## PROPOSED SCHEME FOR CHOICE BASED CREDIT SYSTEMS (CBCS) IN BBA (GENERAL) PROGRAM

### FIRST YEAR

#### SEMESTER-I

<table>
<thead>
<tr>
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<th>Course Title</th>
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<td>BB103</td>
<td>Second Language</td>
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<td>BB104</td>
<td>Principles of Management</td>
<td>DSC-1A</td>
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<td>BB105</td>
<td>Basics of Marketing</td>
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<td>BB106</td>
<td>Business Economics</td>
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#### SEMESTER-II

<table>
<thead>
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<td>BB202</td>
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<td>BB203</td>
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<td>Business Statistics</td>
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<td>Business Law</td>
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### SECOND YEAR

#### SEMESTER-III

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<td>BB304</td>
<td>Financial Accounting</td>
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<td>BB305</td>
<td>Human Resources Management</td>
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<td>Introduction to Information Technology</td>
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#### SEMESTER-IV

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<td>BB406</td>
<td>Business Ethics &amp; Corporate Governance</td>
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PROPOSED SCHEME FOR CHOICE BASED CREDIT SYSTEMS (CBCS) IN
BBA (GENERAL) PROGRAM

THIRD YEAR

<table>
<thead>
<tr>
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<td>Quantitative Techniques for Business</td>
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<td>BB504</td>
<td>International Business</td>
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<td>Fundamentals of Technology Management</td>
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<td>Elective -I Financial Institutions &amp; Markets(F)</td>
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<td>Marketing of Services (M)</td>
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<td>Change Management (HR)</td>
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<td>BB507</td>
<td>Elective -II Investment Management (F)</td>
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<td>CRM &amp; Retail Management (M)</td>
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<td>Industrial Relations (HR)</td>
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|        | Total                                             | 28          | 28  |         |

SEMESTER-VI

<table>
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<tr>
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<td>Consumer Behaviour (M)</td>
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<td>Performance Management (HR)</td>
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<td>Advertising &amp; Sales Promotion (M)</td>
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<td>Talent Management (HR)</td>
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|        | Total                                             | 28          | 28  |         |
|        | Total                                             | 165         | 164 |         |

HPW- Hours Per Week; AEC- Ability Enhancement Course (Compulsory) CC- Core Course; SEC- Skill Enhancement Course;
Electives -- GEN- Generic for BBA students, ID- Interdisciplinary- Offered by this department for other department students
DSC- Discipline Specific Course; DSE- Discipline Specific Elective F- Finance; M –Marketing;
HR- Human Resource Management
BBA (GENERAL) PROGRAM

Summary of Credits

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Course Category</th>
<th>No. of Courses</th>
<th>Credits per Course</th>
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Note: 1. IT lab will be evaluated through a practical exam.

2. At the end of third year there will be a comprehensive viva-voce on subjects & project undertaken during six semester and evaluation of project report.

3. Grade (A/B/C/D) is awarded to both the project viva-voce and project report.
Bachelor of Business Administration (BBA) Syllabus

Paper Code: BB104

PRINCIPLES OF MANAGEMENT

Objective: The general objective of this course is to provide a broad and integrative introduction to the theories and practice of management. In particular, the course focuses on the basic areas of the management process and functions from an organizational viewpoint. The course also attempts to enable students to understand the role, challenges, and opportunities of management in contributing to the successful operations and performance of organizations.

Course Contents

Unit I- Introduction to Management - Meaning, definition, concept, scope and principles of management; Evolution of management thought - Management theories- classical, behaviour, system, contingency and contemporary perspectives on management. Management art or science and management as profession. Process and levels of Management. Introduction to Functions (POSDCORB) of Management.

Unit II - Planning – Importance, objectives, process, policies and procedures, types of planning, Decision making - Process of decision making, Types of decision, Problems involved in decision making.

Unit III: Organizing – Meaning, importance, principles of organizing, span of management, Patterns of organization – formal and informal organizations, Common organizational structures; departmentalization, Authority- delegation, centralization and decentralization, Responsibility – line and staff relationship;

Unit IV: Staffing - Sources of recruitment, Selection process, Training, Directing, Controlling – Meaning and importance, Function, span of control, Process and types of Control, Motivation, Co-ordination – Need and types and techniques of co-ordination - Distinction between coordination and co-operation - Requisites for excellent co-ordination - Systems Approaches and co-ordination.

Unit V: Emerging issues in Management – Total Quality management, Technology Management, Talent and Knowledge Management, Leadership, Organizational change and Development, Corporate Social responsibility

Reference Books:
5. Gupta, Sharma and Bhalla; Principles of Business Management; Kalyani Publications; 1st edition.
Bachelor of Business Administration (BBA) Syllabus

Paper Code: BB105

BASICS OF MARKETING

Objective: To provide an exposure to the students pertaining to the nature and Scope of marketing, which they are expected to possess when they enter the industry as practitioners. To give them an understanding of the basic philosophies and tools of marketing management.

Unit I: Introduction of Marketing: Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Production concept, Product concept, Selling concept, Marketing concept. Marketing Environment: Micro and Macro Environment


Unit V: Promotion Mix: Concept of Promotion Mix, Factors determining promotion mix, Promotional Tools –Types of Advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling; Distribution: Designing Marketing Channels Channel functions, Types of Intermediaries.

Reference Books:
Bachelor of Business Administration (BBA) Syllabus

Paper Code: BB106

BUSINESS ECONOMICS

Objective: The Purpose of this course is to apply micro economic concepts and tools for analyzing business problems and making accurate decision \(s\) pertaining to the business firms. The emphasis is given to tools and techniques of micro economics

Unit I: Business Economics Nature and Scope:
Introduction to business economics, characteristics, nature and scope concept of opportunities Cost, Incremental cost. Time perspective, Discounting and equi-marginalprinciple

Unit II: Demand Concepts & Elasticity of Demand.
Concept of Demand Determinates of demand, law of demand, exception to the law of demand, elasticity of demand, types of demand elasticity, uses of demand elasticity. Concept of Supply, Determinants of Supply, Law of Supply, Elasticity of Supply.

Unit III: Production and Cost Concepts:
Theory of production, production function, input output combination, short run production laws, law of diminishing marginal returns to scale, ISO-quant curves, ISO-cost curves

Unit IV: Budget line:
Cost concepts, cost classification, short run cost curves and long run cost curves, Experience curve. Economies and diseconomies to the scale, economies of scope.

Unit V: Market Structures and Pricing.
Concept of market, structures, perfect competition market and price determination, monopoly and abnormal profits, monopolistic completion market price determination, price discrimination. Oligopoly, features of oligopoly, syndicating in oligopoly, kinked demand curve, price leadership and market positioning.

Reference Books
Bachelor of Business Administration (BBA) Syllabus

Paper Code: BB204

ORGANIZATIONAL BEHAVIOUR

Objective: The main objective is to explain the fundamentals of managing business and to understand individual and group behavior at work place so as to improve the effectiveness of an organization.


UNIT-II: Motivation- Concept, importance and theories of motivation. Leadership - concept, characteristics, theories and styles of leadership, Managerial grid, Leadership continuum and Leadership effectiveness.

UNIT-III: Group Dynamics – Meaning of groups and group dynamics, Formation, Characteristics and Types of groups, Theories of group dynamics, Group cohesiveness - Factors influencing group cohesiveness - Group decision making process. Types of teams. Analysis of Interpersonal Relationship: Transactional Analysis, Johari Window.

UNIT-IV: Management of Change – Meaning and importance of change, Factors contributing to organizational change, Change agents, Resistance to change – causes of and dealing with resistance to change, Organizational Development - meaning and process.

UNIT-V: Organizational Culture, Conflict and Effectiveness- Concept of Organizational Culture, Distinction between organizational culture and organizational climate, Factors influencing organizational culture, Morale- concept and types of morale, Managing conflict, Organizational Effectiveness - Indicators of organizational effectiveness, Achieving organizational effectiveness. Organizational Power and Politics.

Reference Books

Bachelor of Business Administration (BBA) Syllabus

Paper Code: BB205

BUSINESS STATISTICS

Objective: The Objective of this course to provide a student an understanding of basic statistical tools to apply for management problems and analysis. The tools starting from data gathering, tabulation, presentation and analysing using basic statistical techniques like measures of central tendency, dispersion, kurtosis, correlation and regression.

Unit – I

Unit – II
Measures of Central Tendency:
Introduction to Averages – Requisites for a Measure of Central Tendency, Mean - Combined mean – Weighted mean, Median – Partition values – Quartiles, Deciles and Percentiles, Relationship between Partition values – Mode – Relationship between Mean, Median and Mode. Geometric Mean (GM) – Combined GM, Weighted GM, Harmonic Mean (HM). Relationship between Arithmetic Mean, Geometric Mean and Harmonic Mean – for Grouped and Ungrouped data and Advantages and Disadvantages of all the measures of CT.

Measures of Dispersion:
Introduction – Significance and Requisites of a Measure of dispersion, Range, QD, MD and SD- For Grouped and Ungrouped – Advantages and Disadvantages. Concept of Variation – Coefficient of Variation.

Skewness and Kurtosis (SK):

Unit – III

Unit – IV


Unit – V
Correlation Analysis: Scatter diagram, Positive and negative correlation, limits for coefficient of correlation, Karl Pearson’s coefficient of correlation, Spearman’s Rank correlation.
**Regression Analysis:** Concept, least square fit of a linear regression, two lines of regression, properties of regression coefficients (Simple problems only)

**Time Series Analysis:** Components, Models of Time Series – Additive, Multiplicative and Mixed models; Trend analysis- Free hand curve, Semi averages, moving averages, Least Square methods (Simple problems only).

**Reference Books**

Bachelor of Business Administration (BBA) Syllabus

Paper Code: BB206

BUSINESS LAW

OBJECTIVE: The objective is to introduce the students to various regulations affecting business and to familiarize the students with regulation relating to business.


Unit 3: INFORMATION LAWS AND RTE - Right to Information Act, 2005: Objectives of the RTI Act, Scope, SuoMoto disclosure, Method of seeking information, Eligibility to obtain information, Authorities under the Act..


Reference Books

1. K. Aswathappa, Business Laws, Himalaya Publishing House,
2. K.R. Bulchandni: Business Laws, HPH.
Bachelor of Business Administration (BBA) Syllabus

Paper Code: BB301 - SEC-I (Common course) – Semester III

Personality Development and Communication Skills

Objective:

To create awareness and motivation among UG learners about personality development in terms of their basic skills including goal setting and time management: To train the learners adequately by exposure to theory and practice pertaining to these skills.

The Syllabus:

Unit – I Basics of English - Tenses, reported speech: Acquiring the Communication skills – Interpersonal skills, Speaking skills (brief speeches, group discussion); Writing skills (paragraph, Summary, note making, Editing, business letters)

Unit – II Acquiring the soft Skills for personality development: Body language: goal setting Time Management: Emotional Intelligence: Problem-solving; Team work

Reference Books:


(Total 16 topics to be taught in 25-30 hrs during the semester)
Objective: To familiarize students with the mechanics of preparation of financial statements, understanding corporate financial statements, their analysis and interpretation.

Unit I: Introduction to Financial Accounting: Accounting as an Information System, Importance and Scope, Limitations; Users of accounting information; Accounting Concepts, Principles and Conventions – Generally Accepted Accounting Principles; The Accounting Equation; Nature of Accounts

Unit II: Types of books (Primary and Secondary); Rules of Debit and Credit; Recording Transactions in Journal; Preparation of Ledger Accounts; ledger balancing; Opening and Closing Entries

Unit III: Preparation of Trial Balance; Preparation of Financial Statements: Trading Account, Profit & Loss Account and Balance Sheet, Adjustment Entries, Understanding contents of financial statements of a joint stock company as per the Companies Act 2013.


Unit V: Indian Accounting Standards (Ind-AS): Concept, benefits, procedure for issuing Ind-AS in India, salient features of Ind-AS issued by ICAI; International Financial Reporting Standards (IFRS): Main features, uses and objectives of IFRS, IFRS issued by IASB.

Reference Books:

1. Tulsian, P.C., Financial Accounting, Pearson
2. T.S. Grewal, Introduction to Accountancy, Sultan Chand
5. Balwani, Nitin, Accounting and Finance for Managers
Objective: The aim of this course is to introduce to student the basic concepts related to Human Resource Management which can form foundation to understanding advanced concepts in managing human resources in an organization.


Reference Books:

1. Human Resources - Bernadin H. John. TMH.
Bachelor of Business Administration (BBA) Syllabus

Paper Code: BB306

INTRODUCTION TO INFORMATION TECHNOLOGY

Objective: The Objective of this course is to familiarize a management student to basics of IT, its applications and importance to present day management and organization.

Unit I: Introduction to IT

Computer Systems- Hardware -I/O devices, Memory devices, Processors-Software - classification of software- systems software, Application software- Operating Systems- Definition- Types of OS- Understanding of GUI- Networks- Definition- Types of Network- LAN, WAN- Network Topologies- Physical Communication Media-TCP/IP, OSI Model.

Unit II: Introduction To IS


Unit III: Multimedia Concepts


Unit IV. Internet & Security Issues

Internet – History- Internet Addressing and architecture-WWW – Architecture-Browser- Servers-Search engines -Internet Services- Email- Chatting- Messaging- Groups- Social Networking- Internet in Business- definition of e-commerce, m-commerce- types of online business-Security Issues in Internet.

Unit V: Office Management Applications.

Intranets, Extranets, VPN- Internet Telephony- Group ware- audio and video Conferencing- Wireless Communication- WLANS- Definitions of Blue tooth- Wi Fi- Wi Max- RFID-Use of Spreadsheets for office- spread sheet applications (MS-EXEL)-Use of Databases for the Office(MS-ACCESS)- Database applications.

Reference Books:

Bachelor of Business Administration (BBA) Syllabus

Paper Code: BB307

INFORMATION TECHNOLOGY LAB

Objective: The aim of this course is to give a management students practical experience on working in typical office software like MS-OFFICE.

Unit I: MS-EXCEL

Advanced Options of MS-EXCEL:
- a) Statistical tools – use statistical functions such as average, Standard Deviation, ANOVA, etc.
- b) Financial Tools – use of Financial Functions such as NPV, IRR etc.
- c) Date Functions
- d) Building Simple Macros.

Unit II: MS-ACCESS

Reference Books:
2. Paul Cornell, “Accessing & Analyzing DATA with MS-EXCEL”.
FINANCIAL MANAGEMENT

Objective: To acquaint students with the techniques of financial management and their applications for business decision making.

Unit I: Nature of Financial Management: Finance and relation with other disciplines; Scope of Financial Management; Profit Maximization, Wealth Maximization - Traditional and Modern Approach of FM; Functions of finance – Finance Decision, Investment Decision, Dividend Decision; Objectives of Financial Management; Organisation of finance function;

Unit II: Concept of Time Value of Money, compounding, discounting, present value, future value, and annuity; capital budgeting –meaning, features; applications of discounting in capital budgeting –NPV, IRR, calculation of NPV and IRR

Unit III: Sources of Long term finance- features of equity shares, preference shares, debentures, long term loans; Capital Structure – meaning, determinants of capital structure; cost of capital – component costs of capital, weighted average cost of capital; Dividend Policy Decision – types of dividend, determinants of dividend policy.

Unit IV: Working Capital Management: gross versus net working capital, determinants of working capital; Management of Cash - Preparation of Cash Budgets (Receipts and Payment Method only); Cash management technique (Lock box, concentration banking)

Unit V: Receivables Management – Objectives; Credit Policy, Cash Discount, Debtors Outstanding and Ageing Analysis; Inventory Management (Very Briefly) - ABC Analysis; Minimum Level; Maximum Level; Reorder Level; Safety Stock; EOQ (Basic Model)

Reference Books

Bachelor of Business Administration (BBA) Syllabus

Paper Code: BB405

MARKETING RESEARCH

Objective: To provide an exposure to the students pertaining to the nature and Scope of marketing research, which they are expected to possess when they enter the industry as practitioners. To give them an understanding of the basic techniques and tools of marketing research.


Unit II: Sources of data, Primary data and Secondary data, Survey method of data collection, Observation method – Types of observation, Interview, Depth interview, Focus group interview, Questionnaire, Method, Steps in design of a questionnaire

Unit III: Secondary method of data collection: Advantages & Disadvantages of Secondary Data, Criteria for evaluating secondary sources, Secondary sources of data in Indian Context,


Unit V: Sampling: Sampling techniques, Data Analysis: Z test (mean, diff. of mean, diff. of proportion) t test (mean), paired t test, Chi square test. Introduction to theoretical concept of ANOVA,

Reference Books:

Objective: The objective of this paper is to make the students emphasize the importance of ethics in business, practices of good corporate governance and corporate social responsibility.


Unit II Corporate governance: concept, Need to improve corporate governance standards, Features of good governance, Role played by regulators to improve corporate governance, accounting standards and corporate governance, corporate disclosure, insider trading.

UNIT III Relevance of The Board –Quality, Composition and role of Board, Outside Directors on the board (independent, nominee), Executive and Non-Executive directors, SEBI clause 49, directors and financial institutions in enhancing corporate governance, critical issues in governance of board directors, CEO Duality.

Unit IV Role of auditors in enhancing corporate governance - duties and responsibilities of auditors, corporate governance and internal auditors, Whistle blowing: Kinds of whistle blowing, precluding the need for whistle blowing. Discrimination, affirmative action, and reverse discrimination: Equal employment opportunity, Affirmative action, Preferential hiring.

Unit- V Corporate social responsibility: Meaning, Evolution of corporate social responsibility, common indicators for measuring business social performance, reporting social responsibility measures in annual report.

Reference Books:

2. N. Gopalswamy: Corporate governance a new paradigm A H Wheeler Publishing Co Ltd.
4. A.C. Fernando: Business Ethics Pearson Education.
5. A.C. Fernando: Corporate Governance Pearson Education.
MODEL PAPER FOR BBA (CBCS)

Code No.

FACULTY OF MANAGEMENT
SKILL ENHANCEMENT COURSE

III & IV SEMESTER (NEW) EXAMINATION, 2017

Internal Exam (Max Marks – 10)

a) 10 bits Multiple Choice Question 10 x ½ = 5 Marks
b) Fill in the blank 10x ½ = 5 Marks

External Exam (University Examination) (Max Marks – 40)

PART – A

Answer all questions (Short Answer Type) (5x2 =10 Marks)

1. a) 
   b) 

PART – B

Essay Answer Type (2x15 =30 Marks)

2. a) 
   OR 
   b) 
3. a) 
   OR 
   b) 

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