

# *Faculty of Management*

*P.K.University*

*Shivpuri (MP)*



**Evaluation Scheme & Syllabus**  
**Bachelor of Business Administration**  
**(BBA)**  
**(Effective from session 2019-20)**

# Evaluation Scheme

## SEMESTER I

Sr. No	Subject Code.	Name of Subject	Assignment		Mid Sem (If any)		Theory		Practical		Total
			Max Marks	Min Marks.	Min. Marks	Max. Marks.	Max. Marks	Min Marks.	Max. Marks	Min. Marks	
1.	BBA-101	English Language	30	12			70	28			100
2.	BBA-102	Business Communication	30	12			70	28			100
3.	BBA-103	Economics	30	12			70	28			100
4.	BBA-104	Accountancy	30	12			70	28			100
5.	BBA-105	Introduction to Computer.	30	12			70	28			100

## SEMESTER II

Sr. No	Subject Code.	Name of Subject	Assignment		Mid Sem (If any)		Theory		Practical		Total
			Max Marks	Min Marks.	Min. Marks	Max. Marks.	Max. Marks	Min Marks.	Max. Marks	Min. Marks	
1.	BBA-301	Principles of Management	30	12			70	28			100
2.	BBA-302	Business Statistics	30	12			70	28			100
3.	BBA-303	Financial Accounting	30	12			70	28			100
4.	BBA-304	Business Law	30	12			70	28			100
5.	BBA-305	Indian Culture & Business Ethics	30	12			70	28			100

## SEMESTER III

Sr. No	Subject Code	Name of Subject	Assignment		Mid Sem (If any)		Theory		Practical		Total
			Max Marks	Min Marks	Min. Marks	Max. Marks	Max. Marks	Min Marks	Max. Marks	Min. Marks	
1.	BBA-301	Marketing Management	30	12			70	28			100
2.	BBA-302	Personnel Management	30	12			70	28			100
3.	BBA-303	Financial Management	30	12			70	28			100
4.	BBA-304	Production Management	30	12			70	28			100
5.	BBA-305	Business Organization	30	12			70	28			100

## SEMESTER IV

Sr. No	Subject Code	Name of Subject	Assignment		Mid Sem (If any)		Theory		Practical		Total.
			Max Marks	Min Marks.	Min. Marks	Max. Marks.	Max. Marks	Min Marks.	Max. Marks	Min. Marks	
1.	BBA-401	Organisational Behaviour	30	12			70	28			100
2.	BBA-402	Business Policy	30	12			70	28			100
3.	BBA-403	Quantitative Techniques	30	12			70	28			100
4.	BBA-404	Research Methodology	30	12			70	28			100
5.	BBA-405	Entrepreneurship	30	12			70	28			100

## SEMESTER V

Sr. No	Subject Code	Name of Subject	Assignment		Mid Sem (If any)		Theory		Practical		Total
			Max Marks	Min Marks	Min. Marks	Max. Marks	Max. Marks	Min Marks	Max. Marks	Min. Marks	
1.	BBA-501	Management Information System	30	12			70	28			100
2.	BBA-502	Retail Concept & Strategies	30	12			70	28			100
3.	BBA-503	Management of Financial Services	30	12			70	28			100
4.	BBA-504	Comprehensive Viva	30	12			70	28			100
5.	BSM-I	(Marketing Specialization) Consumer Behaviour	30	12			70	28			100
6.		(Finance Specialization) Management of Working Capital	30	12			70	28			

## SEMESTER VI

Sr. No	Subject Code	Name of Subject	Assignment		Mid Sem (If any)		Theory		Practical		Total.
			Max Marks	Min Marks	Min. Marks	Max. Marks.	Max. Marks	Min Marks.	Max. Marks	Min. Marks	
1.	BBA-601	Environmental Studies	30	12			70	28			100
2.	BBA-602	Financial Management: Security Analysis & Investment Management	30	12			70	28			100
3.	BBA-603	Human Resource Management: Organizational Development.	30	12			70	28			100
4.	BBA-604	Marketing Management: Sales Management.	30	12			70	28			100
5.	BBA-605	Field Work & Comprehensive Viva.	30	12			70	28			100

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**I YEAR I SEMESTER**  
**BBA 101: ENGLISH LANGUAGE**

**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.

**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 who Question, Yes/No Questions.
- Exclamatory sentences.

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

**(f) Verb Structures** (Infinitive and gerundial)

**(g) Linking devices**

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

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

### **Unit-II Reading Comprehension**

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

### **Unit – III**

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

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

### **Unit – IV Speaking**

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

### **Reference Books :**

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

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**I YEAR I SEMESTER**  
**BBA 102: BUSINESS COMMUNICATION**

**Course Objectives:**

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

**Course Content:**

**Unit – I Communication:**

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

**Unit – II Oral Communication:**

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

**Unit – III Interview:**

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

**Unit – IV Written Communication:**

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

**Unit – V Non Verbal Communication:**

Types and its uses and Importance in Business Communication

**Reference Books :-**

Murphy & Pack : Effective Business Communication MC Graw Hill Book Co. New York 19126  
Thomas & Howard : A Text Book in Applied Communication Prentice Hall Inc. New Jersey M.V. Rodriguez  
Business Communication K.K Sinha : Business Communication.

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**I YEAR I SEMESTER**  
**BBA 103: ECONOMICS**

**Course Objectives:**

The Objectives of This Paper is to familiarize the Students with the Theoretical Concepts in Economics.

**Course Content:**

**Unit-I**

**Introduction to Economics:** Definition Curve, Supply Curve, Market & Firm's Equilibriums, Economics. **Demand & Supply:** Demand Curve, Supply Curve, Market & Firm Equilibrium, Elasticity of Demand

**Unit-II**

**Utility Analysis:** Marginal Utility Analysis & Indifference Curve Analysis of Demand Consumers Surplus.

**Pricing:** Price Equilibrium under different Market Conditions

**Unit-III**

**Factors of production and their Rewards:** Rent, Interest, Wages & Profit, Laws of Production, Least Cost input Combination.

**National Income:** Related Concepts, its Measurement & Analysis.

**Unit-IV**

**Public Finance :** Fiscal Policy, Public Revenue Public Expenditure, Deficit Financing, Central Budget, Taxation Value Added Tax.

**Unit-V**

**Planning:** Economics Growth & Development, Five Year Plans & Their Achievement, Ninth Five Year Plan.

**New Economics Policy:** Liberalization, Globalization & Privatization

**Reference Books :**

M.L.Sharma: Economics (C.A. Foundation)

M.L. Seth: Principles of Economics

Ahuja: Principles of Economics Dutta & Samuelson :

Micro Economics K.K. Dewatt :

Modern Economics Theory



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**I YEAR I SEMESTER**  
**BBA 104: Accountancy**

**Course Objectives:**

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

**Course Content:**

**Unit – I**

**Accounting:** Meaning Scope & Relationship with other Functional Areas, 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**

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

**Unit - IV**

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

**Unit - V**

**Bank Reconciliation Statement:** Objective, Importance & Techniques.

**References Books :**

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

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**I YEAR I SEMESTER**  
**BBA 105: Introduction to Computer**

**Course Objectives:**

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

**Course Contents:**

**Unit – I**

Computer System Concepts and Characteristics, Basic Components of Computer System.

**Unit – II**

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

**Unit – III**

Application Software – Word Processing, Spread Sheet, Presentation Graphics and DTP.

**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, Email, www, Viruses Antivirus, Antispyware, fire wall

**Reference Books :**

Texali – Pc Software

P.K. Sinha – Fundamentals of Computer

Loen – Fundamentals of Information Technology, Vikas Publication

V. Raja Raman – Fundamental of Computer, Prantice Hall

Saxena – First Course in Computer, Vikas Publication

S. Jaiswal – Computer Today, Galgtia Publication

Dhiraj Sharma – Foundations of Excel Books

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**I YEAR II SEMESTER**  
**BBA 201: Principles of Management**

**Course Objectives:**

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

**Course Contents :**

**Unit – I**

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

**Unit – II**

**Planning:** Objective, Strategies and Policies.

**Unit – III**

**Organizing:** The System and Process of Controlling, Control Techniques.

**Unit – IV**

**Directing:** Leadership and Motivation.

**Unit – V**

**Controlling:** The System and Process of Controlling Control Techniques.

**Reference Books :**

- Rovwer J.C. & Daniel : Management & Practice, John Wiley & Sons  
Koontz & Eldritch : Management, International Student Edn. Tokyo 1970  
R.D Agrawal : Organization & Management Mc Graw Hill, New Delhi.  
Newman & Warran : The Process of Management : Concepts, Behaviour and Practice, P.H.I  
Diwan & Agrawal : Management, Principle and Practices, Excel Books.

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**I YEAR II SEMESTER**  
**BBA 202: Business Statistics**

**Course Objectives:**

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

**Course Content :**

**Unit – I**

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

**Unit – II**

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

**Unit – III**

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

**Unit – IV**

Dispersion – Quartile Deviation, Mean Deviation and Skewness.

**Unit – V**

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

**Reference Books :**

D.N. Elhance: Fundamental of Statistics, KitabMahal Allahabad

S.P. Gupta : Business Statistics, Sultan Chand and Sons, New Delhi

R.S. Bhardwa: Business Statistics, Excel Books

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**I YEAR II SEMESTER**  
**BBA 203: Financial Accounting**

**Course Objectives:**

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

**Course Content :**

**Unit – I**

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

**Unit – II**

Fund Flow Statement, Cash Flow Statement BEP Analysis

**Unit – III**

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: •**

Financial Account	:	Dr. S.N. Maheshwari
Financial Accounting	:	R.L. Gupta
Advanced Accountancy	:	S.M. Shukla
Modern Accountancy	:	Mukherjee & Hanif

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**I YEAR II SEMESTER**  
**BBA 204: Business Law**

**Course Objectives:**

This Course is to Provide the Basic Knowledge of Business laws Useful in Business Operation.

**Course Content :**

**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.

**Unit – IV**

Law of Sale of Goods Act. Conditions & Warranties.

**Unit – V**

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

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**I YEAR II SEMESTER**

**BBA 205: Indian culture and business ethics**

**Course Objectives:**

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

**Course Content :**

**Unit – I**

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

**Unit – II**

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

**Unit – III**

Nature of Business Ethics : Definition, Approaches and Evolution of Business Ethics, 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 .

**Reference Books :•**

Rogene A. Buchloz and Sandra B. Rasenthal, Business Ethics, New Delhi, PHIPvt. Ltd. 1998

K. Chakraborty, Ethics, New Delhi, Oxford University Press, 19912

S.K. Bhatia Business Ethics & Managerial Values.

Rituparna Raj, A Study in Business Ethics, Himalaya Publishing House

N.M. Khandelwal, Ethics & Values for Mangers, Himalaya Publishing House.

A.N. Tripathi, Human Values, New Age International

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**II YEAR III SEMESTER**  
**BBA 301: Marketing Management**

**Course Objectives:**

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

**Course Content:**

**Unit-I.**

Nature and Scope of Marketing, Management philosophies, Marketing system and Environment, consumer Behaviors, 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.

**Reference books:**

Philip Kotler , Principles Marketing , Prentice Hall of India.

William J. Stanton. Fundamentals of Marketing McGraw, New Dehli.

Ramaswamy and Namkumari , marketing management Analysis planning and Control In Indian context.

Rajan Saxena , Marketing Management Tata Mc• Graw Hilt.



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**II YEAR III SEMESTER**  
**BBA 302: PERSONNEL MANAGEMENT**

**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 Content:**

**Unit-I**

Concepts and Functions of personal, management. Structure and Role of Personnel Management.

**Unit-II**

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

**Reference books:•**

Rustoms Davar : **Personnel** Management and Industrial Relation, ani Books, New Deli.

Edwin Philip Principles of Personnel Management, Mc graw Hill, International book Co., New Delhi.

M.S. saiyedhin, Personnel Management, Tata Mc Graw Hill, International Book co., New Delhi.

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**II YEAR III SEMESTER**  
**BBA 303: Financial Management**

**Course Objective :**

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

**Course Content:**

**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, payback Period, Accounting rate of return , Discounted cash flow method and Internal rate return.

**Reference books :•**

khan and jam : Financial management, Tat, Mc Graw Hill, NewDelhi.

S.C.kucchal :Financial Management , Chaitnya , Pub. House .

R.K. Sharma and Shashi K. Gupta , Financial Management.

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**II YEAR III SEMESTER**  
**BBA 304: Production Management**

**Course Objective :**

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

**Course Content:**

**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 workstudy.

**Unit-IV**

Routing, Scheduling, CPM and PERT, Inventory management.

**Unit-V**

Demand Forecast, Quality Control and Plant Maintenance.

**Reference books :•**

B.S. Goel : Production Operations Management (Pragati prakashn, Meerut)

Basotia and Sharma : Production and Operation Management , Mangaldeep Pub.

E.S. Buffa Production Planning abd control.

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**II YEAR III SEMESTER**  
**BBA 305: Business Organization**

**Course Objective :**

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

**Course Content:**

**Unit–I**

**Business Organization** – 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 Organizations – 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, functions of SIDBI Multinational Corporations and Indian Transnational Corporations, Concept, 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 :•**

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

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**II YEAR IV SEMESTER**  
**BBA 401: Organization Behaviour**

**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 Content:**

**Unit – I**

Introduction to Organizational Behaviours, Group dynamics, Power, Politics and Conflicts

**Unit – II**

Leadership and supervision Communication.

**Unit – III**

Motivation, Culture systems, performance evaluation

**Unit – IV**

Conflict resolution management.

**Unit – V**

Organization development Organizational change,

**Reference Books :**

Keith Devis : Organizational Behavior, Tata McGraw Hill, New Delhi.

S.P.Robbins: Organizational Behavior, Prentice Hall of India Ltd. New Delhi,

Sarma V.S. Velux: Organizational behavior Jaico Publishing House New Delhi.

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**II YEAR IV SEMESTER**  
**BBA 402: Business Policy**

**Course Objective:**

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

**Course Content:**

**Unit-I**

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

**Unit-II**

Mission & purpose , Business definition & objectives.

**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 :**

- |                |   |
|----------------|---|
| Azhar Kazmi :  | Business Policy                         |
| P.K. Ghosh :   | Business Policy                         |
| Satish Seth :  | Corporate Strategy                      |
| L.M. Prasad. : | Business Policy & Strategic Management. |

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**II YEAR IV SEMESTER**  
**BBA 403: Quantitative Techniques**

**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 Content:**

**Unit – I**

Nature and Importance of quantitative Techniques in statistical data interpretation.

**Unit – II**

Standard Deviation, Variation, Covariance.

**Unit – III**

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

**Unit - IV**

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

**Unit – V**

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

**Reference Books :•**

D.N. Elhanc: Practical Problems in statistics fundamentals of statistics.

B.N. Gupta: Statistics

S.P. Gupta: Statistics Methods

Richard Levi: Statistics for Management .

Dr. Aditham B. Ra: Quantitative Techniques

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**II YEAR IV SEMESTER**  
**BBA 404: Research Methodology**

**Course Objective:**

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

**Course Content:**

**Unit – I**

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

**Unit – II**

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

**Unit – III**

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

**Unit – IV**

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

**Unit – V**

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

**Reference Books :•**

- |               |   |  |
|---------------|---|--|
| C.R. Kothari  | : | Research Methodology                       |
| Sadhu & singh | : | Research Methodology in .Social science    |
| Dwivedi R.S.  | : | Research Methodology in Behavioral science |
| Michael V.P.  | : | Research Methodology in Management         |



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**II YEAR IV SEMESTER**  
**BBA 405: Entrepreneurship**

**Course Objective:**

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

**Course Content :**

**Unit I:**

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

**Unit II:**

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

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

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

**Unit V:** Institutional Support to Entrepreneurs: Needs, Support Institutions. Nation Small Industry Corporation Ltd.(NSIC), Small Industries Development Organization(SIDO), Small Scale Industries Board(SSIB), State Small Industries Development Corporation(SSIDC), Small Industries Service Institutes(SISI), Direct Industries Centers (DICs), Industrial Estates, Specialized Institutes and Technical Consultancy Organizations(TCOs).

**Reference Books :•**

S.S. Khanka, Entrepreneurial Development, New Delhi. Chand and Sons. 2nd Ed. 3000

Vasant Desai, Dynamics of Entrepreneurial Development and Management, Bombay, Himalaya Publishing House, 4th Ed. 3000•

Entrepreneurship Development• Centre for Research and Industrial Staff Performance, New Delhi., Tata McGra• Hil,11998

Thomas W. Zimmerer and Norman M. Scarborough, Entrepreneurship and New Venture Formation, New Delhi. Prentice Hall of India, 1996

Hisrich, Entrepreneurship(Special Indian Edition), 6th Edition, McGraw• Hill Education.

***Bachelor of Business Administration***  
***(Faculty of Management)***  
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**III YEAR V SEMESTER**  
**BBA 501: Management Information System**

**Course Content :**

**Unit –I**

MIS Concept & its utility Role of computer in MIS Strategic issues & corporate management information system Process of MIS Development information need Planning organization & control.

**Unit –II**

Preparation of MIS Design, selection of design document. Conversion of Manual MIS into Computerized MIS.

**Unit –III**

Organization of Computer, its functional units, introduction to computer software's, use of computer in MIS, emerging Trends in computers microcomputer & its application.

**Unit –IV**

MIS & decision making, phases of Decision –making process, IS Support to decision making process.

**Unit –V**

Implementation of MIS, its stages & evaluation of the system, Maintenance of the system.

**Reference Books :**

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

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**III YEAR V SEMESTER  
BBA 502: Retail Concepts & Strategies**

**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 :•**

Retailing management by Swapna Pradhan, TataMcGraw Hills.  
Retailing management by Suja R.Nair, Himalaya Publication.  
Retailing management by Gibson G.Vedamani, Jaico Books.  
Retail management by Michael Levy, TataMcGraw Hills.  
Retail management by Chetan Bajaj, Rajnish Tuli & Nidhi Shrivastava

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**III YEAR V SEMESTER**  
**BBA 503: Management of Financial Services**

**Course Objective :**

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

**Course Content:•**

**Unit I**

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

**Unit II**

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

**Unit III**

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

**Unit IV**

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

**Unit V**

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

**Reference Books :•**

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

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**III YEAR V SEMESTER  
BBA 504: COMPREHENSIVE VIVA**

Scheme of examination :100 marks

***Bachelor of Business Administration  
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**III YEAR V SEMESTER  
BBA-BSM-01: (Marketing Management- Specialization)  
Consumer Behaviour**

**Course Objective;**

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

**Course Content:•**

**Unit-I**

Consumer behavior studies. Scope and their application. Consumers need and motives Consumer as a perceiver and learner.

**Unit-II** Consumer's influence of personality and attitude on buying behaviour: Group dynamics and Consumer buying behavior, Reference groups. Personal influence and opinion leadership Process.

**Unit-III**

Model of Consumer decision making process : Model of Consumer behaviours : Family decision making : Diffusion of innovation;

**Unit-IV**

Social economic and culture aspects of India Consumer market, Social classes and their influence on Consumer behavior:

**Unit-V**

Model of Industrial buying behaviours pattern of industrial buying behaviour in India.

**Reference Books :•**

Assael, Henry. 'Consumer behaviour and Marketing Action. BRDed.19812 Kent Roston  
Blattberg, R.C. and Nesling S.A. Sales Promotion Concepts. Methods and Strategies. 1990. Prentice Hall New York.  
Engel, J.F. and Blackwell R.D. Consumer behaviour 1982 D. yden Chicago.

***Bachelor of Business Administration***  
***(Faculty of Management)***  
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**III YEAR V SEMESTER**

**BBA-BSF-01: (Financial Management- Specialization)**  
**Management of Working Capital**

**Course Objectives:•**

To acquaint & equip the student with the conceptual knowledge of Management of working capital mainly concerned with current assets & liabilities & methods of raising short term finance.

**Course Content:•**

**Unit-I**

Introduction to Working Capital, Nature, Scope and Importance of Working capital Management

**Unit-II**

working capital, its conceptual knowledge, determinants of working capital, Risk•returns trade off.

**Unit-III**

Cash Management & marketable securities, cashplanning.

**Unit-IV**

Credit Management, Optimum Credit policy.

**Unit-V** Inventory Management, Importance & goals of inventory Management, main techniques of inventory Management, Selective Inventory Control.

**Reference Books :•**

S.C.Kuchhal : Financial Management	:	Chaitanya Publishing House Allahabaci.
Khaw & Jam : Financial Management	:	Tata Mc-Graw Hill : New Delhi.
I.M. Pandey : Financial Management	:	Vikas Pub. New Delhi
Basant Rai: QarDorate Financial Mgt	:	Tata Mc Graw Hill New Delhi

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**III YEAR VI SEMESTER**  
**BBA 601: Environmental Studies**

**Objectives:**

To create awareness regarding Environment amongst students

**Course Content: •**

**Unit – I**

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

**Unit-II**

Renewable and nonrenewable resources : Natural resources and associated Problems. Forest resources Use and over• exploitation, deforestation, case studies Timber extraction, mining, dams and their effects on forests and tribal people. Water resources Use and over• utilization of surface and ground water floods, drought, conflicts over water , dams benefits and problems. Mineral resources : Use and exploitation, environmental effects of extracting and Using mineral resources, cases studies Food resources : World food problems, changes caused by agriculture and overgrazing, effect of modern agriculture, fertilizer pesticide problems water logging, salinity, case studies. Energy resources Growing energy needs, renewable and non• renewable energy sources, use of alternate energy sources Case studies. Land resource : Land as a resource, land degradation, man induced landslides, soil erosion and desertification. . Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles.

**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. Introduction, types, characteristic features, structure and function of the following ecosystem: Forest ecosystem, Grassland ecosystem, Desert ecosystem Aquatic ecosystem (ponds, streams, lakes, rivers, oceans, estuaries.

#### **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. Biodiversity at global, National and local levels. India as amega• diversity nation. Hot•spots of biodiversity. Threats to biodiversity : habital loss, poaching of wildlife, man wildlife conflicts. Endangered and endemic species of India.

#### **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, Solid waste Management Causes, effects and control measure of urban and industrial wastes. Role of an individuation prevention of pollution. Pollution case studies. Disaster management: floods, earthquake, cyclone and landslides.

#### **Reference Books :•**

- Agrawal. K.C. 3001 Environmental Biology Nidi Pub.Ltd Bikaner.  
Bharuch Irach. The Biodiversity of India Mapin Publishing Pvt Ltd.Abmedabad•370 011, India Email mapin@icenet net@.  
Burnner R.C. 1989 Hazardous Wasteincineration .McGraw Hills Inc.470 p.  
Cark R S,Marine pollution, Clanderson press oxford(TB)  
Cunnigham W P. Cooper.T H Gorhani, E.& Herworth, M.T. 3001. Environment Encycloredia., Jalco Publi. House Mumbai.,1196 P.  
D.A.K., Environment Chemistry,Wiley Eastern Ltd.  
Dawn to Earth, Centre for Science and Environment (R)  
Gelek, H Population 1993 Water in erisis, Pacific Institute for Studies mDev, Environment & Security Stockholm En•institute Oxford Univ. press 4123 p.  
Hawkins R.E. Encyclopedia of Indian Natural History. Bombay Natural History Society, Bombay (R).  
Haywood, V H & Watson, It R.T. 1995.Global Biodiversity Assessment, Cambridge University. Press 1140P.



***Bachelor of Business Administration***  
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**III YEAR VI SEMESTER**

**BBA 602: Financial Management:  
Security Analysis & Investment Management.**

**Objectives:**

The objective of the course is to help the students in understanding the Security Market, its components and Analysis.

**Course Content:•**

**Unit – I**

Meaning and definition of Security, Types of Investment, Advantages and Limitation of various types of Investment.

**Unit – II**

Indian Capital market, Saving Pattern, NSE & BSE.

**Unit – III**

Regulatory Agencies : RBI, SEBI, AIVIFI.

**Unit – IV**

Fundamental Analysis• Economy, Company Analysis, Top down, Bottom up Approach.  
Technical analysis• Meaning and concepts.

**Unit – V**

Introduction to Derivative market• Futures, Options, Forward Contracts.

**Reference Books :•**

Investment Management :	Prassana Chandra, Tata Mcgrawhills
Investment Management :	IM Pandey, Vikas Publication
Security Analysis. & :	Bhatt, Excel Publication
Portfolio Management	

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**III YEAR VI SEMESTER**

**BBA 603: Human Resource Management:  
Organizational Development.**

**Course Objectives:**

The Objective of the course is to help student to gain understanding of need and Method of Management development.

**Course Content:**

**Unit-I**

Rationale for training in organizations. Determining training needs.

**Unit-II**

Method of Training On the Job and off the job, Evaluation of training.

**Unit-III**

Planning for training and Development. Organizing the training Department:

**Unit-IV**

Staffing the training Department, Controlling training.

**Unit-V**

Human Resources Development Climate in India organizations.

**Reference Books :•**

T.U. Rao Recent Experiences in Human Resources Department, Oxford & IBH publication, New Delhi.

S.K.Chakravorty, Managerial Depot & Appraisal, Machillan Co., Ltd., New Delhi.

Iswar Dhyal, Management Training in organisation practice Hall Indian Ltd., New Delhi

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**III YEAR VI SEMESTER**

**BBA 604: Marketing Management: Sales Management**

**Course Objectives:**

The objective of this course is to expose the student to the Modern Sales Management concept and techniques and help him to develop abilities and skill required For effective Sales Management

**Course Content:**

**Unit-I**

Introduction to Sales Management, Scope and nature of Sales Management.

**Unit-II**

Planning for Sales Management • Sales Organization Sales Potential Sales forecasting.

**Unit-III**

Sales Budgeting Sales Purchasing & Sales Quota, Development of Sales Strategy.

**Unit-IV**

Operational Sales Management. Selection Training compensation and motivation of sales forces personal.

**Unit-V**

Evaluation of sales techniques and control of sales.

**Reference Books :•**

Still Cundiff. Sales Management : Decision strategies and cases, Prentice Hill India Ltd.

Vacon Joseph : Sales Management. Prentice Hill India.

Wateruba Thomas : Sales Management, Rinehart India.

Kirkpatrick : Salesmanship, Taraporewala and Sons Bombay.

***Bachelor of Business Administration***  
***(Faculty of Management)***  
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**III YEAR VI SEMESTER**

**BBA 605: FIELD WORK AND COMPREHENSIVE VIVA• VOCE**

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.