



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						Total Marks
			Assignment Marks		Theory Marks		Practical 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



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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 outcomes

CO1 Students will heighten their awareness of correct usage of English grammar in writing and speaking

CO2 Students will improve their speaking ability in English both in terms of fluency and comprehensibility

CO3 Students will give oral presentations and receive feedback on their performance

CO4 Students will increase their reading speed and comprehension of academic articles

CO5 Students will improve their reading fluency skills through extensive reading

CO6 Students will enlarge their vocabulary by keeping a vocabulary journal

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.



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(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 TextBook. Attempt should also Make to Expand the Learner's Vocabulary

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 theSound 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



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Syllabus

First Year

Semester I

Subject Title	Subject Code
Business Communication	BBA-102

Max Marks: - 70

Min Marks:-24

Course Objectives:

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

Course outcomes

CO1 To understand and demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation.

CO2 To understand the importance of specifying audience and purpose and to select appropriate communication choices.

CO3: To understand and appropriately apply modes of expression, i.e., descriptive, expositive, narrative, scientific, and self-expressive, in written, visual, and oral communication.

CO4: To participate effectively in groups with emphasis on listening, critical and reflective thinking, and responding

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.



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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.
Rodriquez
Business Communication K.K Sinha : Business Communication



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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

Course Outcomes:

- CO1 To make fundamentally strong base for decision making skills by applying the concepts of economics.
- CO2 Understand how markets and the price mechanism function.
- CO3 Describe the behavior of economic agents (consumers, firms, governments...)
- CO4 Understand economic welfare and producer and consumer surplus.

Course Contents

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



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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 Outcomes:

- CO1 Apply generally accepted accounting principles, concepts and procedures
- CO2. Complete the accounting cycle for service and merchandising concerns
- CO3. Prepare and analyze financial statements, including the Statement of Cash Flows
- CO4. Apply time value of money -- future and present value
- CO5 Identify why accounting is a necessary skill.
- CO6 Identify and describe assets, liabilities and owners' equity

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



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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 Outcomes:

CO1 Identify the basic elements required in a computer system.

CO2. Produce electronic documents using various software applications.

CO3 . Illustrate the role of the computer for personal and professional uses.

CO4. understand the fundamental hardware components that make up a computer’s hardware and the role of each of these components

CO5 Develop confidence for self education and ability for life-long learning needed for Computer.

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



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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



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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 Outcomes:

CO1 Identify the basic elements required in a computer system.

CO2. Produce electronic documents using various software applications.

CO3 . Illustrate the role of the computer for personal and professional uses.

CO4. Understand the fundamental hardware components that make up a computer's hardware and the role of each of these components

CO5 Develop confidence for self education and ability for life-long learning needed for Computer.

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.



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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 Outcomes:

CO1 provide an understanding for the graduate **business** student on **statistical** concepts to include measurements of location and dispersion, probability, probability distributions, sampling, estimation, hypothesis testing, regression, and correlation analysis.

CO2 Describe and discuss the key terminology, concepts tools and techniques used in business statistical analysis

CO3 Critically evaluate the underlying assumptions of analysis tools

CO4. Understand and critically discuss the issues surrounding sampling and significance.

CO 5. Discuss critically the uses and limitations of statistical analysis.

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, Spearman'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



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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 Outcomes:

CO1 Define bookkeeping and accounting

CO2 Explain the general purposes and functions of accounting

CO3 Explain the differences between management and financial accounting

CO4 Describe the main elements of financial accounting information – assets, liabilities, revenue and expenses identify the main financial statements and their purposes

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



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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,

Course Outcomes:

CO1 Demonstrate an understanding of the **Legal** Environment of **Business**.

CO2 Apply basic **legal** knowledge to **business** transactions.

CO3 Communicate effectively using standard **business** and **legal** terminology.

CO4 Examine how businesses can be held liable in tort for the actions of their employees.

5. Understand the legal and fiscal structure of different forms of business organizations and their responsibilities as an Employer

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



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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 Outcomes:

CO 1 Understand and define the concepts of integrity and ethics

CO2 Understand the ideas of values, ethics and morality in a multicultural context

CO4 – Appraise some of the competing demands on business when scrutinizing the ethics of business activity.

CO5 – Critically apply understanding of ethics of real–world contexts and gather and analyse information by way of undertaking a research project on a topic relevant to business ethics.

CO6 – Discuss the corporate governance system influence performance, including both the performance of individual firms and the allocation of capital within a country

CO7 – Relate the evolution of diverse ownership and governance structures across different economies

CO8 – Evaluate theories of the firm, and explain how they are relevant to the diverse range of ownership structures that exist in reality

CO9 – Discuss the moral and social responsibility dimensions of corporate governance

CO10 – Describe why systematic way failure of corporate governance can lead to failure of confidence that could spread from individual firms to entire markets or economies

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 Mangers, Himalaya Publishing House.
6. A.N. Tripathi, Human Values, New Age International



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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



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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 Outcomes:

CO1 Develop an integrated **marketing** communications plan for a product, concept, good and/or service based on an identified **market** need or target.

CO2 Formulate strategies for developing new and/or modified products, concepts, goods and services that respond to evolving **market** needs.

CO3 Mastery of Marketing Content: Understand fundamental marketing concepts, theories, and principles in areas of marketing.

CO4 Apply the knowledge, concepts, tools necessary to overcome challenges, and issues of marketing in a changing technological landscape.

CO5 Discuss Channel of Distribution, Marketing channels and agencies. Marketing research and Marketing information system.

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 contaxt.
4. Rajan Saxena , Marketing Management Tata Mc- Graw Hilt.



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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 Outcomes:

CO1.To enable the students to understand the Personnel Management and system at various levels in general and in certain specific industries or organizations.

CO2. To help the students focus on and analyze the issues and strategies required to select and develop manpower resource.

CO3 To develop the understanding of the concept of personnel management and to understand its relevance in organizations.

CO4 Provide guidance and help employees identify their strengths and weaknesses.

CO5 Design and evaluate strategies to increase the retention of personnel

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.



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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 Outcomes:

CO1 Demonstrate the applicability of the concept of Financial Management to understand the managerial Decisions and Corporate Capital Structure.

CO2 Analyze the complexities associated with management of cost of funds in the capital Structure.

CO3 Describe the financial environment within which organizations must operate

CO4. Critically evaluate the financial objectives of various types of organizations and the respective requirements of stakeholders

CO5 . Discuss the function of capital markets.

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.



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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 Outcomes:

CO1 Gaining knowledge about managing **production** processes.

CO2 To develop skills necessary to effectively analyze and synthesize the many inter-relationships inherent in complex socio-economic productive system.

CO3 Better understanding of modern production techniques.

CO4 Better understanding of quality management.

CO5 To gain an understanding and appreciation of the principles and applications relevant to the planning, design, and operations of manufacturing/service firms.

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 abd control.



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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 Outcomes:

- CO1 To help the students gain understanding of the functions and responsibilities of managers.
- CO2. To provide them tools and techniques to be used in the performance of the managerial job.
- CO 3. To enable them to analyze and understand the environment of the organization.
- CO4. To help the students to develop cognizance of the importance of management principles.
- CO5 Understand the complexities associated with management of human resources in the organizations and integrate the learning in handling these complexities.

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
Organizational Behavior	BBA-401

Max Marks: - 70

Min Marks:-24

Course Objective :

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

Course Outcomes:

CO1 Define, explain and illustrate a range of organizational behavior theories

CO2 Analyze the behavior of individuals and groups in organizations in terms of organizational behavior theories, models and concepts

CO3 Apply organizational behavior concepts, models and theories to real life management situations through case analysis

CO4 Demonstrate a critical understanding of organizational behavior theories and current empirical research associated with the topics covered in this course

CO5 Communicate effectively in oral and written forms about organizational behavior theories and their application using appropriate concepts, logic and rhetorical conventions.

Course Content:

Unit – I

Introduction to Organizational Behaviors- feature, purpose, goal, models of organization behavior

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

Organization 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 .

Course Outcomes:

CO1 To introduce the concepts of strategic management and understand its nature in competitive and institutional landscape

CO2 Identification, appreciation and interpretation of the critical challenges and opportunities before an organization.

CO3 Students will be able to describe major theories, background work, concepts and research output in the field of strategic management.

CO4 Students will demonstrate a clear understanding of the concepts, tools & techniques used by executives in developing and executing strategies and will appreciate its integrative and interdisciplinary nature.

CO5 Demonstrate the knowledge and abilities in formulating strategies and strategic plans.

COURESE CONTENTS:

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.

Course Outcomes:

CO1 Provides students with **quantitative** skills that are required to make business decisions.

CO2 These skills involve using statistical, forecasting and estimation **techniques**.

CO3 Formulation and application of mathematical models in business decision making scenarios.

CO4 Understand why statistics are important for making business decisions (when to use quantitative analysis vs. “common sense”)

CO5 Demonstrate a sound knowledge of statistical terms

COURESE CONTENTS:

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 IndexNumber.

Reference Books :-

1. D.N.Elhance : PracticalProblemsinstatisticsfundamentalsofstatistics.
2. B.N.Gupta : Statistics
3. S.P.Gupta : StatisticsMethods
4. RichardLevin: StatisticsforManagement.
5. Dr.AdithamB.Rao : QuantitativeTechniques



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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 Outcomes:

CO1 Demonstrate the ability to choose methods appropriate to research aims and objectives. Understand the limitations of particular research methods.

CO2 Develop skills in qualitative and quantitative data analysis and presentation.

CO3 Demonstrate the ability to choose methods appropriate to research aims and objectives

CO4 Understand the limitations of particular research methods

CO5 Develop skills in qualitative and quantitative data analysis and presentation

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 Methodologyin.Socialscience
3. DwivediR.S. : ResearchMethodologyinBehavioalscience
4. MichaelV.P. : ResearchMethodologyinManagement



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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 Outcomes:

- CO1 Have the ability to discern distinct entrepreneurial traits
- CO2. Know the parameters to assess opportunities and constraints for new business ideas
- CO3. Understand the systematic process to select and screen a business idea
- CO4. Design strategies for successful implementation of ideas
- CO5 Understanding basic concepts in the area of entrepreneurship.

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, Himalaya 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						Total Marks
			Assignment Marks		Theory Marks		Practical 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



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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 Objective:

1. To make students understand the concept of information technology importance in today's corporate world.
2. To create awareness about various Applications available and its usages for excel the service in corporate sector.
3. To create awareness about role of MIS and its contributions to Corporate
4. To make students understand Role of Computers/Social science software contributions.

Course Outcomes:

CO1evaluate the role of information systems in today's competitive business environment.

CO2 define an information system from both a technical and business perspective and distinguish between computer literacy and information systems literacy.

CO3Compare the processes of developing and implementing information systems.

CO4. Outline the role of the ethical, social, and security issues of information systems.

CO5.Translate the role of information systems in organizations, the strategic management processes, with the implications for the management.

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 Objective:

To familiarize students with the decisions involved in running a retail firm and the concepts and principles for making those decisions. While the course focuses on the retail industry including retailers of consumer services, the content of the course is useful for students interested in working for companies that interface with retailers such as manufacturers of consumer products or for students with a general management or entrepreneurial interest.

Course Outcomes:

- 1 Understand the functions of retail business and various retail formats and retail channels.
- 2 Understand the difference between Retail and Manufacturing Supply Chain .
- 3 Understand, key drivers of retail supply chain and how to select a retail store location?
- 4 Analyze Retail Market and Financial Strategy including product pricing.
- 5 Integrate the various Supply Chain partners and how to collaborate with them?

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 Objective:

Aim of the viva is to make student to go through the conceptual frame work of all that has been learnt in the course of the Three years of BBA program and answer clearly, concisely and cogently to questions posed enabling the student to prepare for proper articulation in the domain of management studies. The preparation for comprehensive viva inter-alia will enable student to face any job interview and tests on selection for admission into research programs in management and science with adequate confidence. The successful completion of Comprehensive Viva should signal firm grasp of all the courses learnt in the entire program of BBA.

Course outcomes:

The following outcomes are expected after the student successfully completes the process of Comprehensive.

1. Firm grounding of fundamentals of core courses of management.
2. The ability to put across the concepts with ease and good clarity.
3. The ability to use the theoretical framework to solve specific management problems.
4. Demonstrating one's competency in management courses.

The student is expected to face questions on any core courses of management as well as all the courses of his/her specific stream of elective and provide answer convincingly.



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.

Course Outcomes:

CO1. Demonstrate how knowledge of consumer behaviour can be applied to marketing.

CO2. Identify and explain factors which influence consumer behaviour.

CO3. Relate internal dynamics such as personality, perception, learning motivation and attitude to the choices consumers make.

CO4. Use appropriate research approaches including sampling, data collection and questionnaire design for specific marketing situations.

CO5. In a team, work effectively to prepare a research report on consumer behaviour issues within a specific context.

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.



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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

Course Objective:

Course Outcomes:

- CO1. Examine advertising and its functions in relation to brand success;
- CO2. Critically evaluate how creative concepts and executions will contribute to brand success;
- CO3. Analyze advertising and branding techniques and apply them to a variety of different issues;
- CO4. work effectively in teams to analyze and prepare presentations on advertising and brand management issues.
- CO5 Two Step Flow of Communication Theory of Cognitive.

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. Belch, George E and Belch, Michael A. Introduction to Advertising and Promotion, 3rd ed. Chicago, Irwin, 1995.
3. Borden, William H. Advertising, New York, John Wiley, 1981. Hard Norman. The Practice of Advertising, Oxford, 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 Outcomes:

CO1 Discover basic understanding of a company's working capital structure.

CO2 Identify how to manage working capital to increase profits.

CO3 Explore and establish basic knowledge of Working Capital Management policies.

CO4 Identify how to calculate the cash conversion cycle.

CO5 Explore and establish knowledge of working capital in the budgeting process and credit policy.

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.



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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

Course 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 Outcomes:

- CO1 Show a systematic knowledge, understanding and critical awareness of the theory.
- CO2. Show a comprehensive understanding of the complex techniques applicable to solve problems
- CO3. Show an ability to understand, select and apply appropriate methods in portfolio management.
- CO4. demonstrate a comprehensive understanding of the complex current issues relevant to the investment market.
- CO5 Apply corporate cash management, accounts receivable management, bank relations, and inventory management techniques to maximize the share holders' value.

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.



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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

Course 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’.

Course Outcomes:

CO1: To develop the understanding of the concept of human resource management and to understand its relevance in organizations.

CO2: To develop necessary skill set for application of various HR issues.

CO3: To analyze the strategic issues and strategies required to select and develop manpower resources.

CO4: To integrate the knowledge of HR concepts to take correct business decisions

CO5 Maintenance and Integration Functions: Employee grievances and their redressed, suggestion schemes, administration of discipline.

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 redressed, 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

Course 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.

Course Outcomes:

- CO1. Explain the role of training and development in human resources management.
- CO2. Describe the psychology of the learning process on which training is based.
- CO3. Analyze the training needs of an organization.
- CO4. Assess, design, access and implement various methods, techniques and sources of training.
- CO5. Evaluate the value of the training once completed from the individual employee and the organization's viewpoint.

Course 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

Course 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.

Course Outcomes:

- CO1 Describe the context of banking: the financial system.
- CO2. Explain the principles of banking.
- CO3. Elucidate the broad functions of banks.
- CO4. Elucidate the liability and asset portfolio management problems of Banks
- CO5. Describe the components of the balance sheets of banks.

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

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

Course Outcomes:

CO1 Describe the different components of a financial system and their role.

CO2 Explain the recent developments in the Indian financial system.

CO3 Describe the instruments, participants and operation of the money market.

CO4 Describe the methods of issuing shares and role of intermediaries in the primary market.

CO5 To know about the financial institutions policies.

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.



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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						Total Marks
			Assignment Marks		Theory Marks		Practical 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



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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Third Year

Semester VI

Subject Title	Subject Code
Environmental Management	BBA-601

Max Marks: - 70

Min Marks:-24

Course Objectives: To create awareness regarding Environment amongst students.

Course Outcomes:

- CO1 Understand key concepts from economic, political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions.
- CO2 Appreciate concepts and methods from ecological and physical sciences and their application in environmental problem solving.
- CO3 Appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.
- CO4 Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world
- CO5 Discuss of Environmental Pollution Definition, Causes, effects and control measures of:- Air pollution, Water pollution , Soil pollution

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.



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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. Cunnigham 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.



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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Third Year

Semester VI

Subject Title	Subject Code
E-Commerce	BBA-602

Max Marks: - 70

Min Marks:-24

Course 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 Outcomes:

- CO1 Understand the basic concepts and technologies used in the field of management information systems;
- CO2 Have the knowledge of the different types of management information systems;
- CO3 Understand the processes of developing and implementing information systems;
- CO4 Be aware of the ethical, social, and security issues of information systems;
- CO5 Analyzing branding and pricing strategies, using and determining the effectiveness of market research. assessing their effects. .

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 Framework: 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



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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

Course Objective: Mission statement: To impart high quality practical and conceptual state of the art education in the domain of business administration that can enable students for promoting their career by preparing them to face real world business challenges and preparing them to become future thought leaders, and entrepreneurs.

Course Outcomes:

CO1 Employ the fundamental knowledge to develop mathematical models and to infer useful Management insights.

CO2.Analyze a situation or mechanical system and identify possible ideas for practical implementation.

CO3.Design Management field to meet the requirements specified in a given application.

CO4. Identify manageable sub-problems from complex situations for quicker solutions through rigorous research methodology

CO5. To nurture the students with basics of management concepts that will enable them to solve real business problems

CO6. To develop professional skills for immediate employment and respond amicably to the changing environment through acquired skills & competencies

CO 7. Possess analytical, decision making skills needed to take appropriate decisions in business and managerial situations. 8. To ensure that the managers understand and demonstrate professional responsibilities toward the nature and mankind.

CO9. To encourage and train the students to start independent ventures with rigorous research and Innovation

CO10. To groom the students to understand group dynamics and work in tandem with the organizational goals and objectives



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

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

Course Outcomes:

CO1. Have developed an understanding of major issues related to international marketing

CO2. Have developed skills in researching and analyzing trends in global markets and in modern marketing practice

CO3. Be able to assess an organization's ability to enter and compete in international markets

CO4. To know about various strategies of international marketing.

CO5 International Marketing mix-Identification of markets ,Product policy

Course Content

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, UNCGTAD, 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.



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2. Johri, Lalit M. International Marketing : Strategies for success.
3. Keegan, Warren: Global Marketing Management.
4. Onkvisit, Sak, and Shaw, J.J.: 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

Course 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.

Course Outcomes:

CO1 Develop skills in managing a sales team, dealer management and innovative sales strategies as the situation warrants.

CO2 Appreciate and analyse the sales and distribution as a key function of the Marketing process.

CO3. Appraise and organize sales planning and budgeting , estimating market potential and sales forecasting , setting the sales territory and quotas.

CO4 Leaders with concern towards nation and society at large.

CO5 Organizational Patterns in Marketing Channels; Managing Marketing Channels; Marketing Channel Policies and Legal issues;

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.



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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

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



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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

Course 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.

Course Outcomes:

CO1. Apply appropriate formats and technologies to financial communication.

CO2. Analyze, apply and evaluate information within the global financial environment of foreign exchange to solve problems and make informed decisions.

CO3. Review the problems of dealing in foreign currency and the advantages and disadvantages of overseas funding

CO4. Recognize and calculate forward exchange rates given spot rates

CO5 Managing short-term assets and liabilities, long-run Investment Decision,

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.



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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

Course 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.

Course Outcomes:

CO1. Explain the concept of fundamental financial concepts, especially time value of money.

CO2. Apply capital budgeting projects using traditional methods.

CO3. Analyze the main ways of raising capital and their respective advantages and disadvantages in different circumstances

CO4 Integrate the concept and apply the financial concepts to calculate ratios and do the capital budgeting

CO5 Types of Financial Services; Fund Based services and Fee Based services.

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



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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

Course 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

Course Outcomes:

CO1. Acquire a solid theoretical, practical and ethical perspective on many aspects of industrial relations

CO2. Critically analyse theories, models, and paradigms in the field

CO3. Understand the key participants, institutions, relationships and processes in employment relations, so that you acquire an enhanced ability to influence industrial relations outcomes in an informed manner

CO4. Develop research, writing and speaking skills necessary for work, life and further postgraduate study

CO5 Discuss of Compensation Practices of MNC’s and Strategic Compensation Systems; Statutory Provisions

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.



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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

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 Human Resource Management)

Subject Title	Subject Code
Compensation Management	BSHR-4

Max Marks: - 70

Min Marks:-24

Course 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

Course Outcomes:

CO1 To learn basic compensation concepts and the context of compensation practice

CO2 To illustrate different ways to strengthen the pay-for-performance link.

CO3 To learn the concepts of Payment and employee benefits issues for contingent workers.

CO4 To understand the Legally required employee benefits.

CO5 To understand of Compensation Practices of MNC's and Strategic Compensation Systems

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
Banking and Insurance	BSBF-3

Max Marks: - 70

Min Marks:-24

Course 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 banking and second part covers fundamentals of insurance and aspects related to life insurance only.

Course Outcomes:

CO1 To make the students understand the various services offered and various risks faced by banks

CO2 To make them aware of various banking innovations after nationalization.

CO3 To give them an overview about insurance industry

CO4 To make the students understand various principles, provisions that govern the life General Insurance Contracts

CO5 Apply the knowledge of Banking, insurance and accounting fundamentals in a cohesive and logical pattern to solve structured and unstructured problems in Banking and Insurance.

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 Katyul & 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

Course Objective : The objectives of the course are to help the student in understanding the Security Market, its components and Analysis.

Course Outcomes:

CO1 Define, explain and illustrate some of the frameworks and approaches that are helpful in marketing financial services.

CO2 Understand the distinctive characteristics of financial services

CO3. Identify the problems and issues in marketing of financial services

CO4 . Apply the marketing framework for developing a marketing strategy for financial services

CO5 Concepts of Financial services Leasing and Hire Purchase; Debt Securitization; Housing Finance, Credit Rating

Course Content:-

Unit I

Indian banking system, Scheduled & Nonscheduled 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.