs, Including industries long run supply curves ,measuring producer surplus under Perfect Competition, effect of changes in Demand , Cost and imposition of Taxes.</p>	March	PPT/Lectures
4	<p>a) Monopoly Basic Features , Short run Equilibrium ,Long run Equilibrium , effect of changes in Demand ,Cost and Imposition of Taxes, Price Discrimination</p> <p>b) Monopolistic Competition  Basic Feature , demand and cost, Short run Equilibrium ,Long run Equilibrium, excess capacity, Oligopoly ;Features of Oligopoly, Pricing under Oligopoly, Kinked Demand Curve Model</p>	April	PPT/Lectures

**NOTE: ASSIGNMENTS, CLASS TEST & MID TERM WILL BE TAKEN DURING THE SESSION**

**BBA 2nd Semester**  
**BBA 203 Business Accounting**

UNI T	TOPIC/DETAIL	MONTH	METHOD OF TEACHING
1	a) Theoretical Framework b) Accounting Process Financial Accounting ,Accounting as an Information System, Importance ,Scope, and Limitations, Uses of Accounting Information Basis of Accounting Generally Accepted Accounting Principles . The Accounting Equation, Nature of Accounts and Rules of Debit and Credit Recording Transactions in General Journal. Recording Transactions in three column Cash Book. An overview of Subsidiary Books. Preparation of Ledger Accounts.	November	PPT/Lectures
2	a) Depreciation Accounting b) Bank Reconciliation Statement Depreciation Accounting and Revenue Recognition, Methods of charging Depreciation Straight –line Method and Written –down –value Method. Bank Reconciliation Statement: Meaning and Reasons for Preparing Bank Reconciliation Statement , Methods of Preparing Bank	December	PPT/Lectures

	Reconciliation Statement		
3	<p>a) Preparation of Financial Statements of Sole Proprietor</p> <p>b) Financial Statements of Joint Stock Company</p> <p>Preparation of Trial Balance, Preparation of Trading Account, Profit &amp; Loss Account and Balance Sheet for a Sole Proprietor with adjustment entries.</p> <p>Understanding Contents of Financial Statements of a Joint Stock Company as per Companies Act 2013,</p> <p>Preparation of Cash Flow Statement.</p>	February	PPT/Lectures
4	<p>a) Financial Statement Analysis</p> <p>Objectives of Financial Statement Analysis; Sources of Information, Techniques of Financial Statement Analysis Horizontal Analysis, Vertical Analysis and Ratio Analysis .Meaning and Usefulness of Financial Ratios, Limitations of Ratio Analysis.</p> <p>b) Ratio Analysis</p> <p>Analysis of Financial Ratios from the Perspective of different Stakeholders like; Investors, Lenders, and Short term Creditors: Profitability Ratios, Solvency</p>	March	PPT/Lectures

	Ratios, Liquidity Ratios and Turnover Ratios.		
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**NOTE: ASSIGNMENTS, CLASS TEST & MID TERM WILL BE TAKEN DURING THE SESSION.**

**BBA 2nd Semester**  
**Course :ETHICS AND CORPORATE SOCIAL RESPONSIBILITY**  
**Course Code-204**

UNIT	TOPIC/DETAIL	MONTH	METHOD OF TEACHING
1	a) Conceptual framework of business ethics b) Moral Issues in business Business ethics: Meaning of ethics, why ethical problems occur in business. Ethical principles in business; Theories of Business Ethics, Globalization and Business Ethics. An alternative to moral principles; Moral issues in Business; Worker's and employee's right and responsibilities, profit maximization vs social responsibility.	December	PPT/Lectures
2	(a) Corporate Governance b) Major Corporate Governance Failures Concept, Need to improve corporate governance standards, Features of good governance, Models of Corporate Governance, Benefits of Good Corporate Governance. Junk Bond Scam(USA),Enron(USA),Andersen Worldwide(USA),Satyam Computer Services Ltd.(India); Common Governance Problems Noticed in various corporate failures is	february	PPT/Lectures

	corporate Governance always the cause for Corporate failures?		
3	<p>a) Concept of Corporate social responsibility</p> <p>b) Issues in CSR  Meaning, Evolution of corporate social responsibility, CSR and Corporate Sustain ability, Business social performance. Environmental aspect of CSR, Common indicators for measuring social responsibility, CSR Models, Drivers of CSR</p>	March	PPT/Lectures
4	<p>a)Regulatory Framework of Corporate Governance</p> <p>(a) Role of auditing in corporate governance  Role played by regulators to improve corporate governance, accounting standards and corporate governance, corporate disclosure, insider trading, SEBI Norms based on KM Birla Committee Clause 49 of Listing Agreement.  Role of auditors in enhancing corporate governance, duties and responsibility of auditors, corporate governance and internal auditors, Whistle blowing: kinds of whistle blowing, precluding the need for whistle blowing discrimination,.</p>	April	PPT/Lectures

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**BBA 3rd Semester**  
**Course: 301. MACRO ECONOMICS**  
**Course Code-301**

UNI T	TOPIC/DETAIL	MONTH	METHOD OF TEACHING
1	Measurement of macroeconomic variables: National Income Accounts, Gross Domestic Product, National Income, Personal and Personal disposable income; Classical theory of income and employment: Quantity Theory of Money	July	PPT/Lectures
2	Keynesian theory of Income and employment : Simple Keynesian Model, Components of aggregate demand, equilibrium income, changes in equilibrium, multiplier, ISLM model : properties of ISLM curves, factors affecting the position and slope of ISLM curves, determination of equilibrium income and interest rates, effect of monetary and fiscal policy, relative effectiveness of monetary and fiscal policy.	August	PPT/Lectures
3	Money: Functions of money, quantity theory of money, determination of money supply and demand, H theory of money multiplier, indicators and instruments of monetary control; Inflation: meaning, demand and supply side factors, consequences of inflation, antiinflationary policies, natural rate theory, monetary policy-output and inflation.	September	PPT/Lectures
4	Open Economy: brief introduction to BoP account, market for foreign exchange and exchange rate, monetary and fiscal policy in open economy, Mundell Fleming model (perfect capital mobility and imperfect capital mobility under fixed and flexible exchange rate	October	PPT/Lectures

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**BBA 3rd Semester**

**Course Code-302**

**PRINCIPLES OF MARKETING**

<b>UNIT</b>	<b>TOPIC/DETAIL</b>	<b>MONTH</b>	<b>METHOD OF TEACHING</b>
1	Introduction: Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Company orientation - Production concept, Product concept, Selling concept, Marketing concept, Holistic marketing concept. Marketing Environment: Demographic, economic, political, legal, socio cultural, technological environment (Indian context); Portfolio approach – Boston Consultative Group (BCG) matrix	July	PPT/Lectures
2	. Segmentation, Targeting and Positioning: Levels of Market Segmentation, Basis for Segmenting Consumer Markets, Difference between Segmentation, Targeting and Positioning;	August	PPT/Lectures
3	Product & Pricing Decisions: Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging & Labelling, New Product Development. Pricing Decisions: Determinants of Price, Pricing Methods (Non-mathematical treatment), Adapting Price (Geographical Pricing, Promotional Pricing and Differential Pricing).	September	PPT/Lectures
4	Promotion Mix: Factors determining promotion mix, Promotional Tools – basics of Advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling; Place (Marketing Channels): Channel functions, Channel Levels, Types of	October	PPT/Lectures

	Intermediaries: Types of Retailers, Types of Wholesalers. Marketing of Services - Unique Characteristics of Services, Marketing strategies for service firms – 7Ps.		
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**NOTE: ASSIGNMENTS, CLASS TEST & MID TERM WILL BE TAKEN DURING THE SESSION.**

**BBA3rd Semester**  
**BBA303 MANAGEMENT ACCOUNTING**

UNIT	TOPIC/DETAIL	MONTH	METHOD OF TEACHING
1	Nature, Scope of Management Accounting: Meaning, definition, nature and scope of Management Accounting; Comparison of Management Accounting with Cost Accounting and Financial Accounting. Cost concepts: Meaning, Scope, Objectives, and Importance of Cost Accounting; Cost, Costing, Cost Control, and Cost Reduction; Elements of Cost, Components of total Cost, Cost Sheet. Classification of Costs: Fixed, Variable, Semivariable, and Step Costs; Product, and Period Costs; Direct, and Indirect Costs; Relevant, and Irrelevant Costs; Shut-down, and Sunk Costs; Controllable, and Uncontrollable Costs; Avoidable, and Unavoidable Costs; Imputed / Hypothetical Costs; Out-of-pocket Costs; Opportunity Costs; Expired, and Unexpired Costs; Conversion Cost.	July	PPT/Lectures
2	Cost-Volume-Profit Analysis: Contribution, Profit -Volume Ratio, Margin of safety, Cost Break-even Point, Composite Break-even Point, Cash Break-even Point, Key Factor, Breakeven Analysis. Relevant Costs and Decision Making: Pricing, Product Profitability, Make or Buy, Exploring new markets, Export Order, Sell or Process Further, Shut down vs. Continue	August	PPT/Lectures
3	Budgets and Budgetary Control: Meaning, Types of Budgets, Steps in Budgetary Control, Fixed and Flexible Budgeting, Cash Budget. Responsibility Accounting: Concept, Significance, Different responsibility centers.	September	PPT/Lectures
4	Standard Costing and Variance Analysis: Meaning of Standard Cost and Standard Costing, Advantages, Limitations and Applications; Material, Labor, Overhead and Sales variances	October	PPT/Lectures

**NOTE: ASSIGNMENTS, CLASS TEST & MID TERM WILL BE TAKEN DURING THE SESSION.**

**BBA 3rd Semester**

**Course: 304.**

**INDIA'S DIVERSITY AND BUSINESS**

**Course Code-304**

<b>UNIT</b>	<b>TOPIC/DETAIL</b>	<b>MONTH</b>	<b>METHOD OF TEACHING</b>
1	Recognizing, Accommodating and valuing diversity Challenges and dilemmas posed by diversity and drive for homogenization; Sources of dilemma and tension-immigration, competition for limited resources; Regional bases of India's diversity: regional approach to understanding diversity in terms of India's topography, drainage, soil, climate, natural vegetation, rural and urban settlements. Social diversity in India: Peopling, demography, languages, castes, ethnicity, religions, sects, family, kinship and social institutions; socio-cultural regions	July	PPT/Lectures
2	People, Livelihood and Occupational Diversity Traditional livelihoods and their nature - agriculture, crafts, industry and services; Region, occupation and employment	August	PPT/Lectures
3	Linkages between Diversity and India's Socio-economic challenges Regional variations in terms of geographic and socio-economic factors- trends and emerging options; Food insecurity, economic inequalities and poverty, environmental degradation and sustainable development;	September	PPT/Lectures
4	Diversity and Business Indian Consumers and marketing; Rural and Urban context • Diversity, manufacturing, industry and services; • Diversity and Innovation; • Workforce diversity and management	October	PPT/Lectures

**NOTE: ASSIGNMENTS, CLASS TEST & MID TERM WILL BE TAKEN DURING THE SESSION**

**BBA 3rd Semester**

**Course:Personality Development & Communication Skills (Skill Enhancement Course-I)**

**Course Code-305**

<b>UNI T</b>	<b>TOPIC/DETAIL</b>	<b>MONTH</b>	<b>METHOD OF TEACHING</b>
1	Techniques in Personality development a) Self confidence b) Mnemonics c) Goal setting d) Time Management and effective planning	July	PPT/Lectures
2	Written communication,; Basics of Letter writing, memorandum, notice, email, and report writing. Resume writing.	August	PPT/Lectures
3	Communication skills and Personality Development a) Intra personal communication and Body Language b) Inter personal Communication and Relationships c) Leadership Skills d) Team Building and public speaking	September	PPT/Lectures
4	Corporate Grooming, Dressing Etiquette, Preparing for Interview, Emotional Quotient	October	PPT/Lectures

**NOTE: ASSIGNMENTS, CLASS TEST & MID TERM WILL BE TAKEN DURING THE SESSION**

**BBA 4th Semester**  
**Course: BUSINESS RESEARCH**  
**Course Code-401**

UNIT	TOPIC/DETAIL	MONTH	METHOD OF TEACHING
1	Nature and Scope of Marketing Research – Role of Marketing Research in decision making. Applications of Marketing Research; The Research process – Steps in the research process; the research proposal; Problem Formulation: Management decision problem Vs. Marketing Research problem.	December	PPT/Lectures
2	Research Design: Exploratory, Descriptive, Causal. Secondary Data Research: Advantages & Disadvantages of Secondary Data, Criteria for evaluating secondary sources, secondary sources of data in Indian Context	February	PPT/Lectures
3	Primary Data Collection: Survey Vs. Observations. Comparison of selfadministered, telephone, mail, emails techniques. Qualitative Research Tools: Depth Interviews focus groups and projective techniques; Measurement & Scaling: Primary scales of Measurement -Nominal, Ordinal, Interval & Ratio. Scaling techniques-paired comparison, rank order, constant sum, semantic differential, itemized ratings, Likert Scale; Questionnaireform & design..	March	PPT/Lectures
4	Sampling: Sampling techniques, determination of sample size; Data Analysis: Z test (mean, diff. of mean, diff. of proportion) t test (mean), paired t test, Chi square test, Report writing.	April	PPT/Lectures

**NOTE: ASSIGNMENTS, CLASS TEST & MID TERM WILL BE TAKEN DURING THE SESSION**

**BBA4th Semester**  
**Course:HUMAN RESOURCE MANAGEMENT**  
**Course Code-402**

UNIT	TOPIC/DETAIL	MONTH	METHOD OF TEACHING
1	Human Resource Management: Concept, Functions, roles, skills & competencies. The changing environment of HRM – globalization, cultural environment, technological advances, workforce diversity, corporate downsizing, changing skill requirement, HR role in strategy formulation & gaining competitive advantage.	July	PPT/Lectures
2	Human Resource Planning: Process, Forecasting demand & supply, Skill inventories, Job analysis – Uses, methods, Job description & Job specifications. Recruitment, Selection & Orientation: internal & external sources, e- recruitment, selection process, orientation process	August	PPT/Lectures
3	Training: Concept, Needs, Systematic approach to training, Methods of training. Performance management system: concept, uses of performance appraisal, factors that distort appraisal. Compensation: Steps of determining compensation, job evaluation, components of pay structure, factors influencing compensation levels, wage differentials & incentives, profit sharing, gain sharing, employees' stock option plans. Brief introduction of social security; health, retirement & other benefits.	September	PPT/Lectures
4	Industrial Relations: Introduction to Industrial Relations, Trade unions role, types, functions, problems, industrial dispute- concept, causes & machinery for settlement of disputesgrievance, concepts, causes & grievance redressal machinery, discipline-concept, aspect of discipline & disciplinary procedure,	October	PPT/Lectures



	Collective bargaining- concept, types, process, problems, essentials of effective collective bargaining .		
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**NOTE: ASSIGNMENTS, CLASS TEST & MID TERM WILL BE TAKEN DURING THE SESSION**

**BBA 4th Semester**  
**Course FINANCIAL MANAGEMENT**  
**Course Code-403**

UNIT	TOPIC/DETAIL	MONTH	METHOD OF TEACHING
1	Nature of Financial Management: Finance and related disciplines; Scope of Financial Management; Profit Maximization, Wealth Maximization - Traditional and Modern Approach; 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, and annuity; Risk & Return: Risk - Systematic & unsystematic risk – their sources and measures	December	PPT/Lectures
2	Long -term investment decisions: Capital Budgeting - Principles and Techniques; Nature and meaning of capital budgeting; Estimation of relevant cash flows and terminal value; Evaluation techniques - Accounting Rate of Return, Net Present Value, Internal Rate of Return, Profitably Index Method. Concept and Measurement of Cost of Capital: Explicit and Implicit costs; Measurement of cost of capital; Cost of debt; Cost of perpetual debt; Cost of Equity Share; Cost of Preference Share; Cost of Retained Earning; Computation of over-all cost of capital based on Historical	February	PPT/Lectures
3	Capital Structure: Approaches to Capital Structure Theories - Net Income approach, Net Operating Income approach, Modigliani-Miller (MM) approach, Traditional approach, Capital Structure and Financial Distress, Trade-Off Theory. Dividend Policy Decision - Dividend and Capital; The irrelevance of dividends: General, MM hypothesis; Relevance of dividends: Walter's model, Gordon's model; Leverage Analysis: Operating and Financial Leverage; EBIT -EPS analysis; Combined leverage.	March	PPT/Lectures

4	Working Capital Management: Management of Cash - Preparation of Cash Budgets (Receipts and Payment Method only); Cash management technique, Receivables Management – Objectives; Credit Policy, Cash Discount, Debtors Outstanding and Ageing Analysis; Inventory Management (Very Briefly) - ABC Analysis; Minimum Level; Maximum Level; Reorder Level; Safety Stock; EOQ, Determination of Working capital .	April	PPT/Lectures
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**NOTE: ASSIGNMENTS, CLASS TEST & MID TERM WILL BE TAKEN DURING THE SESSION**

**BBA 4thSemester**  
**BBA404 Tax Planning**

<b>UNIT</b>	<b>TOPIC/DETAIL</b>	<b>MONTH</b>	<b>METHOD OF TEACHING</b>
1	Income tax concepts: Previous Year, Assessment Year, Person, Assessee, Income (including agricultural income), Residential Status and their incidence of tax, Gross Total Income, Total Income; Income which do not form part of total income, Tax Evasion, Tax Avoidance.	November	PPT/Lectures
2	Tax Planning under the head Salary	December	PPT/Lectures
3	Computation of Income under the Head: House Property and Profits and gains from Business or Profession. Computation of Income under the Head: Capital gains and Income from other sources.	February	PPT/Lectures
4	Clubbing of Income, Set-off and carry-forward of losses , Deductions from gross total income as applicable to an individual and Business Units; Computation of total income and tax liability of an individual and Business Units.	March	PPT/Lectures

**NOTE: ASSIGNMENTS, CLASS TEST & MID TERM WILL BE TAKEN DURING THE SESSION.**

**BBA 4th Semester**  
**Course:IT TOOLS IN BUSINESS**  
**Course Code-405**

UNIT	TOPIC/DETAIL	MONTH	METHOD OF TEACHING
1	<p>Spreadsheets Introduction: Concept of worksheets and workbooks, creating, opening, closing and saving workbooks, moving, copying, inserting, deleting and renaming worksheets, working with multiple worksheets and multiple workbooks, controlling worksheet views, naming cells using name box, name create and name define. Using formulae and functions: Understanding absolute, relative and mixed referencing in formulas, referencing cells in other worksheets and workbooks, correcting common formula errors, working with inbuilt function categories like mathematical, statistical, text, lookup, information, logical, database, date and time and basic financial functions. Consolidating worksheets and workbooks using formulae and data 22   Page consolidate command Printing and Protecting worksheets: Adjusting margins, creating headers and footers, setting page breaks, changing orientation, creating portable documents and printing data and formulae. Implementing file level security and protecting data within the worksheet Creating charts and graphics: Choosing a chart type, understanding data points and data series, editing and formatting chart elements, and creating sparkline graphics. Analysing data using pivot tables: Creating, formatting and modifying a pivot table, sorting, filtering and grouping items, creating calculated field and calculated item, creating pivot table charts, producing a report with pivot tables. Performing what-if analysis: Types of what if analysis (manual, data tables,</p>	July	PPT/Lectures

	scenario manager), what-if analysis in reverse (goal-seek, solver)Exchanging data using clipboard, object linking and embedding.		
2	<p>Word-processing Introduction: Creating and saving your document, displaying different views, working with styles and character formatting, working with paragraph formatting techniques using indents, tabs, alignment, spacing, bullets and numbering and creating borders. Page setup and sections: Setting page margins, orientation, headers and footers, end notes and foot notes, creating section breaks and page borders. Working with tables: Creating tables, modifying table layout and design, sorting, inserting graphics in a table, table math, converting text to table and vice versa. Create newspaper columns, indexes and table of contents. Spellcheck your document using inbuilt and custom dictionaries, checking grammar and style ,using thesaurus and finding and replacing text. Create bookmarks, captions and cross referencing, adding hyperlinks, adding sources and compiling and bibliography. Mail merge: Creating and editing your main document and data source, sorting and filtering merged documents and using merge instructions like ask, fill-in and if-then-else. Linking and embedding to keep things together.</p>	August	PPT/Lectures
3	<p>PowerPoint presentation Introduction: Creating a blank presentation using a design template, basing a new presentation on an existing one, creating and managing slides, using content place holders, creating graphs, tables, diagrams, organization charts, inserting clip art and images. Viewing and navigating a presentation: Organising ideas in outline view, using slide sorter to rearrange a presentation, previewing</p>	September	PPT/Lectures

	<p>presentation in slide show, understanding master views, using title master, slide master, handout master and notes master, working with headers and footers, using hyperlinks, advanced navigation with action settings, navigation short hand with action buttons. Animation and multimedia: Using and applying animation schemes, custom animation, understanding sound file formats and video types, adding music, sound and video clips. Final presentation: Applying transition to slides, controlling transition speed, using hidden slides, using custom shows, using on screen pen and adding and accessing notes during a presentation.</p>		
4	<p>Databases Introduction to Database Development: Database Terminology, Objects, Creating Tables, working with fields, understanding Data types , Changing table design, Assigning Field Properties, Setting Primary Keys, using field validation and record validation rules, Indexing, working with multiple tables, Relationships &amp; Integrity Rules, Join Properties, Record 23   Page manipulation, Sorting &amp; Filtering. Select data with queries: Creating Query by design &amp; by wizard (Select, Make Table, Append, Delete, Cross Tab, Update, Parameterized Query, Find Duplicate and Find Unmatched), Creating multi table queries, creating &amp; working with table joins. Using operators &amp; expressions: Creating simple &amp; advance criteria. Working with forms: Creating Basic forms, working with bound, unbound and calculated controls, understanding property sheet, Working with Data on Forms: Changing Layout, creating Sub Forms, creating list box, combo box and option groups. Working with Reports: Creating Basic Reports,</p>	October	PPT/Lectures

	Creating Header & Footer, Placing Controls on reports, sorting & grouping, Creating Sub reports.		
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**BBA 5th Semester**  
**Course:QUANTITATIVE TECHNIQUES FOR MANAGEMENT**  
**Course Code-501**

UNIT	TOPIC/DETAIL	MONTH	METHOD OF TEACHING
1	Linear Programming: Formulation of L.P. Problems, Graphical Solutions (Special cases: Multiple optimal solution, infeasibility, unbounded solution); Simplex Methods (Special cases: Multiple optimal solution, infeasibility, degeneracy, unbounded solution) BigM method and Two-phase method; Duality and Sensitivity (emphasis on formulation & economic interpretation); Formulation of Integer programming, Zero-one programming, Goal Programming.	July	PPT/Lectures
2	Elementary Transportation: Formulation of Transport Problem, Solution by N.W. Corner Rule, Least Cost method, Vogel's Approximation Method (VAM), Modified Distribution Method. (Special cases: Multiple Solutions, Maximization case, Unbalanced case, prohibited routes) Elementary Assignment: Hungarian Method, (Special cases: Multiple Solutions, Maximization case, Unbalanced case, Restrictions on assignment.)	August	PPT/Lectures
3	Network Analysis: Construction of the Network diagram, Critical Path - float and slack analysis (Total float, free float, independent float), PERT, Project Time Crashing	September	PPT/Lectures
4	Introduction to Game Theory: Pay off Matrix- Two person Zero- Sum game, Pure strategy, Saddle point; Dominance Rule, Mixed strategy, Reduction of $m \times n$ game and solution of $2 \times 2$ , $2 \times s$ , and $r \times 2$ cases by Graphical and Algebraic methods; Introduction to Simulation: Monte Carlo Simulation	October	PPT/Lectures

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**BBA 5th Semester**  
**Legal Aspects of Business**  
**Course Code: 502**

UNIT	TOPIC/DETAIL	MONTH	METHOD OF TEACHING
1	The Indian Contract Act 1872: Meaning and Essentials of contract; Kinds of contract-Based on: validity, formation & performance, law relating to offer and acceptance, consideration, competency to contract, free consent, Void agreements, performance of contracts, discharge of contracts, breach of contracts and quasi contract, Special contracts: contract of indemnity and guarantee, bailment and pledge, and agency.	july	PPT/Lectures
2	Sale of Goods Act 1930: Sale and agreement to sell, implied conditions and warranties, sale by non-owners, rights of unpaid seller. Negotiable Instruments Act 1881: Meaning of negotiable instruments, type of negotiable instruments, promissory note, bill of exchange, cheque.	August	PPT/Lectures
3	The Companies Act 2013: Meaning and types, Incorporation, Memorandum & Articles of association, Prospectus, Issue of shares and bonus shares, rights issue, sweat equity, role of directors, share qualification, company meetings.	September	PPT/Lectures
4	Consumer Protection Act 1986: Objectives and machinery for consumer protection, defects and deficiency removal, rights of consumers. The Right to Information Act 2005: Salient features and coverage of the act, definition of terms information, right, record, public authority; obligations of public authorities, requesting information and functions of PIO.	October	PPT/Lectures

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**BBA 5<sup>th</sup> Semester**  
**Course: HRD: SYSTEMS AND STRATEGIES**  
**Course Code-503**

UNIT	TOPIC/DETAIL	MONTH	METHOD OF TEACHING
1	Human Resource Development (HRD) : Concept, Origin and Need, Relationship between human resource management and human resource development; HRD as a Total System; Activity Areas of HRD : Training, Education and Development; Roles and competencies of HRD professionals.	July	PPT/Lectures
2	HRD Process: Assessing need for HRD; Designing and developing effective HRD programs; Implementing HRD programs; Evaluating HRD programs. HRD Interventions: Integrated Human Resource Development Systems, Staffing for HRD; Physical and Financial Resources for HRD.	August	PPT/Lectures
3	HRD and diversity management; HRD Climate; HRD Audit. HRD Applications: Coaching and mentoring, Career management and development; Employee counselling; Competency mapping, High Performance Work Systems, Balanced Score Card. Integrating HRD with technology	September	PPT/Lectures
4	Evaluating the HRD Effort; Data Gathering; Analysis and Feedback; Industrial relations and HRD. HRD Experience in Indian Organizations, International HRD experience, Future of HRD.	October	PPT/Lectures

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**BBA 5th Semester**  
**Course: TRAINING & MANAGEMENT DEVELOPMENT**  
**Course Code-504**

UNIT	TOPIC/DETAIL	MONTH	METHOD OF TEACHING
1	Organization vision & plans, assessment of training needs, setting training objectives, designing training programmes, Spiral model of training. Tasks of the training function: Building support, overall training capacity, developing materials	July	PPT/Lectures
2	Training methods: On the job training, job instruction training, apprenticeship, coaching, job rotation, syndicate method, knowledge based methods, lecture, conferences, programmed learning, simulation methods, case study, vestibule training, laboratory training, in-basket exercise, experiential methods, sensitivity training, e-training.	August	PPT/Lectures
3	Management Development Programme Methods:-Understudy, Coaching, Action Learning, Role Play, Management Games, Seminars, University related programmes, special projects, behavioural modelling, job rotation, case study, multiple management, sensitivity training. Post training: Training evaluation, Training impact on individuals and organizations, Evaluating Programmes, Participants, Objectives.	September	PPT/Lectures
4	Organisational Development (OD): Definition Foundations of OD, Managing the OD Process, Action Research and OD. OD Interventions: Overview of OD Interventions, Team Interventions Inter-group and Third-Party Peacemaking Interventions. Comprehensive OD Interventions, Structural Interventions and the Applicability of OD, Training Experiences	October	PPT/Lectures

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**BBA 6th Semester**

**Course: Business Policy and Strategy**

**Course Code-601**

<b>UNIT</b>	<b>TOPIC/DETAIL</b>	<b>MONTH</b>	<b>METHOD OF TEACHING</b>
1	Nature & importance of business policy & strategy: Introduction to the strategic management process and related concepts; Characteristics of corporate, business & functional level strategic management decisions. Company 's vision and mission: need for a mission statement, criteria for evaluating a mission statement- Goal, Process & Input formulation of the mission statement	December	PPT/Lectures
2	Environmental Analysis & Diagnosis: Analysis of company 's external environment Environmental impact on organisations policy and strategy, organisations dependence on the environment, Internal analysis: Importance of organisation 's capabilities, competitive advantage and core competence	February	PPT/Lectures
3	Formulation of competitive strategies: Michael E. Porter 's generic competitive strategies, implementing competitive strategies- offensive & defensive moves. Formulating Corporate Strategies: Introduction to strategies of growth, stability and renewal, Types of growth strategies – concentrated growth, product development, integration, diversification, Types of renewal strategies – retrenchment and turnaround. Strategic fundamentals of merger & acquisitions	March	PPT/Lectures
4	Strategic Framework: Strategic analysis & choice, Strategic gap analyses, portfolio analyses – BCG, GE, product market evolution matrix, experience curve, directional policy matrix, life cycle portfolio matrix, Behavioural considerations affecting choice of strategy	April	PPT/Lectures

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**BBA 6th Semester**  
**FINANCIAL INSTITUTIONS AND MARKET**  
**Course Code-602**

UNIT	TOPIC/DETAIL	MONTH	METHOD OF TEACHING
1	Structure of Indian Financial System: An overview of the Indian financial system, financial sector reforms: context, need and objectives; Issues in financial reforms and restructuring; future agenda of reforms; Regulation of Banks, NBFCs & FIs: Salient provisions of banking regulation act and RBI Act; Role of RBI as a central banker	December	PPT/Lectures
2	Introduction to Financial Markets in India: Role and Importance of Financial Markets, Financial Markets: Money Market; Capital Market; Factors affecting Financial Markets, Linkages Between Economy and Financial Markets, Integration of Indian Financial Markets with Global Financial Markets, Primary & secondary market. Primary Market for Corporate Securities in India: Issue of Corporate Securities: Public Issue through Prospectus, Green shoe option, Offer for sale, Private Placement, Rights Issue, On-Line IPO, Book Building of Shares, Performance of Primary Market in India	February	PPT/Lectures
3	Secondary Market in India: Introduction to Stock Markets, Regional and Modern Stock Exchanges, International Stock Exchanges, Demutualization of exchanges, Comparison between NSE and BSE, Indian Stock Indices and their construction, Bulls and Bears in Stock Markets, Factors influencing the movement of stock markets, indicators of maturity of stock markets, Trading of securities on a stock exchange; Settlement mechanism at BSE & NSE	March	PPT/Lectures
4	Money Markets & Debt Markets in India: Money Market: Meaning, role and participants in money markets, Segments of money markets, Call Money Markets, Repos and	April	PPT/Lectures

	reverse Repo concepts, Treasury Bill Markets, Market for Commercial Paper, Commercial Bills and Certificate of Deposit. Debt Market: Introduction and meaning, Market for Government/Debt Securities in India.		
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**BBA 6th Semester**  
**Course: PERFORMANCE AND COMPENSATION MANAGEMENT**  
**Course Code-603**

UNI T	TOPIC/DETAIL	MONTH	METHOD OF TEACHING
1	Introduction: Concept, Objectives of performance management system; Performance management and performance appraisal; Performance Management process: Performance planning, Process and Documentation of Performance appraisal, Appraisal Interview, Performance Feedback and Counselling.	December	PPT/Lectures
2	Performance management and reward systems. Performance Coaching ,Mentoring and Counselling, Competency development, Use of technology and e-PMS, International Aspects of PMS. Performance systems trends, Ethical Perspectives in performance appraisal.	February	PPT/Lectures
3	Introduction to Job Evaluation. Methods of Job Evaluation. Company Wage Policy: Wage Determination, Pay Grades, Wage Surveys, Wage Components. Modern trends in compensation - from wage and salary to cost to company concept, Comparable worth, broadbanding, competency based pay.	March	PPT/Lectures
4	Incentives plans for production employees and for other professionals. Developing effective incentive plans, pay for performance,. Supplementary pay benefits, insurance benefits, retirement benefits, employee services benefits. Benefits & Incentive practices in indian industry. Wages in India: Minimum wage, fair wage and living wage. Methods of state regulation of wages. Wage differentials & national wage policy Regulating payment of wages, wage boards, Pay commissions, dearness allowances, linking wages with productivity.	April	PPT/Lectures

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