



Dr. Rammanohar Lohia Avadh University, Ayodhya

National Education Policy-2020

Syllabus for

COURSE- B.B.A. / B.B.A. Honours

(Dr. Rammanohar Lohia Avadh University, Ayodhya)

Year	Sem	Subject	Paper Code	Paper Name	Marks (I+E)*	Credit
I.	I	Paper-1	F0160601T	Principles of Management	100(25+75)	3
	I	Paper-2	F0160602T	Business Economics	100(25+75)	3
	I	Paper-3	F0160603T	Basic Accounting	100(25+75)	3
	I	Paper-4	F0160604T	Business Statistics	100(25+75)	3
	I	Paper-5	F0160605T	Business Ethics & Governance	100(25+75)	3
	I	Paper-6	F0160606T	Computer Applications	100(25+75)	3
	I	Co-curricular		First Aid and Health	100	2
				Total	700	20
I.	II	Paper-1	F0260601T	Organizational Behaviour	100(25+75)	3
	II	Paper-2	F0260602T	Business Finance	100(25+75)	3
	II	Paper-3	F0260603T	Human Resource Development	100(25+75)	3
	II	Paper-4	F0260604T	Marketing Theory & Practices	100(25+75)	3
	II	Paper-5	F0260605T	Business Mathematics	100(25+75)	3
	II	Paper-6	F0260606T	Advertising Management	100(25+75)	3
	II	Co-curricular		Human Values and Environmental Studies	100	2
				Total	700	20

AFTER SUCCESSFULLY COMPLETING 1st YEAR , CERTIFICATE COURSE IN B.B.A. (40 CREDITS)WILL BE AWARDED

huf 24/10/2024 24.5.25

Year	Sem	Subject	Paper Code	Paper Name	Marks (I+E)*	Credit
3.	V	Paper-1	F0560601T	Entrepreneurship & Small Business Management	100(25+75)	4
	V	Paper-2	F0560602T	Sales Management	100(25+75)	4
	V	Paper-3	F0560603T	Industrial Relations & Labor Laws	100(25+75)	4
	V	Paper-4	F0560604T	Company Accounts	100(25+75)	4
	V	Research Project	F0560605R	Field Survey Report Evaluation & Viva-Voce	100 (50+50)	4
				Total	500	20
3.	VI	Paper-1	F0660601T	Project Management	100(25+75)	4
	VI	Paper-2	F0660602T	Goods & Services Tax	100(25+75)	4
	VI	Paper-3	F0660603T	Auditing	100(25+75)	4
	VI	Paper-4	F0660604T	International Trade	100(25+75)	4
	VI	Research Project	F0660605R	Summer Training Project Report and Viva-Voce	100(50+50)	4
				Total	500	20

AFTER SUCCESSFULLY COMPLETING 3rd YEAR , BACHELOR'S DEGREE IN B.B.A. (80+40=120 CREDITS)WILL BE AWARDED

OR

Year	Sem	Subject	Paper Code	Paper Name	Marks (I+E)*	Credit
3.	V	Paper-1	F0560601HT	Entrepreneurship Development & Startups	100(25+75)	5 (4T+1P)
	V	Paper-2	F0560602HT	Sales Management & Control	100(25+75)	5(4T+1P)
	V	Paper-3	F0560603HT	Industrial Relations & Labor Practices	100(25+75)	5(4T+1P)
	V	Paper-4	F0560604HT	Company & Corporate Accounts	100(25+75)	5(4T+1P)
	V	Research Project	F0560605HR	Field Survey Report and Analysis	150(100+50)	5
	V			Viva-Voce		
				Total	550	25
3.	VI	Paper-1	F0660601HT	Project Management & Evaluation	100(25+75)	5(4T+1P)
	VI	Paper-2	F0660602HT	GST & Tally	100(25+75)	5(4T+1P)
	VI	Paper-3	F0660603HT	Auditing & Ethics	100(25+75)	5(4T+1P)
	VI	Paper-4	F0660604HT	International Trade & Global Markets	100(25+75)	5(4T+1P)
	VI	Research Project	F0660605HR	Project Report Presentation and Viva-Voce	150(100+50)	5
				Total	550	25

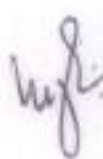
[Signature]

[Signature]

[Signature]

[Signature]

Year	Sem	Subject	Paper Code	Paper Name	Marks (I+E)*	Credit
2.	III	Paper-1	F0360601T	Management & Cost Accounting	100(25+75)	3
	III	Paper-2	F0360602T	Business Law	100(25+75)	3
	III	Paper-3	F0360603T	Production Management	100(25+75)	3
	III	Paper-4	F0360604T	Business Policy	100(25+75)	3
	III	Paper-5	F0360605T	Business Communication	100(25+75)	3
	III	Paper-6	F0360606T	Business Environment	100(25+75)	3
	III	Co-curricular		Physical Education and Yoga	100	2
				Total	700	20
2.	IV	Paper-1	F0460601T	Supply Chain Management	100(25+75)	3
	IV	Paper-2	F0460602T	Research Methodology	100(25+75)	3
	IV	Paper-3	F0460603T	Consumer Behaviour	100(25+75)	3
	IV	Paper-4	F0460604T	Investment Analysis & Portfolio Management	100(25+75)	3
	IV	Co-curricular		Social Responsibility and Community Engagement	100	2
	IV	Vocational			100	3
	IV	Research Project	F0460605R	Research Proposal & Viva-Voce	100	3
				Total	700	20
AFTER SUCCESSFULLY COMPLETING 2nd YEAR, DIPLOMA IN B.B.A. (80 CREDITS) WILL BE AWARDED						






AFTER SUCCESSFULLY COMPLETING 3rd YEAR, HONOURS IN B.B.A.
(80 +50=130 CREDITS) WILL BE AWARDED

E = External Marks (To be given by External Examiner as proposed by Board of Studies)

I = Internal Marks (To be given by Internal Examiner of the Department/College)





Dr. Rammanohar Lohia Avadh University, Ayodhya
ORDINANCE FOR COURSE OF B.B.A.

- | | | |
|------|--|---------------|
| i) | Certificate in Business Administration | (First Year) |
| ii) | Diploma in Business Administration | (Second Year) |
| iii) | Degree in Business Administration OR Honours Degree in Business Administration | (Third Year) |

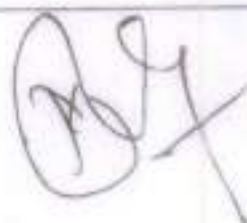
1. This Degree shall be under the Faculty of Commerce & Management, Dr. Rammanohar Lohia Avadh University, Ayodhya (UP) and it shall be known as B.B.A. (Bachelor of Business Administration).
2. The course will be conducted on full time basis. The duration of full time course shall extend over three years/six semesters.
3. The Degree of the B.B.A. (Bachelor of Business Administration) of the Dr. Rammanohar Lohia Avadh University, Ayodhya (UP) shall be conferred on the candidate who have pursued the prescribed course of study for not less than six semesters extending over three academic year and have passed examinations as prescribed under the relevant scheme
4. The total number of students to the B.B.A. (Bachelor of Business Administration) course shall be restricted to 120 seats (as per University norms).
5. Qualification for admission in B.B.A. (Bachelor of Business Administration) course is Intermediate/ Higher Secondary (ie.10+2) or its equivalent examination conducted by the any Board or University incorporated by law and recognize by this University shall constitute the minimum requirements for admission.
6. The method of teaching adopted shall be a combination of Lectures, Tutorials, Practical which includes seminars, case discussion, student presentation, use of audio-visual aids, computers etc and credit shall be visualized as a component of Lecture (L), Tutorial (T) and Practical (P).
7. In each course of B.B.A. (I, II, III, IV, V & VIth semester) there will be four lectures delivered by the internal faculty on local area its aspects and its importance.
8. The classes of BBA course shall be run in the faculty of Commerce and Management under the control of Head of Department.
9. There shall be examination in each semester as per the scheme of Examination and the students shall be required to appear in every subject as specified in the course structure of each semester.
10. Each compulsory / elective paper shall be of three hours duration, the maximum marks allotted for each paper shall be following

- I. End semester examination -75 marks
- II. Internal assessment- 25 marks

11. The permission to appear in semester examination shall be granted to such students only who have fulfilled the attendance requirement of 75% in each subject as per University rules.
12. There shall be Research Proposal & Viva-Voce in BBA IV Sem and Field Survey Report and Viva-Voce in BBA Part III (Vth Semester) each of 100 marks and Summer Training Project Report and Viva-Voce in BBA Part III (VIth Semester) of 100 marks, for BBA Hon's Field Survey Report and Analysis with Viva-Voce in BBA Part III (Vth Semester) & Project Report Presentation and Viva-Voce each of 150 marks shall be Compulsory for all the students. Viva Voce will be conducted jointly by External and Internal Examiner and maximum of 100 Marks.
13. Internship (Summer training Project) of 6-8 week will be mandatory for each student at the end of B.B.A. IV semester. Field Survey Report Evaluation will be submitted by the student in BBA Part III (Vth Semester) and summer training project report will be submitted by the students in the final year (VIth semester).
14. Passing marks in each paper is 40% and aggregate is 50%. Back paper is allowed only in two papers in each semester.
15. The permission to appear in semester examination shall be granted to such candidates only who have fulfilled the attendance requirement of 75% in each paper.
16. Rest of the rules/instructions whichever is not mentioned in this ordinance will be followed as per National Education Policy-2020: Admission/ Examination Related Guideline for Graduate/ Post Graduate Courses (Dated: 01-05-2025) adopted by Dr. Rammanohar Lohia Avadh University, Ayodhya.



Programme/Class: BBA	Year: First	Semester: First
Course/ paper-1		
Course Code: F0160601T	Course Title: Principles of Management	
Course outcomes: The aim of the course is to build knowledge and understanding about principles of management among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about management. The outcome of the course will be as follows – To provide knowledge about management and its principles. To provide knowledge about Managerial functions. To make aware with management thinkers and their contributions.		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	Introduction: Concepts, objectives, nature, scope and significance of management, Saptanga Theory (Seven Pillars of Management), Contribution of Taylor, Weber and Fayol in management, Management Vs. administration..	6
II	Planning: Concept, objectives, nature, importance and limitations of planning, planning process Concept of Decision Making and its Importance, forms, techniques and process.	8
III	Organizing: Concept, objectives, nature of organizing, Types of Organization, Delegation of authority, Authority and responsibility, Centralization and Decentralization, Span of Control.	6
IV	Directing: Concept, principles & aspects of directing, Concept and types of Coordination, Concept of leadership, Supervision, Motivation and Communication. Controlling: Concept, Principles, Process and Techniques of Controlling, Relationship between planning and controlling	10
Suggested Readings: 1. Pagare Dinkar, Principles of Management 2. Prasad L.M., Principles and Practice of Management 3. Satya Narayan and Raw VSP, Principles and Practice of Management 4. Srivastava and Chunawalla, Management Principles and Practice		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses:		
Further Suggestions:		


Programme/Class: BBA		Year: First	Semester: First
Course/ paper-2			
Course Code: F0160602T		Course Title: Business Economics	
Course outcomes:			
The aim of the course is to build knowledge and understanding business economics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about business economics. The outcome of the course will be as follows –			
To provide knowledge about business economics. To			
provide knowledge about Demand Analysis. To			
Determine Production and cost analysis.			
To Make aware with pricing and profit management.			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0			
Unit	Topics		No. of Lectures Total=30
I	Introduction to Business Economics: Nature and Scope of Business Economics, its relationship with other subjects. Fundamental Economic Tools-Opportunity cost concept, Incremental concept, Principle of time perspective, discounting principle and Equi-marginal principle.		6
II	Demand Analysis: Concept of Demand & its determinants. Price, Income & Substitution effects, Elasticity of demand: meaning, types, measurement and significance in managerial decisions, Revenue concepts, Concept of demand forecasting and methods of demand forecasting.		8
III	Production and Cost Analysis: Meaning, Production function, Law of variable proportion and laws of return to scale, Various cost concepts and classification, Cost output relationship in short run & longrun, Cost curves, Economics and diseconomies of scale.		7
IV	Pricing: Nature of market, Types of markets and their characteristics, Pricing under different market structures-Perfect, Monopoly, Oligopoly and Monopolistic competition, Price discrimination under monopoly competition. Profit Management & Inflation: Profit, Functions of profit, Profit maximization, Break even analysis. Elementary idea of Inflation		9
Suggested Readings:			
1. Varsney & Maheshwari, Managerial Economics			
2. Mote Paul & Gupta, Managerial Economics: Concepts & cases			
3. D.N.Dwivedi, Managerial Economics			
4. D.C.Huge, Managerial Economics			
5. S. Peterson & Lewis, Managerial Economics			
Suggested Continuous Evaluation Methods:			
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses:			
Further Suggestions:			





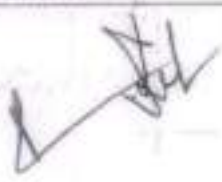

Programme/Class: BBA		Year: First	Semester: First
Course/ paper-3			
Course Code: F0160603T		Course Title: Basic Accounting	
Course outcomes:			
The aim of the course is to build knowledge and understanding principles of accounting among the students. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Accounting. The outcome of the course will be as follows –			
To Introduce about Accounting Principles and other aspects of accounting. To provide knowledge about rectification of errors.			
To make able about valuation of stocks. To make aware with share and Debenture.			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0			
Unit	Topics		No. of Lectures Total=30
I	Introduction: Meaning and process of accounting, Basic terminology of accounting, Difference between accounting & book keeping. Importance & limitations of accounting, Various users of accounting information, Accounting Principles: Conventions & Concepts.		6
II	Accounting equation, Dual aspect of accounting, Types of accounts, Rules of debit & credit, Preparation of Journal and Cash book including banking transactions, Ledger and Trial balance, Subsidiary books of accounts. Rectification of errors, Preparation of bank reconciliation statement, Bills of exchange and promissory notes.		10
III	Valuation of stocks, Accounting treatment of depreciation, Reserves and provisions, Preparation of final accounts along with adjustment entries.		8
IV	Issue of shares and debentures, Issue of bonus shares and right issue, Redemption of preference shares and debentures.		6
Suggested Readings:			
1. Agarwal B.D., Advanced Accounting			
2. Chawla & Jain, Financial Accounting			
3. Chakrawarti K.S., Advanced Accounts.			
4. Gupta R.L. & Radhaswamy, Fundamentals of Accounting			
5. Jain & Narang, Advanced Accounts			
Suggested Continuous Evaluation Methods:			
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses:			
Further Suggestions:			

hpf

Programme/Class: BBA		Year: First	Semester: First
Course/ paper-4			
Course Code: F0160604T		Course Title: Business Statistics	
Course outcomes: The aim of the course is to build knowledge and understanding of Business Statistics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Statistics. The outcome of the course will be as follows – To provide knowledge about basic concepts of Statistics. To provide knowledge measurement of central tendency. To give an overview of correlation and regression analysis. To make able to know the sampling and probability.			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0			
Unit	Topics		No. of Lectures Total=30
I	Introduction: Concept, features, significance & limitations of statistics, Types of data, Classification & Tabulation, Frequency distribution & graphical representation.		6
II	Measures of Central Tendency (Mean, Median, Mode), Measures of Variation (Range, Quartile Deviation, Mean Deviation and Standard Deviation), Significance & properties of a good measure of variation, Measures of Skewness & Kurtosis.		8
III	Correlation and Regression: Meaning and types of correlation, Simple correlation, Scatter diagram method, Karl Pearson's Coefficient of correlation, Significance of correlation, Regression concept, Regression lines, Regression equations and Regression coefficient.		8
IV	Probability: Concept, Events, Addition Law, Conditional Probability, Multiplication Law & Baye's theorem [Simple numerical]. Probability Distribution: Binomial, Poisson and Normal. Sampling: Method of sampling, Sampling and non-sampling errors, Test of hypothesis, Type-I and Type-II Errors, Large sample tests.		8
Suggested Readings: 1. Gupta, S.P. & Gupta, M.P., Business Statistics 2. Levin, R.L., Statistics for Management 3. Feud, J.E., Modern Elementary Statistics 4. Elhance, D.N., Fundamentals of Statistics 5. Gupta, C.B., Introduction of Statistical Methods			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses:			
Further Suggestions:			





Programme/Class: BBA	Year: First	Semester: First
Course/ paper-5		
Course Code: F0160605T	Course Title: Business Ethics and Governance	
Course outcomes: The aim of the course is to build knowledge and understanding Business Ethics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Ethics. The outcome of the course will be as follows – To develop understanding of business ethics and values. To provide relationship between ethics and corporate excellence. To give an overview about Gandhian philosophy and social responsibility.		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	Introduction: Concept and nature of ethics; ethics, values and behaviour; development of ethics, relevance of ethics and values in business, Arguments against business ethics.	6
II	Work life in Indian Philosophy: Indian ethos for work life, Indian values for the work place, Work-life balance, Ethos of Vedanta in management, Hierarchism as an organizational value.	8
III	Relationship between Ethics & Corporate Excellence, Corporate Mission Statement, Code of Ethics, Organizational Culture, TQM, Gandhian Philosophy of Wealth Management, Philosophy of Trusteeship, Gandhiji's Seven Greatest Social Sins, Concept of knowledge management and wisdom management.	8
IV	Corporate Social Responsibility-Social Responsibility of business with respect to different stakeholders, Arguments for and against Social responsibility of business, Social Audit.	8
Suggested Readings: 1. Kaur Tripat, Values & Ethics in Management, Galgotia Publishers. 2. Chakraborty S.K., Human values for Managers 3. McCarthy, F.J., Basic Marketing 4. Chakraborty S.K., Ethics in Management: A Vedantic Perspective, Oxford University Press.		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses:		
Further Suggestions:		






Programme/Class: BBA	Year: First	Semester: First
Course/ paper-6		
Course Code: F0160606T	Course Title: Computer Applications	
Course outcomes: The aim of the course is to build knowledge, understanding Computer Applications among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Computer Applications. The outcome of the course will be as follows – To provide knowledge about computer and its application. To provide knowledge about components and working on computer. To give an overview about software system and Data base management.		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	Computer: An Introduction, Computers in Business. Elements of Computersystem, Indian computing Environment, Management of data processing systems in Business organizations, Programmes development cycle, flow charting, Input Output analysis Programming Concept, Software Development process.	8
II	Components of a computer system, Generation of computer and computer languages, personal computers in Business, PC-software Packages, An Introduction to Disk. Operating system and windows, GUI, Other system softwares.	7
III	Text Processing, software, Introduction to spreadsheet software, creation of spreadsheet application, Range, formulas, function data base functions in spreadsheet, Graphics on spreadsheet, modes of data processing, Reportgeneration, Presentation graphics, Creating a presentation.	7
IV	Computer software system, software development process, files design & Report design, Data files types, Master & Transaction file. Data Hierarchy& data file structure, Use of files in Programming. Relevance of Data base management system, data base manager, data communication, networking, LAN & WAN, Real Time Sharing, On line & off line processing.	8
Suggested Readings: 1. P. K. Sinha & P. Sinha, Computer Fundamentals, BPB Publication 2. V. Rajaraman, Computer Fundamentals, PHI 3. Tannenbaum, Computer Applications and Networks 4. 'O' Brien, Management Information Systems		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses:		
Further Suggestions:		

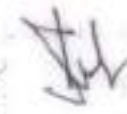
Programme/Class: BBA		Year: First	Semester: Second
Course/ paper-1			
Course Code: F0260601T		Course Title: Organizational Behavior	
Course outcomes:			
The aim of the course is to build knowledge and understanding of Organisational Behavior among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Organisational Behavior. The outcome of the course will be as follows – To provide knowledge about Organisational Behavior.			
To provide knowledge about individual and group behaviour.			
To give an overview about change in organization and QWL.			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0			
Unit	Topics		No. of Lectures Total=30
I	Introduction: Nature and scope of OB, Challenges and opportunities for OB, Organization Goals, Models of OB, Impact of Global and Cultural diversity on OB.		7
II	Individual Behavior: concept, Personality, Perception and its role in individual decision making, Learning, Motivation, Hierarchy of needs theory, Theory X and Y, Motivation- Hygiene theory, Vroom's expectancy theory.		8
III	Behavior Dynamics: Interpersonal behavior, Communication, Transaction Analysis, The Johari Window, Leadership, Its Theories and prevailing leadership styles in Indian Organisations. Group Behavior: Definition and classification of Groups, Types of Group Structures, Group decision making, Teams Vs Groups, Contemporary issues in managing teams, Inter-group problems in organizational group dynamics, Management of conflict.		8
IV	Management of Change: Change and Organisational development, Resistance to change, Approaches to managing organizational change, Organisational effectiveness, Organisational culture, Power and Politics in Organisation, Quality of work life, Recent advances in OB.		7
Suggested Readings:			
1. Bennis, W.G., Organisation Development			
2. Breech Iswar, Oragnaision-The Framework of Management			
3. Dayal, Keith, Organisational Development			
4. Sharma, R.A., Organisational Theory and Behavior			
5. Prasad, L.M., Organisational Behavior			
Suggested Continuous Evaluation Methods:			
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses:			
Further Suggestions:			

Programme/Class: BBA		Year: Second	Semester: Second
Course/ paper-2			
Course Code: F0260602T		Course Title: Business Finance	
Course outcomes: The aim of the course is to build knowledge and understanding of Business Finance among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Finance. The outcome of the course will be as follows – To provide knowledge about business finance and investment decisions. To provide knowledge about financing and dividend decision. To give an overview about working capital.			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0			
Unit	Topics	No. of Lectures Total=30	
I	Introduction to Business Finance: Concept of Business Finance and Financial management, Finance functions, objectives of financial management- Profitability vs. Shareholder wealth maximization. Time Value of Money - Compounding & Discounting. Investment Decisions: Capital Budgeting-Payback, NPV, IRR and ARR methods and their practical applications.	10	
II	Financing Decision: Capitalization Concept, Basis of Capitalization, consequences and remedies of over and under capitalization, Cost of Capital, WACC, Determinants of Capital structure, Capital structure theories.	7	
III	Dividend Decision: Concept & relevance of dividend decision, Dividend Models-Walter's, Gordon's and MM Hypothesis, Dividend policy-determinants of dividend policy.	7	
IV	Management of Working Capital: Concepts of working capital, Approaches to the financing of current Assets, Management of different components of working capital.	6	
Suggested Readings: 1. Maheshwari S.N., Financial Management 2. Khan and Jain, Financial Management 3. Singh H.K., Business Finance			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses:			
Further Suggestions:			

huf

Programme/Class: BBA	Year: Year: First	Semester: Second
Course/ paper-3		
Course Code: F0260603T	Course Title: Human Resource Development	
Course outcomes: The aim of the course is to build knowledge and understanding of Human Resource Development among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Human Resource Development. The outcome of the course will be as follows – To provide knowledge about HRD concepts and other aspects. To provide knowledge about potential appraisal. To give an overview about Job Enrichment and Quality circles. To make aware with human resource accounting.		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	HRD: Concept, importance, benefits and its distinction from HRM, focus of HRD System, Structure of HRD System, Role of HRD manpower. Management Development: Concept, need, management development methods.	7
II	Potential Appraisal: Concept, need, objectives, methods and Obstacles. Training: Meaning, role, assessing needs for training, organizing training programmes, training methods, evaluation of Training.	7
III	Job Enrichment: Concept, Principles, steps for job enrichment, hurdles in job enrichment, making job enrichment effective, job and work redesign. Quality Circles: Concept, structure, training in quality circle, problem solving techniques, role of management, trade union and workers, quality circles in India.	10
IV	HRA: Introduction, scope, limitations, methods. Management of careers. Stress Management: Definition, potential, sources of stress, consequences of stress, managing stress.	6
Suggested Readings: 1. Dipak Kumar Bhattacharya, Human Resource Management 2. Arun Monappa, Managing Human Resource 3. P.Subba Rao, Essential of HRM and Industrial Relations 4. C.B. Memoria, Personnel Management		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses:		
Further Suggestions:		





Programme/Class: BBA		Year: Year: First	Semester: Second
Course/ paper-4			
Course Code: F0260604T		Course Title: Marketing Theory and Practices	
Course outcomes: The aim of the course is to build knowledge and understanding of Marketing management among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Marketing Theory and Practices. The outcome of the course will be as follows – To provide knowledge about Marketing Theory and Practices. To provide knowledge about market segmentation and marketing mix. To give an overview about marketing research.			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0			
Unit	Topics		No. of Lectures Total=30
I	Introduction to Marketing: Definition, nature, scope & importance of Marketing Management, Core concepts of marketing: selling concept, production concept, modern marketing concept, societal marketing.		7
II	Market segmentation: Concept, basis of segmentation, its Importance in marketing; Targeting: Concept, Types, Importance; Positioning: Concept, Importance, Brand positioning, Repositioning.		7
III	Marketing Mix: Product – Product Mix, New Product development, types of product, Product life cycle, Branding and packaging. Distribution – Concept, importance, different types of distribution Channels. Marketing Mix: Price – Meaning, objective, factors influencing pricing, methods of pricing Promotion – Promotional mix, tools, objectives, media selection & management		9
IV	Marketing Research: Importance, Process & Scope. Marketing Information System: Meaning, Importance and Scope. Consumer Behaviour: Concept, Importance and factors influencing consumer Behaviour.		7
Suggested Readings: 1. Philip Kotlar, Marketing Mgt. (PHI) 2. Etzet, Walker, Stanton, Marketing 3. Rajan Saxena, Marketing Management			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses:			
Further Suggestions:			

Programme/Class: BBA		Year: Year: First	Semester: Second
Course/ paper-5			
Course Code: F0260605T		Course Title: Business Mathematics	
Course outcomes: The aim of the course is to build knowledge and understanding of Business Mathematics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Mathematics. The outcome of the course will be as follows – To provide knowledge about Mathematics and its use in business. To make able about mathematical calculations. To learn about the use of set theory and calculus in business.			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0			
Unit	Topics	No. of Lectures Total=30	
I	Matrix: Introduction, Square Matrix, Row Matrix, Column Matrix, Diagonal Matrix, Identity Matrix, Addition, Subtraction & Multiplication of Matrix, Use of Matrix in Business, Mathematical Induction. Inverse of Matrix, Rank of Matrix, Solution to a system of equation by the ad-joint matrix methods & Gaussian Elimination Method.	9	
II	Percentage, Ratio and Proportion, Average, Mathematical Series- Arithmetic, Geometric & Harmonic, Simple Interest & Compound Interest.	8	
III	Set theory: Notation of Sets, Singleton Set, Finite Set, Infinite Set, Equal Set Null Set, Subset, Proper Subset, Universal Set, Union of Sets, Intersection of Sets, Use of set theory in business, Permutation & Combination.	7	
IV	Concept of Differentiation and Integration, Maxima and Minima in Differentiation, Application of Differentiation & Integration in Business (No proof of theorems, etc.)	6	
Suggested Readings: 1. Mehta & Madnani, Mathematics for Economics 2. Mongia, Mathematics for Economics 3. Zamiruddin, Business Mathematics 4. Raghavachari, Mathematics for Management			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses:			
Further Suggestions:			

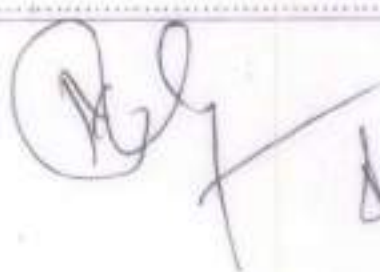
Handwritten signatures and initials are present at the bottom of the page, including a large signature in the center and several smaller ones to the left and right.

Programme/Class: BBA	Year: Year: First	Semester: Second
Course/ paper-6		
Course Code: F0260606T	Course Title: Advertising Management	
Course outcomes: The aim of the course is to build knowledge and understanding of advertisement among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about advertising Management. The outcome of the course will be as follows – To provide knowledge about advertisement and its use in business. To make able about advertisement concept and its management. To learn about the use of advertisement in business.		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	Advertising: Introduction, Scope, importance in business : Role of advertising in social and economic development of India: Ethics and truths in Indian Advertising.	9
II	Integrated Communication Mix (IMC)-meaning, importance; Communication meaning, importance, process, communication mix-components, role in marketing, Branding-meaning, importance in advertising.	8
III	Promotional objectives – importance determination of promotional objectives, setting objective DAGMAR; Advertising Budget importance, establishing the budget- approaches allocation of budget.	7
IV	Advertising Copy-meaning components types of advertising copy, importance of creativity in advertising; Media planning-importance, strategies, media mix. Advertising research – importance, testing advertising effectiveness market testing for ads; International Advertising-importance, international Vs local advertising.	6
Suggested Readings: • Advertising and Promotion George E. Beich & Michael A. Belch. T.M.H. • Advertising Management, Concept and Cases Manendra Mohan, TMH • Advertising Management Rajeev Batra, PHI		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses:		
Further Suggestions:		

huf

Programme/Class: BBA	Year: Second	Semester: Third
Course/ paper-1		
Course Code: F0360601T	Course Title: Management & Cost Accounting	
Course outcomes: The objective of this paper is to give the basic knowledge about the Management and cost accounting		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-3-0		
Unit	Topics	No. of Lectures Total=30
I	Introduction: Meaning, Nature and Scope of Management Accounting, Functions Relationship of Management Accounting, Financial Accounting and Cost Accounting	8
II	Cost Accounting: Nature and Scope of Cost Accounting, Cost concepts and classifications, Methods and Techniques, Installation of a Costing System; Accounting for Material, Labour and Overheads	7
III	Product Costing: Single unit costing-preparation of cost sheet, Process costing, Contract costing (Elementary numerical problems)	8
IV	Marginal Costing and Absorption Costing, Break-even analysis,	7
Suggested Readings:		
1. Maheshwari S.N., Advanced Problem and Solutions in Cost Accounting		
2. Khan & Jain, Management Accounting		
3. Gupta, S.P., Management Accounting		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		
Further Suggestions:		

hgf.

Programme/Class: BBA		Year: Second	Semester: Third
Course/ paper-2			
Course Code: F0360602T		Course Title: Business Law	
Course outcomes: The objective of this paper is to give the basic knowledge about the rules and regulation of execution of Business			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-2-1			
Unit	Topics		No. of Lectures Total=30
I	The Indian Contract Act 1872: Scope of the Act, Essential of A Valid Contract, Agreement, Performance of Contracts, Breach of Contract & Remedies, Quasi-Contracts		8
II	The Sale of Good Act, 1930: Formation of Contract, Conditions & Warranties, Rights of an Unpaid Seller, Performance of the Contract of Sale		7
III	The Negotiable Instruments Act, 1881: Nature and Types of negotiable instruments, Negotiation and Assignment, Holder-in-Due Course, Dishonour and Discharge of Negotiable Instrument; Arbitration		8
IV	The Companies Act, 1956: Nature and Type of Companies, Formation of Companies, Memorandum and Articles of Association, Prospectus, Share capital, Membership, Meetings and Winding-Up		7
Suggested Readings:			
1. Avatar Singh, Company Law			
2. Khargamwalla, JS, The Negotiable Instrument Act			
3. Ramaya A, A Guide to Companies Act			
4. Tuteja SK, Business Law for Managers			
Suggested Continuous Evaluation Methods:			
Suggested equivalent online courses:			
Further Suggestions:			

hfe

 2



Programme/Class: BBA		Year: Second	Semester: Third
Course/ paper-3			
Course Code: F0360603T		Course Title: Production Management	
Course outcomes: The objective of this paper is to give the basic knowledge about the Production Management in industry			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-2-1			
Unit	Topics		No. of Lectures Total=30
I	Introduction to Production Management: History of Production Management; Definitions of Production Management; Production Process; Production: The Heart of an Organization; Objectives of Production Management; Scope of Production Management; Importance of Technology in Production		8
II	Concept of Forecasting; Purpose of Sales Forecasting, Basic Elements of Forecasting, Importance of Forecasting, Objectives of Forecasting, Classification of Forecasting ; Qualitative and Quantitative Techniques of Forecasting		7
III	Product Selection; Definitions of Product Design and Development: Need for Product Design and Development, Origin of the Product Idea and Selection from Various Alternatives, Choosing among Alternative Products, Modifying the Existing Products, Sources of Product		8
IV	Nature of Production Planning and Control (PPC): Types of Plans, Elements of Production Planning, Strategy of Production Planning, Aggregate Planning; Main Functions of Production Planning and Control (PPC)		7
Suggested Readings:			
1. Production Management by Telsang Martand S Chand Publication			
Suggested Continuous Evaluation Methods:			
Suggested equivalent online courses:			
Further Suggestions:			






Programme/Class: BBA		Year: Second	Semester: Third
Course/ paper-4			
Course Code: F0360604T		Course Title: Business Policy	
Course outcomes: The objective of this paper is to give the basic knowledge about the business Policy in business and industry			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-2-1			
Unit	Topics		No. of Lectures Total=30
I	Introduction: Nature & importance of Business Policy, Development & Classification of Business Policy; Mechanism of policy making		8
II	Responsibilities & Tasks of Top Management: Objectives of Business, Characteristics, Classification, Types of objectives and their overall Hierarchy, Setting of objectives, Key areas involved; Corporate Planning; Concept of long term planning, Strategic Planning, Nature, Process & Importance		7
III	Corporate Strategy Concept, Components, Importance, and Strategy Formulation: Concept, Process & Affecting Factors, Strategy Evaluation: Process, Criteria, Environmental Analysis, Resource Analysis		8
IV	Concept of Synergy: Types, Evaluation of Synergy, Capability Profiles, Synergy as a Component of Strategy & its relevance		7
Suggested Readings:			
1. Gluek & Jauch, Corporate Strategy			
2. Hatton & Hatton, Strategic Management			
3. Christian, Anderson, Bower Business Policy			
4. McCarthy, IninChiello, Curran Business Policy & Strategy			
5. Azhar Kazmi, Business Policy			
Suggested Continuous Evaluation Methods:			
Suggested equivalent online courses:			
Further Suggestions:			

huf

Signature

Programme/Class: BBA	Year: Second	Semester: Third
Course/ paper-5		
Course Code: F0360605T	Course Title: Business Communication	
Course outcomes: The objective of this paper is to give the basic knowledge about the Business Communication		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-3-0		
Unit	Topics	No. of Lectures Total=30
I	Introduction: Meaning and objective of Business communication, Forms of Communication, Communication model and process, Principles of Effective Communication	8
II	Corporate Communication: Formal and Informal Communication, Networks, Grapevine, Barriers in Communication, Groups discussion, Mock Interviews, Seminars, Individual and Group Presentations	7
III	Essential of effective Business letters, Writing Important Business letters including correspondence with Bank and Insurance companies; Oral & Non-verbal communication: Principles of Oral Presentation, Factors affecting Presentation, effective Presentation skills, conducting Surveys; Body Language, Para Language, Effective Listening, Interviewing skill, Writing Resume, Letter and Application;	8
IV	Modern forms of communication, International communication, Cultural sensitiveness and cultural context, Writing and presenting in international situations	7
Suggested Readings:		
1. Bapat & Davar, A Text book of Business Correspondence		
2. Bhende D.S., Business Communication		
3. David Berio, The Process of Communication		
4. Gowd & Dixit, Advance Commercial Correspondence		
5. Gurky J.M., A Reader in Human Communication		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		
Further Suggestions:		

hnp

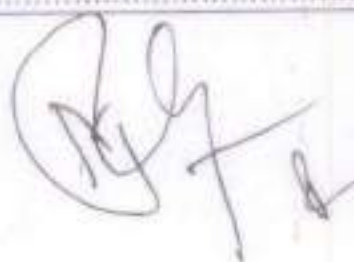
RG

Programme/Class: BBA		Year: Second	Semester: Third
Course/ paper-6			
Course Code: F0360606T		Course Title: Business Environment	
Course outcomes: The objective of this paper is to give the basic knowledge about the business environment in industry			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-2-1			
Unit	Topics		No. of Lectures Total=30
I	Introduction: Concept, Significance and Components of Business environment, Factor affecting Business Environment, Micro and Macro environment.		8
II	Economic Systems: Capitalism, Socialism, Communism, Mixed Economy- Public Sector & Private Sector		7
III	Industrial Policy-Brief historical perspective; New industrial policy of India, Socio-economic implications of Liberalization, Privatization and Globalization		8
IV	Role of Government in Regulation and Development of Business; Monetary and Fiscal Policy; EXIM Policy, FEMA; Overview of International Business Environment, Trends in World Trade: WTO-Objectives and role in international trade.		7
Suggested Readings:			
1. Francis Cherunilam, Business Environment			
2. K. Aswathapa, Business Environment			
Suggested Continuous Evaluation Methods:			
Suggested equivalent online courses:			
Further Suggestions:			

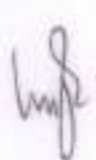




Programme/Class: BBA		Year: Second	Semester: Fourth
Course/ paper- 1			
Course Code: F0460601T		Course Title: Supply Chain Management	
Course outcomes: The objective of this paper is to give the basic knowledge about the Supply Chain Management for goods and services			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-2-1			
Unit	Topics		No. of Lectures Total=30
I	Introduction, Definition of Supply Chain Management, Evolution of the Concept of Supply Chain Management, Key Drivers of Supply Chain Management, Typology of Supply Chains, Cycle View of Supply Chain, Problems in SCM and Suggested Solutions		8
II	Introduction, Three Components of SCM, Demand Management, Demand Forecasting, Introduction, Supply Management, Evolution of ERP, Concept of ERP in SCM, Quick Response and Accurate Response System in SCM, Use of Other Planning Strategies		7
III	Introduction, Understanding the Benchmarking Concept, Benchmarking Process, Benchmarking Procedure		8
IV	Introduction, New Developments in Supply Chain Management, Outsourcing Supply Chain Operations, Co-Maker ship, The Role of E-Commerce in Supply Chain Management, Green Supply Chain Management, Distribution Resource Planning, World Class Supply Chain Management		7
Suggested Readings:			
1. Supply Chain Management by Michel H Hungo			
2. Supply Chain Management by Sunil Chopra			
Suggested Continuous Evaluation Methods:			
.....			
Suggested equivalent online courses:			
.....			
Further Suggestions:			
.....			

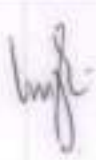
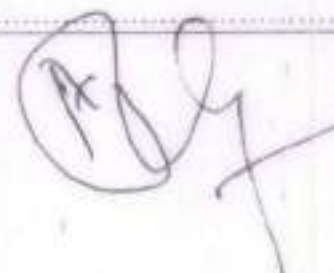




Programme/Class: BBA		Year: Second	Semester: Fourth
Course/ paper- 2			
Course Code: F0460602T		Course Title: Research Methodology	
Course outcomes: The objective of this paper is to give the basic knowledge about the Research Methodology			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-3-0			
Unit	Topics		No. of Lectures Total=30
I	Introduction: Meaning of Research, Objectives of Research, Types of Research, Research Process, Research Problem formulation; Research Design: Features of a good research design; Different Research Designs; Measurement in Research; Data types; Sources of Error		8
II	Sampling Design: Census & Sample Surveys; Steps in Sampling Design; Types of Sample designs-Probability & Non Probability sampling.		7
III	Processing & Analysis of Data: Processing operations; problems in processing; types of analysis, Hypothesis Testing: Chi-square test, Z-test, t-test, F-test.		8
IV	Presentation: Diagrams; graphs; charts. Report writing; Layout of Research report; Types of Reports; Mechanism of writing a Research report; Precautions for writing report.		7
Suggested Readings:			
1. C.R. Kothari, Research Methodology			
2. Banerjee S. and Roy Ramendu, Fundamentals of Research Methodology			
Suggested Continuous Evaluation Methods:			
Suggested equivalent online courses:			
Further Suggestions:			






Programme/Class: BBA		Year: Second	Semester: Fourth
Course/ paper-3			
Course Code: F0460603T		Course Title: Consumer Behaviour	
Course outcomes: The objective of this paper is to give the basic knowledge about the consumer behaviour			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-3-0			
Unit	Topics		No. of Lectures Total=30
I	CB, Consumer research process.CB models: Economic model, Psycho-analytic model, Sociological model, Howard & Seth model, Nicosia model, Engel-Kollat-Blackwell model.		8
II	Individual determinants: Perceptual process, consumer learning process Introduction: Concept, importance and scope of CB, need for studying, consumer attitude formation, attitude measurement, meaning and nature of personality, self concept.		7
III	Influences & Consumer Decision making: Family, reference group, personal, social and cultural influence on CB, Consumer Decision making process, Consumer Communication process, consumer satisfaction.		8
IV	Industrial Buying Behaviour: Participants, characteristics of industrial markets, factors influencing industrial markets, stages of industrial buying process, Customer and marketing of services.		7
Suggested Readings:			
1. Suja. R. Nair, Consumer Behaviour in Indian Perspective			
2. Schiffman & Kanuk, Consumer Behaviour			
3. Loudon & Bitta, Consumer Behaviour			
4. Bennet & Kasarji, Consumer Behaviour			
Suggested Continuous Evaluation Methods:			
Suggested equivalent online courses:			
Further Suggestions:			



Programme/Class: BBA	Year: Second	Semester: Fourth
Course/ paper-4		
Course Code: F0460604T	Course Title: Investment Analysis & Portfolio Management	
Course outcomes: The objective of this paper is to give the basic knowledge about the investment analysis and portfolio management subject 3(A)		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-2-1		
Unit	Topics	No. of Lectures Total=30
I	Investments: Nature, scope, objective and Process of investments analysis, concept of return and risk analysis, measurement of return and risk: Systematic and Unsystematic Risk.	8
II	Investment Alternatives: Investment instrument of Capital Market and Money Market, Valuation of Fixed and Variable securities Non Security forms of Investment, Government Securities, Mutual Fund, Real Estate and Gold.	7
III	Fundamental Analysis: Economic analysis industry analysis and company analysis Technical Analysis: Trends, indicators, indices and moving average applied in technical analysis, Efficient Market Hypothesis: weak, semi-strong and strong market and its testing techniques	8
IV	Portfolio Management: Meaning, importance and objectives of portfolio and portfolio management, Risk and Return- Definition types and importance. Portfolio Analysis: Risk Measurement; Estimating rate of return and standard deviation of portfolio returns; Effects of Combining securities;	7
Suggested Readings:		
1. Security analysis and Portfolio Management by Punithavathy Pandian		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		
Further Suggestions:		

inf.

Programme / Class: Degree	Year: Third	Semester: Fifth
Course/ paper-1		
Course Code: F0560601T	Course Title: Entrepreneurship and small business management	
Course outcomes:		
The aim of the course is to develop concept of entrepreneur and entrepreneurship among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about entrepreneurship and small businesses. The outcome of the course will be as follows –		
To provide knowledge about entrepreneurial concept		
To provide knowledge about entrepreneurship development, EDPs and support system		
To give an overview about project and project report preparation		
To give an overview about the small businesses		
Credits: 4		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=40
I	Entrepreneurship: Concept, Role & Importance in Indian Economy, Theories of Entrepreneurship, Entrepreneurs – Evolution of concept, Types of entrepreneurs, traits of entrepreneur, entrepreneurs Vs managers, Entrepreneurs, problems faced by entrepreneurs, Women Entrepreneurs, Rural Entrepreneurs	8
II	Entrepreneurial Development and Institutional Support System: Entrepreneurship development, Concept and Significance, Entrepreneurial Development Programmes (EDP), problems of EDP, Institutional support to entrepreneurs, Arrangement of finance and support from financial institutions	8
III	Business Idea: Environmental analysis, Search for business idea, Identification of projects, Selection of project, Project formulation, Project report, project appraisal.	8
IV	Small Business: Definitions, MSMED Act 2006, Strategic Planning and its steps for small business, Incentives and subsidies available to small business, forms of ownership, Registration as SSI	6
V	Management of MSME: Management of Product Line; Communication with clients – Credit Monitoring System - Management of NPAs - Restructuring, Revival and Rehabilitation of MSME, Problems of entrepreneurs – sickness in SMI – Reasons and remedies – Evaluating entrepreneurial performance	10
Suggested Readings:		
1. Entrepreneurship 10th Ed (Indian Edition) 2016 by Robert Hisrich Michael Peters Dean Shepherd, McGraw Hill		
2. Khanka, S.S.; Entrepreneurial Development; S. Chand and Co.		
3. Kumar, Arya; Entrepreneurship; Pearson Education.		
4. Desai, Vasant; Dynamics of Entrepreneurial Development and Management; Himalaya Publishing		
5. Blunde, R. and Lockett, N.; Exploring Entrepreneurship Practices and Perspectives; Oxford Publications.		
Suggested Continuous Evaluation Methods:		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses:		
Further Suggestions:		

huf

19/2

21

2

Programme / Class: Degree	Year: Third	Semester: Fifth
Course/ paper-2		
Course Code: F0560602T	Course Title: Sales management	
Course outcomes: The aim of the course is to build knowledge, understanding and skills in sales management among the student. The course seeks to give detailed knowledge about the subject matter by instilling their basic ideas about sales management. The outcome of the course will be as follows – To provide knowledge about sales personnel and salesmanship. To provide knowledge about personal selling and focus light on the different perspectives of managing sales force. To give an overview about importance of sales force in organization. To give an overview about concept of distribution channels.		
Credits: 4	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P:3-0-0		
Unit	Topics	No. of Lectures Total=40
I	Introduction to Sales Management: Concept, Evolution of sales function, Objectives of sales management positions, Functions of Sales manager and their relation with other executives.	8
II	Salesmanship: Theories of personal selling, Types of Sales executives, Qualities of sales executives, Personal selling process, Showroom & exhibition,	8
III	Sales Organization and Relationship: Purpose of sales organization, Types of sales organization structures, Sales department external relations, Distributive network relations, Sales Force Management: Recruitment and Selection, Sales Training, Sales Compensation.	8
IV	Distribution Network Management: Types of Marketing Channels, Factors affecting the choice of channel, Types of middleman and their characteristics, Concept of physical distribution system.	6
V	Sales Forecasting: Sales quotas and territory management, Managing sales Expenses, Sales budget importance and types, Sales promotion, Ethical issues in sales management	10
Suggested Readings: 1. Cundiff, Still, Goyoni, Sales Management 2. Pradhan, Jakate, Mali, Salesmanship & Publicity 3. S.A. Chunawalla, Sales Management		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses:		
Further Suggestions:		






Programme / Class: Degree		Year: Third	Semester: Fifth
Course/ paper-3			
Course Code: F0560603T		Course Title: Industrial Relations & Labor Laws	
Course outcomes: This course will help students identify and develop an overview of industrial relations. It also help in acquiring knowledge and understanding of Industrial Labour and General Laws.			
• Knowledge of Industrial Relation framework • Competency to understand the importance of Employee Relation within the perspective of Industrial Relation • Knowledge about relevant Laws of HR management • Competency to interpreted and implement the Labour Laws within organization • Competency to use Collective Bargaining and Grievance redressal Mechanism			
Credits: 4		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0			
Unit	Topics		No. of Lectures Total=40
I	Industrial Relations: Role - Importance - Trade Unions - industrial disputes and their Resolutions.		6
II	Participative Management: Structure - Scope - Collective Bargaining - Works Committee - Joint Management Councils - Pre-Requisite for successful participation - Role of Government in Collective Bargaining.		8
III	Industrial unrest: Employee dissatisfaction - Grievances - Disciplinary Action - Domestic Enquiry - Strikes - lockout - Prevention of Strikes - Lockouts. Discipline: Positive, negative discipline, disciplinary procedure, Absenteeism, Turnover, Dismissal and Discharge.		8
IV	Factories Act: Meaning, Definition – Welfare – Safety – Health Measures. Workmen's Compensation Act and International Labor Organization - Role and Function, General provisions of Bonus Act and Gratuity Act		8
V	Employee Communication: Meaning ,Significance , Types of Barriers ,Methods of overcoming barriers , Principles of effective communication, Employee Education and Training : Concept , features ,Aims and objectives , Training Schemes.		10
Suggested Readings: 5. Sreenivasan M,R - Industrial Relations & Labor legislations. 6. Aswathappa K - Human Resource and Personnel Management. 7. Subba Rao P - Human Resource Management and Industrial Relations. 8. Monoppa - Industrial Relations. 5. S.C. Srivastava, Industrial Relation of Labour Laws.			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses:			
Further Suggestions:			

Programme / Class: Degree	Year: Third	Semester: Fifth
Course/ paper-4		
Course Code: F0560604T	Course Title: Company Accounts	
Course outcomes:		
The aim of the course is to build knowledge, understanding and skills in the area of company accounts among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about accounting practices relevant to companies. The outcome of the course will be as follows		
- To understand joint stock companies and knowledge about shares and debentures - To have understanding about final accounts and accounting practices related to amalgamation		
Credits: 4	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=40
I	Joint Stock Companies: Its types and share capital, Issue, Forfeiture and Re-issue of shares, Redemption of preference shares, Issue and Redemption of Debenture.	7
II	Final Accounts: Including Computation of managerial Remuneration and disposal of profit.	7
III	Accounting for Amalgamation of companies as per Accounting Standard 14, Accounting for Internal reconstruction, Liquidation of Company.	8
IV	Consolidated Balance Sheet of Holding Companies with one Subsidiary only, Statement of Affairs and Deficiency/Surplus, Receivers Receipt and Payment A/c.	8
V	Accounting Standards : Introduction , Accounting for the Changes in Foreign Exchange Rates ,Accounting for Government Grants, Accounting for Employee Benefits ,Accounting for Leases	10
Suggested Readings:		
1. Gupta R.L. Radhaswamy M, Company Accounts		
2. Maheshwari, S.N., Corporate Accounting		
3. Monga J.R., Ahuja, Girish, and Sehgal Ashok, Financial Accounting		
4. Shukla, M.C., Grewal T.s. and Gupta, S.C. Advanced Accounts		
Suggested Continuous Evaluation Methods:		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses:		
Further Suggestions:		

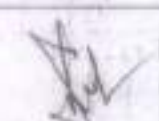





Programme/Class: Degree		Year: Third	Semester: Sixth
Course/ paper-1			
Course Code: F0660601T		Course Title: Project Management	
Course outcomes:			
- Students will be able to understand the characteristics of Project and Project Management Knowledge - The students will understand the managerial process along with tools & techniques used in Project management Knowledge - Students will understand the scheduling and monitoring process in Project. They will be able to apply PERT and CPM method for project scheduling - Students will understand the perspectives in which optimum decisions are to be taken in case of risks with planned activities in project			
Credits: 4		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0			
Unit	Topics		No. of Lectures Total=40
I	Definitions & Characteristics of Project, Types of Projects, Project Life Cycle, Project Management Process: Introduction, Tools & Techniques of Project Management, Project Team and Scope of Project Management, Project Organization)		6
II	Project Identification & Selection: Identification, Generation of ideas, Approaches to Project Screening and Selection, Project Rating Index, Market & Demand Analysis Techniques: Survey & Trend Projection Methods: Project Risk Management		8
III	Project Costing: Fundamental components of Project Cost, Types of Costs: Direct, Indirect, Recurring, Non-Recurring, Fixed, Variable, Normal, Expedite costs, Project Financing and Budgeting: Sources of Finance, Social Cost Benefit Analysis (SCBA) of Project, Project Scheduling and Network Analysis: Steps in Project Scheduling and Network design, Introduction to CPM and PERT,		8
IV	Monitoring and Control: Planning- Monitoring and Control Cycle, Project Management Information System, Milestone Analysis and Tracking Gantt chart, Earned Value Analysis (EVA): Planned Value(PV), Earned Value (EV), Cost Variance (CV), Schedule Variance (SV), Cost performance Index (CPI), Schedule performance Index (SPI), Project Termination: Types of Terminations, Project Termination Process		8
V	Managing versus leading a project, managing project stakeholders, social network building, qualities of an effective project manager ,managing project teams : Five Stage Team Development Model Situational factors affecting team development, project team pitfalls.		10
Suggested Readings:			
1. Project Management- A Managerial Approach: Jack R. Meredith Broyhill Samuel J. Mantel, Jr (John Wiley & Sons)			
2. Project Management : Mr. Sanjiv Marwah- (Wiley Dreamtech)			
3. Project- Preparation, Appraisal, Budgeting and Implementation: Chandra Prasanna -- (TMH)			
4. Project Management Core Text Book : M R Gopalan (Wiley)			
5. Quantitative Techniques in Management : N D Vohra (TMH)			
6. Entrepreneurship and Small Business Management : M B Shukla			
Suggested Continuous Evaluation Methods:			
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses:			
Further Suggestions:			

Programme/Class: Degree		Year: Third	Semester: Sixth
Course/ paper-2			
Course Code: F0660602T		Course Title: Goods & Service Tax	
Course outcomes:			
The aim of the course is to build knowledge and understanding about GST among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about GST. The outcome of the course will be as follows –			
To provide knowledge about indirect taxes before GST.			
To provide knowledge about registration and documentation process under GST.To give an overview about tax exemptions.			
To give an overview about filing of GSTR.			
Credits: 4		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0			
Unit	Topics		No. of Lectures Total=40
I	Introduction : Constitutional framework of Indirect Taxes before GST(Taxation Powers of Union & State Government); Concept of VAT: Meaning, Variants and Methods; Major Defects in the structure of Indirect Taxes prior to GST; Overview of GST : Structure of GST (SGST, CGST, UTGST & IGST); GST Council.		7
II	Supply of Goods and Services - Definition of supply; Place of Supply: Intra-State and Inter-State supply; Composite and Mixed supply; Import and Export; Supplies of goods and services liable to be reverse charged; Time of supply; Nil rated supplies, Zero rated supplies, Exempted supplies & Non-GST supplies.		7
III	Registration and Documentation: (A) Registration-Persons liable to registration; Compulsory registration; Procedure of Registration;Exemption from Registration; Composition Scheme.		8
	(B) Documentation- Tax Invoice; Bill of Supply; Receipt Voucher;Payment Voucher; Refund Voucher; Debit Note; Credit Note. Returns: GSTR 1 and GSTR 2, Monthly / Quarterly Return, Annual Return; Time and procedure of filing of Returns.		
IV	Input Tax Credit: Introduction, Concept of Input Service Distributor, Legal Formalities for an ISD, Distribution of Credit, Claiming Input Tax Credit for inputs goods, Claiming Input Tax Credit for Capital Goods Payment of Tax- (a) Through Input Tax Credit (b) By cash / bank after generation of online Challan. E-Way Bill: Introduction, Preparation of E-Way Bill, Important Points for Transporter GST Portal: Introduction, GST Eco-system, GST Suvidha Provider (GSP), Uploading Invoices		8
V	Registration, Returns and Accounts and Assessment: Registration , Persons Liable for Registration, Compulsory Registration , Deemed Registration, Procedure For Registration GSTIN, Amendment of Registration, Cancellation of Registration, Revocation of cancellation		10
Suggested Readings:			
1. Anandday Mishra, GST Law & Procedure, Taxman.			
2. Goods and Service Tax Acts.			
3. Relevant Goods and Services Tax Rules, <i>Nitya Tax Associates Basics of GST Taxman</i>			
4. Publication on GST by the Institute of Chartered Accountants of India (www.icaai.org)			
5. Publication on GST by the Central Board of Excise and Customs (www.cbec.org)			
6. Nitya Tax Associates Basics of GST Taxman			
Suggested Continuous Evaluation Methods:			
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses:			
Further Suggestions:			






Programme/Class: Degree	Year: Third	Semester: Sixth
Course/ paper-3		
Course Code: F0660603T	Course Title: Auditing	
Course outcomes: The aim of the course is to build knowledge and understanding about Auditing among the student. The outcome of the course will be as follows – To provide knowledge about Auditing and its different types. To provide knowledge about audit procedure and audit of limited companies. Students will get an overview about special audit recent trends in auditing.		
Credits: 4	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=40
I	Introduction: Meaning and objectives of Auditing, Types of Audit, Internal Audit, Audit Programme, Audit Notebook, Routine Checking and Test Checking	6
II	Internal Check System: Internal Control, Audit Procedure: Vouching, Verification of Assets and Liabilities.	7
III	Audit of Limited Companies: Company Auditor - Appointment, Powers, Duties and Liabilities, Auditor's Report and Audit Certificate.	7
IV	Special Audit: Audit of Banking Companies, Audit of Insurance Companies, Audits of Educational Institutions, Audit of Cooperative Societies, Efficiency Audit, Social Audit etc. Recent trends in Auditing: Nature and Significance of Cost Audit, Tax Audit, Management Audit	10
V	Auditors and Audit Report: Appointment, Procedures, Eligibility and Qualifications, Powers and Duties, Rotation and Removal of Auditors, Resignation of Auditors, Remuneration of Auditors, Audit report : Preparation and presentation.	10
Suggested Readings: 1. Basu B.K., An insight with Auditing 2. Gupta Kamal, Contemporary Auditing		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses:		
Further Suggestions:		





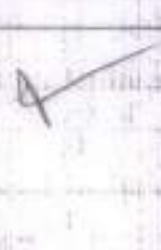

Programme/Class: Degree	Year: Third	Semester: Sixth
Course/ paper-4		
Course Code: F0660604T	Course Title: International Trade	
Course outcomes:		
The aim of the course is to build knowledge and understanding about International Trade among the student. The outcome of the course will be as follows –		
• To provide knowledge about different methods of international trade. • To provide knowledge about international economic institutions. • Students will get an overview about India foreign trade and India's trade policy.		
Credits: 4	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=40
I	Introduction: Basics of international trade, international trade theories, drivers of international trade, restraining forces, recent trends in world trade.	6
II	Foreign trade: Foreign trade & economic growth, balance of trade, balance of payments, free trade, forms and restrictions.	7
III	International economic institutions: IMF, World Bank, WTO (in brief), Regional economic groupings – NAFTA, EU, ASEAN, SAARC.	7
IV	India's foreign trade: Recent trends in India's foreign trade, institutional infrastructure for export promotion in India, projects & consultancy exports. Trade Policy: India's Trade policy, export assistance, marketing plan for exports.	10
V	Foreign Exchange Markets: Defining Foreign Exchange Market, its Structure, Settlement System, Exchange Rate, Participants, Understanding SPOT And Forward Rates	10
Suggested Readings:		
1. Varshney & Bhattacharya, International Marketing		
Suggested Continuous Evaluation Methods:		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses:		
.....		
Further Suggestions:		
.....		



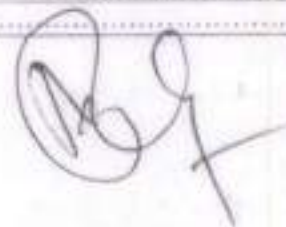



Programme / Class: Honours Degree	Year: Third	Semester: Fifth
Course/ paper-1		
Course Code: F0560601HT	Course Title: Entrepreneurship Development and Startups	
Course outcomes:		
The aim of the course is to develop concept of entrepreneur and entrepreneurship among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about entrepreneurship and small businesses. The outcome of the course will be as follows –		
To provide knowledge about entrepreneurial concept		
To provide knowledge about entrepreneurship development, EDPs and support system		
To give an overview about project and project report preparation		
To give an overview about the small businesses		
Credits: 5		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-1		
Unit	Topics	No. of Lectures Total=40
I	Entrepreneurship: Concept, Role & Importance in Indian Economy, Theories of Entrepreneurship, Entrepreneurs – Evolution of concept, Types of entrepreneurs, traits of entrepreneur, entrepreneurs Vs managers, Entrepreneurs, problems faced by entrepreneurs, Women Entrepreneurs, Rural Entrepreneurs	8
II	Entrepreneurial Development and Institutional Support System: Entrepreneurship development, Concept and Significance, Entrepreneurial Development Programmes (EDP), problems of EDP, Institutional support to entrepreneurs, Arrangement of finance and support from financial institutions	8
III	Business Idea: Environmental analysis, Search for business idea, Identification of projects, Selection of project, Project formulation, Project report, project appraisal.	8
IV	Creating and Starting the Venture: Sources of new Ideas, Methods of generating ideas, creating, problem solving, product planning and development process	6
V	Financing and Managing the new venture: Sources of capital, Record keeping, recruitment, motivating and leading teams, financial controls, Marketing and sales controls, E-commerce and Entrepreneurship, Internet	10
Suggested Readings:		
1. Entrepreneurship 10th Ed (Indian Edition) 2016 by Robert Hisrich Michael Peters Dean Shepherd, McGraw Hill		
2. Khanka, S.S.; Entrepreneurial Development; S. Chand and Co.		
3. Kumar, Arya; Entrepreneurship; Pearson Education.		
4. Desai, Vasant; Dynamics of Entrepreneurial Development and Management; Himalaya Publishing		
5. Blundel, R. and Lockett, N.; Exploring Entrepreneurship Practices and Perspectives; Oxford Publications.		
Suggested Continuous Evaluation Methods:		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses:		
Further Suggestions:		



Programme / Class: Honours Degree	Year: Third	Semester: Fifth
Course/ paper-3		
Course Code: F0560603HT	Course Title: Industrial Relations & Labor Practices	
Course outcomes: This course will help students identify and develop an overview of industrial relations. It also help in acquiring knowledge and understanding of Industrial Labour and General Laws.		
• Knowledge of Industrial Relation framework • Competency to understand the importance of Employee Relation within the perspective of Industrial Relation • Knowledge about relevant Laws of HR management • Competency to interpreted and implement the Labour Laws within organization • Competency to use Collective Bargaining and Grievance redressal Mechanism		
Credits: 5	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-1		
Unit	Topics	No. of Lectures Total=40
I	Industrial Relations: Role - Importance - Trade Unions - Industrial disputes and their Resolutions.	6
II	Participative Management: Structure - Scope - Collective Bargaining - Works Committee - Joint Management Councils - Pre-Requisite for successful participation - Role of Government in Collective Bargaining.	8
III	Industrial unrest: Employee dissatisfaction - Grievances - Disciplinary Action - Domestic Enquiry - Strikes - lockout - Prevention of Strikes - Lockouts. Discipline: Positive, negative discipline, disciplinary procedure, Absenteeism, Turnover, Dismissal and Discharge.	8
IV	Factories Act: Meaning, Definition – Welfare – Safety – Health Measures, Workmen's Compensation Act and International Labor Organization - Role and Function, General provisions of Bonus Act and Gratuity Act	8
V	Labour Legislations in India: Evolution of Labour Legislations in India, Nature and Scope of Labour Legislations in India, Amondment of Labour Laws in India, , Labour codes, Limitations of Labour Laws	10
Suggested Readings: 9. Sreenivasan M.R - Industrial Relations & Labor legislations. 10. Aswathappa K - Human Resource and Personnel Management. 11. Subba Rao P - Human Resource Management and Industrial Relations. 12. Monoppa - Industrial Relations. S. S.C. Srivastava, Industrial Relation of Labour Laws.		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in stddent a sense of decision making and practical learning.		
Suggested equivalent online courses:		
Further Surgeestions:		



Programme / Class: Honours Degree	Year: Third	Semester: Fifth
Course/ paper-2		
Course Code: F0560602HT	Course Title: Sales Management & Control	
Course outcomes: The aim of the course is to build knowledge, understanding and skills in sales management among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about sales management. The outcome of the course will be as follows – To provide knowledge about sales personnel and salesmanship. To provide knowledge about personal selling and focus light on the different perspectives of managing sales force. To give an overview about importance of sales force in organization. To give an overview about concept of distribution channels.		
Credits: 5	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-1		
Unit	Topics	No. of Lectures Total-40
I	Introduction to Sales Management: Concept, Evolution of sales function, Objectives of sales management positions, Functions of Sales manager and their relation with other executives.	8
II	Salesmanship: Theories of personal selling, Types of Sales executives, Qualities of sales executives, Personal selling process, Showroom & exhibition.	8
III	Sales Organization and Relationship: Purpose of sales organization, Types of sales organization structures, Sales department external relations, Distributive network relations. Sales Force Management: Recruitment and Selection, Sales Training, Sales Compensation.	8
IV	Distribution Network Management: Types of Marketing Channels, Factors affecting the choice of channel, Types of middleman and their characteristics, Concept of physical distribution system.	6
V	Sales Control : An Introduction , Meaning and Purpose , Sales Control System Methods of Sales Control , Methods of Controlling Sales Force, Marketing Cost and Its Analysis, Usefulness of Marketing Cost Analysis, Sales Management Audit	10
Suggested Readings: 4. Candiff, Still, Govoni, Sales Management 5. Pradhan, Jakate, Mali, Salesmanship & Publicity 6. S.A. Chaturwalla, Sales Management		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses:		
Further Suggestions:		

Programme / Class: Honours Degree	Year: Third	Semester: Fifth
Course/ paper-4		
Course Code: F0560604HT	Course Title: Company & Corporate Accounts	
Course outcomes: The aim of the course is to build knowledge, understanding and skills in the area of company accounts among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about accounting practices relevant to companies. The outcome of the course will be as follows		
- To understand joint stock companies and knowledge about shares and debentures - To have understanding about final accounts and accounting practices related to amalgamation		
Credits: 5	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-1		
Unit	Topics	No. of Lectures Total=40
I	Joint Stock Companies: Its types and share capital, Issue, Forfeiture and Re-issue of shares, Redemption of preference shares, Issue and Redemption of Debenture.	7
II	Final Accounts: Including Computation of managerial Remuneration and disposal of profit.	7
III	Accounting for Amalgamation of companies as per Accounting Standard 14, Accounting for Internal reconstruction, Liquidation of Company.	8
IV	Consolidated Balance Sheet of Holding Companies with one Subsidiary only, Statement of Affairs and Deficiency/Surplus, Receivers Receipt and Payment A/c.	8
V	Accounting For Banking Companies: Bank accounts, Concept of Non-Performing Assets (NPA), Preparation of Profit and Loss Account, Asset classification, Preparation of Balance Sheet.	10
Suggested Readings: 1. Gupta R.L. Radhaswamy M, Company Accounts 2. Reddy, T.S & Murthy, A, Corporate Accounting, Margham Publications, Chennai. 3. Maheshwari, S.N., Corporate Accounting 4. Monga J.R., Ahuja, Girish, and Sehgal Ashok, Financial Accounting 5. Shukla, M.C., Grewal T.s. and Gupta, S.C. Advanced Accounts		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses:		
Further Suggestions:		



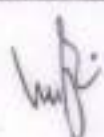
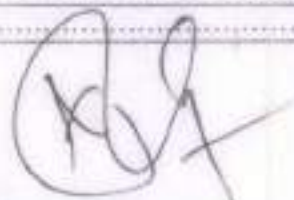


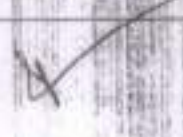

Programme/Class: Honours Degree		Year: Third	Semester: Sixth
Course/ paper-1			
Course Code: R0660601HT		Course Title: Project Management & Evaluation	
Course outcomes:			
- Students will be able to understand the characteristics of Project and Project Management Knowledge - The students will understand the managerial process along with tools & techniques used in Project management Knowledge - Students will understand the scheduling and monitoring process in Project. They will be able to apply PERT and CPM method for project scheduling - Students will understand the perspectives in which optimum decisions are to be taken in case of risks with planned activities in project			
Credits: 5		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-1			
Unit	Topics		No. of Lectures Total=40
I	Definitions & Characteristics of Project, Types of Projects, Project Life Cycle, Project Management Process: Introduction, Tools & Techniques of Project Management, Project Team and Scope of Project Management, Project Organization.		6
II	Project Identification & Selection: Identification, Generation of ideas, Approaches to Project Screening and Selection, Project Rating Index, Market & Demand Analysis Techniques: Survey & Trend Projection Methods: Project Risk Management		8
III	Project Costing: Fundamental components of Project Cost, Types of Costs: Direct, Indirect, Recurring, Non-Recurring, Fixed, Variable, Normal, Expedite costs, Project Financing and Budgeting: Sources of Finance, Social Cost Benefit Analysis (SCBA) of Project, Project Scheduling and Network Analysis: Steps in Project Scheduling and Network design, Introduction to CPM and PERT.		8
IV	Monitoring and Control: Planning- Monitoring and Control Cycle, Project Management Information System, Milestone Analysis and Tracking Gantt chart, Earned Value Analysis (EVA): Planned Value(PV), Earned Value (EV), Cost Variance (CV), Schedule Variance (SV), Cost performance Index (CPI), Schedule performance Index (SPI), Project Termination: Types of Terminations, Project Termination Process		8
V	Managing versus leading a project, managing project stakeholders, Project Evaluation: Introduction, Meaning and Objectives of Evaluation, Techniques and Criteria		10
Suggested Readings:			
5. Project Management- A Managerial Approach: Jack R. Meredith Broyhill Samuel J. Mantel, Jr (John Wiley & Sons)			
6. Project Management : Mr. Sanjay Marwah- (Wiley Dreamtech)			
7. Project- Preparation, Appraisal, Budgeting and Implementation: Chandra Prasanna - (TMH)			
8. Project Management Core Text Book : M R Gopalan (Wiley)			
7. Quantitative Techniques in Management : N D Vohra (TMH)			
8. Entrepreneurship and Small Business Management : M B Shukla			
Suggested Continuous Evaluation Methods:			
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses:			
.....			
Further Suggestions:			
.....			





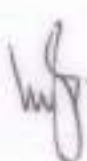
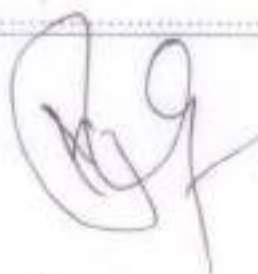

Programme/Class/ Honours Degree	Year: Third	Semester: Sixth
Course/ paper-2		
Course Code: F0660602HT	Course Title: GST & Tally	
Course outcomes: The aim of the course is to build knowledge and understanding about GST among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about GST. The outcome of the course will be as follows – To provide knowledge about indirect taxes before GST. To provide knowledge about registration and documentation process under GST.To give an overview about tax exemptions. To give an overview about filing of GSTR.		
Credits: 5		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-1		
Unit	Topics	No. of Lectures Total=40
I	Introduction : Constitutional framework of Indirect Taxes before GST(Taxation Powers of Union & State Government); Concept of VAT: Meaning, Variants and Methods; Major Defects in the structure of Indirect Taxes prior to GST; Overview of GST ; Structure of GST (SGST, CGST, UTGST & IGST); GST Council.	7
II	Supply of Goods and Services - Definition of supply; Place of Supply: Intra-State and Inter-State supply; Composite and Mixed supply; Import and Export; Supplies of goods and services liable to be reverse charged; Time of supply; Nil rated supplies, Zero rated supplies, Exempted supplies & Non-GST supplies.	7
III	Registration and Documentation: (A) Registration-Persons liable to registration; Compulsory registration; Procedure of Registration;Exemption from Registration; Composition Scheme. (B) Documentation- Tax Invoice; Bill of Supply; Receipt Voucher;Payment Voucher; Refund Voucher; Debit Note; Credit Note. Returns: GSTR 1 and GSTR 2, Monthly / Quarterly Return, Annual Return. Time and procedure of filing of Returns.	8
IV	Input Tax Credit: Introduction, Concept of Input Service Distributor, Legal Formalities for an ISD, Distribution of Credit, Claiming Input Tax Credit for inputs goods, Claiming Input Tax Credit for Capital Goods. Payment of Tax- (a) Through Input Tax Credit (b) By cash / bank after generation of online-Challan. E-Way Bill: Introduction, Preparation of E-Way Bill, Important Points for Transporter GST Portal: Introduction, GST Eco-system, GST Suvidha Provider (GSP), Uploading Invoices	8
V	Overview of Tally interface, Creating a company in Tally, Gateway of Tally functions, Tally configuration & security controls, Creating & managing; Groups, Ledgers, Voucher types, Altering and deleting masters, Contra, Payment, Receipt, Journal, Sales, Purchase, and Debit/Credit notes, Simple and compound journal entries	10
Suggested Readings: 7. Atandadaya Mishra, GST Law & Procedure, Taxman. 8. Goods and Service Tax Acts. 9. Relevant Goods and Services Tax Rules. <i>Nitya Tax Associates Basics of GST Taxman</i> 10. Publication on GST by the Institute of Chartered Accountants of India (www.icaai.org) 11. Publication on GST by the Central Board of Excise and Customs (www.cbec.org) 12. Nitya Tax Associates Basics of GST Taxman		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses:		
Further Suggestions:		



Programme/Class: Honours Degree	Year: Third	Semester: Sixth
Course/ paper-3		
Course Code: F0660603HT	Course Title: Auditing & Ethics	
Course outcomes: The aim of the course is to build knowledge and understanding about Auditing among the student. The outcome of the course will be as follows – To provide knowledge about Auditing and its different types. To provide knowledge about audit procedure and audit of limited companies. Students will get an overview about special audit recent trends in auditing.		
Credits: 5		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-1		
Unit	Topics	No. of Lectures Total=40
I	Introduction: Meaning and objectives of Auditing, Types of Audit, Internal Audit, Audit Programme, Audit Notebook, Routine Checking and Test Checking	6
II	Internal Check System: Internal Control, Audit Procedure: Vouching, Verification of Assets and Liabilities.	7
III	Audit of Limited Companies: Company Auditor - Appointment, Powers, Duties and Liabilities. Auditor's Report and Audit Certificate.	7
IV	Special Audit: Audit of Banking Companies, Audit of Insurance Companies, Audits of Educational Institutions, Audit of Cooperative Societies, Efficiency Audit, Social Audit etc. Recent trends in Auditing: Nature and Significance of Cost Audit, Tax Audit, Management Audit	10
V	Definition and importance of ethics, Ethical values: Integrity, Objectivity, Professional competence, Confidentiality, Professional behavior, Code of Conduct, Fundamental principles and threats to independence	10
Suggested Readings: 1. Basu B.K., An insight with Auditing 2. Gupta Kamal, Contemporary Auditing		
Suggested Continuous-Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: Honours Degree	Year: Third	Semester: Sixth
Course/ paper-4		
Course Code: F0660604HT	Course Title: International Trade & Global Markets	
Course outcomes:		
The aim of the course is to build knowledge and understanding about International Trade among the student. The outcome of the course will be as follows –		
• To provide knowledge about different methods of international trade. • To provide knowledge about international economic institutions. • Students will get an overview about India foreign trade and India's trade policy.		
Credits: 5	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-1		
Unit	Topics	No. of Lectures Total=30
I	Introduction: Basics of international trade, international trade theories, drivers of international trade, restraining forces, recent trends in world trade.	6
II	Foreign trade: Foreign trade & economic growth, balance of trade, balance of payments, free trade, forms and restrictions.	7
III	International economic institutions: IMF, World Bank, WTO (in brief), Regional economic groupings - NAFTA, EU, ASEAN, SAARC.	7
IV	India's foreign trade: Recent trends in India's foreign trade, institutional infrastructure for export promotion in India, projects & consultancy exports. Trade Policy: India's Trade policy, export assistance, marketing plan for exports.	10
V	Global Market Analysis Techniques, Market selection and entry strategies, Market segmentation and positioning, , Competitor and consumer analysis	10
Suggested Readings:		
3. Varshney & Bhattacharya, International Marketing		
Suggested Continuous Evaluation Methods:		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses:		
Further Suggestions:		



Dr. Rammanohar Lohia Avadh University, Ayodhya
Department of Business Management & Entrepreneurship

BBA

Books detail

2025-26

Sl. No.	Subject's Name	Title of Book	Author's Name	Name of Publisher
1.	आयकर (Income Tax)	1. "आयकर कानून और अभ्यास" 2. आयकर: सिद्धांत और प्रक्रिया" वेतन पर आयकर (Income Tax in Salary) आयकर मिनी रेडी रेकनर (Income Tax Mini Ready Reckoner)	डॉ. के. वी. एस. शर्मा डॉ. वी. के. सिंहानिया भवन के. जैन डॉ. गिरिश आहूजा, डॉ. रवि गुप्ता	टेक्समैन टेक्समैन लोगन बुक हाउस भारत लॉ हाउस प्रा. लि.
2.	कंपनी लेखा (Company Accounts)	लेखाशास्त्र: कंपनी खाते एवं विनीय विवरणों का विश्लेषण कंपनी लेखा (Company Accounts) कंपनी खाता (Company Accounts) निगम लेखा (Corporate Accounting)	राष्ट्रीय शैक्षिक अनुसंधान और प्रशिक्षण परिषद (NCERT) डॉ. एच. सी. मेहता डॉ. एस. पी. गोयल डॉ. एस. एम. शुक्ला एवं डॉ. के. एल. गुप्ता	राष्ट्रीय शैक्षिक अनुसंधान और प्रशिक्षण परिषद (NCERT) साहित्य भवन प्रकाशन साहित्य भवन प्रकाशन साहित्य भवन प्रकाशन

Sl. No.	Subject's Name	Title of Book	Author's Name	Name of Publisher
3.	मानव संसाधन विकास	मानव संसाधन विकास एवं प्रबंधन की	प्रो. आर. वी. एस. वर्मा, डॉ. अतुल	न्यू रॉयल बुक कंपनी

Prof. R. V. S. Verma

Tsh

सूचकांक	सूचकांक	सूचकांक	सूचकांक	सूचकांक
मानव संसाधन विकास के नए आयाम (भारतीय परिप्रेक्ष्य)	मानव विकास	मानव विकास	मानव विकास	मानव विकास
मानव संसाधन प्रबंधन और विकास	मानव संसाधन प्रबंधन और विकास	मानव संसाधन प्रबंधन और विकास	मानव संसाधन प्रबंधन और विकास	मानव संसाधन प्रबंधन और विकास
मान और सेवा कर (Goods and Services Tax)	मान और सेवा कर (Goods and Services Tax)	मान और सेवा कर (Goods and Services Tax)	मान और सेवा कर (Goods and Services Tax)	मान और सेवा कर (Goods and Services Tax)
वस्तु एवं सेवा कर तथा सीमा शुल्क (Goods and Services Tax & Customs Duty)	वस्तु एवं सेवा कर तथा सीमा शुल्क (Goods and Services Tax & Customs Duty)	वस्तु एवं सेवा कर तथा सीमा शुल्क (Goods and Services Tax & Customs Duty)	वस्तु एवं सेवा कर तथा सीमा शुल्क (Goods and Services Tax & Customs Duty)	वस्तु एवं सेवा कर तथा सीमा शुल्क (Goods and Services Tax & Customs Duty)
GST: बया - किसके लिए - कैसे	GST: बया - किसके लिए - कैसे	GST: बया - किसके लिए - कैसे	GST: बया - किसके लिए - कैसे	GST: बया - किसके लिए - कैसे
अप्रत्यक्ष कर जी एस टी. सहित (Indirect Taxes with G.S.T.)	अप्रत्यक्ष कर जी एस टी. सहित (Indirect Taxes with G.S.T.)	अप्रत्यक्ष कर जी एस टी. सहित (Indirect Taxes with G.S.T.)	अप्रत्यक्ष कर जी एस टी. सहित (Indirect Taxes with G.S.T.)	अप्रत्यक्ष कर जी एस टी. सहित (Indirect Taxes with G.S.T.)





Sl. No.	Subject's Name	Title of Book	Author's Name	Name of Publisher
5.	प्रशिक्षण और विकास	प्रशिक्षण और विकास	डॉ. राजेश कुमार शर्मा	Notion Press
		प्रशिक्षण और विकास के सिद्धांत	सुरेंद्र कुमार, डॉ. हरिओम दुग्गल, डॉ. संतोष कुमारी	Shashwat Publication
		प्रशिक्षण और विकास	डॉ. दिव्या शर्मा, सोनिया कौशिक	JSR Publishing House
		प्रशिक्षण और विकास	डॉ. आर.के. साहू	Excel Books India
6.	विपणन प्रबंधन (Marketing Management)	विपणन प्रबंधन (Marketing Management)	डॉ. एस.सी. जैन	साहित्य भवन प्रकाशन
		विपणन प्रबंधन (Marketing Management)	डॉ. ए.के. झा	दीपक प्रकाशन
		विपणन प्रबंधन (Marketing Management)	डॉ. एफ.सी. शर्मा	एस.बी.पी.डी. प्रकाशन
		विपणन प्रबंधन (Marketing Management)	अरुण कुमार और रचना शर्मा	एटलॉटिक पब्लिशर्स एंड डिस्ट्रीब्यूटर्स

Sl. No.	Subject's Name	Title of Book	Author's Name	Name of Publisher
7.	विपणन संचार (Marketing Communications)	विपणन संचार (Marketing Communications)	डॉ. निरज कुमार	हिमाचल पब्लिशिंग हाउस
		उपभोक्ता व्यवहार एवं विपणन संचार (Consumer Behaviour & Marketing Communication)	डॉ. आशीष कुमार सकसेना	शांति पब्लिकेशन

Prof.

Signature

✓

	मास कम्युनिकेशन इन इंडिया (Mass Communication in India)	केवल डे. कुमार	जयकरी पब्लिशिंग हाउस
	विज्ञापन और एकीकृत विपणन संचार (Advertising and Integrated Marketing Communications)	कृति शाह	मैकमिलन इंडिया
8.	विक्री प्रबंधन (Sales Management)	डॉ. एच. सी. मेहता	साहित्य भवन प्रकाशन
	विक्री प्रबंधन (Sales Management)	डॉ. एस. पी. गौरव	साहित्य भवन प्रकाशन
	विपणन प्रबंधन और व्यक्तिगत बिक्री (Sales Management and Personal Selling)	डॉ. सुरेश अम्बेकर, प्रो. अनिल केसकर	हिमालय पब्लिशिंग हाउस
	विपणन प्रबंधन (Sales Management)	डॉ. पी. के. घोष	हिमालय पब्लिशिंग हाउस

Sl. No.	Subject's Name	Title of Book	Author's Name	Name of Publisher
9.	अंकेक्षण (Auditing)	अंकेक्षण (Auditing)	डॉ. टी. आर. रामो	साहित्य भवन प्रकाशन
		अंकेक्षण (Auditing)	डॉ. सी. के. मेहता	एस. बी. पी. डी. प्रकाशन
		अंकेक्षण (Auditing)	डॉ. विनीत चौहान	सिमॉन्स पब्लिकेशन्स
		अंकेक्षण (Auditing)	डॉ. शुभाष पी. जाधव	इंग्लिश लीप पब्लिकेशन्स

Inf.

Inf.

Inf.

Sl. No.	Subject's Name	Title of Book	Author's Name	Name of Publisher
1.	व्यापारिक सत्रियम (Business Law)	व्यापारिक सत्रियम	आर. सी. अग्रवाल संजय अग्रवाल	एस. पी. बी. डी. पब्लिकेशन
2.	उद्यमिता एवं लघु व्यवसाय (Entrepreneurship & Small Business Management)	उद्यमिता एवं लघु व्यवसाय	डा० एस. एस. शुक्ल	साहित्य भवन पब्लिकेशन
			डा० एस. पी. सहाय	एस. पी. बी. डी. पब्लिकेशन
			डा० मनोज शर्मा	एस. पी. बी. डी. पब्लिकेशन
			राजीव बंसल	साहित्य भवन प्रकाशन
			प्रो० अग्रवाल एवं मेहता	साहित्य भवन प्रकाशन
3.	प्रबंधन के सिद्धांत (Principles of Management)	उद्यमिता के मूल आधार	डा० प्रवीण अग्रवाल	साहित्य भवन प्रकाशन
			डा० अतनीश कुमार मिश्र	ठाकुर पब्लिकेशन प्रा० लि०
			डा० संजय अग्रवाल	ठाकुर पब्लिकेशन प्रा० लि०
			डा० राजीव कुमार अग्रवाल	कैलाश पुस्तक भवन
			डा० नीलम मौर्या	साहित्य भवन पब्लिकेशन
4.	विधि व्यवसाय एवं नीतिशास्त्र (Principles of Management)	उद्यमिता का परिचय	प्रो० शशि कुमार त्रिपाठी	साहित्य भवन पब्लिकेशन
			डा० अजय प्रकाश	साहित्य भवन पब्लिकेशन
			डा० एस. सी. जैन	साहित्य भवन पब्लिकेशन
			डा० दिनेश श्रीवास्तव	साहित्य भवन पब्लिकेशन
			डा० आर. सी. गुप्ता	साहित्य भवन पब्लिकेशन
Sl. No.	Subject's Name	Title of Book	Author's Name	Name of Publisher
4.	विधि व्यवसाय एवं नीतिशास्त्र	विधि व्यवसाय एवं नीतिशास्त्र	डा० गोपाल राज कल्ला	महावीर प्रकाशन
		व्यापारिक विधि, नीतिशास्त्र और	डा० आर. एल. नौलखा	

Wm

Wm

Wm

Wm

	(Business Ethics & Governance)	संचार	उपेन्द्र राय	वी. के. पब्लिकेशन
		व्यावसायिक नैतिकता	राजेशगर्ग	वी. के. पब्लिकेशन
		मानवीय मूल्य एवं नैतिकता	रमेश कुमार	
5.	व्यावसायिक सम्प्रेषण (Business Communication)	व्यावसायिक सम्प्रेषण	डा० प्रवीन कुमार अग्रवाल	साहित्य भवन प्रकाशन
		सूचना प्रौद्योगिकी एवं व्यावसायिक संचार	डा० अतनीश कुमार मिश्रा	
		व्यावसायिक सम्प्रेषण	डा० प्रवीन कुमार अग्रवाल	साहित्य भवन प्रकाशन
		व्यावसायिक संचार कौशल	डा० एम. सलमान अंसारी	ए. पी. च. पब्लिकेशन
		औद्योगिक सम्बन्ध एवं श्रम कायदे	श्री जिन कौशल	वी. के. पब्लिकेशन
6.	औद्योगिक सम्बन्ध एवं श्रम कायदे (Industrial Relation & Labour Law)	श्रम एवं औद्योगिक विधि	डा० मेधा कानेटकर	श्री साई नाथ प्रकाशन
		श्रमिक विधियाँ	प्रो० सूर्य नारायण मिश्र	सेंट्रल लॉ एजेंसी
		औद्योगिक सम्बन्ध एवं श्रम कायदे	इन्द्रजीत सिंह	सेंट्रल लॉपब्लिकेशन
		कार्यनीतिक प्रबंध	ए. एम. शर्मा	हिमालयापब्लिशिंग हाउस
7.	कार्यनीतिक प्रबंध (Strategic Management)	व्यूहरचनात्मक व्यवस्थापन	डा० आर. के. यादव	साहित्य भवन पब्लिकेशन
		व्यूहरचनात्मक व्यवस्थापन	सी. एन. सोनताक्की	डा० महावीर बुक डिपो पब्लिकेशन
		व्यावसायिक पर्यावरण	आर. के. गुप्ता	साहित्य भवन
8.	व्यावसायिक पर्यावरण (Business Environment)	व्यावसायिक पर्यावरण	डा० जे. पी. मिश्र	साहित्य भवन पब्लिकेशन
		व्यावसायिक वातावरण	डा० वी. सी. सिन्हा	एस. पी. वी. डी. पब्लिकेशन
		व्यावसायिक वातावरण	राजीव बंसल	कैलाश पुस्तक सदन

(Signature)

(Signature)

(Signature)

S.no	Subject Name	Title of Book	Author Name	Name of Publisher
1	Business Economics (व्यावसायिक अर्थशास्त्र)	व्यावसायिक अर्थशास्त्र	डॉ. एस.के. मिश्रा	हिंदी साहित्य भवन प्रकाशन
		व्यावसायिक अर्थशास्त्र	डॉ. राधेश्याम शर्मा	हिंदी साहित्य भवन प्रकाशन
		व्यावसायिक अर्थशास्त्र	डॉ. नरेशकुमार	हिंदी साहित्य भवन प्रकाशन
		व्यावसायिक अर्थशास्त्र	डॉ. महेशकुमार	हिंदी साहित्य भवन प्रकाशन

2	Business Statistics (व्यावसायिक सांख्यिकी)	व्यावसायिक सांख्यिकी	- डॉ. जे.के. शर्मा	हिंदी साहित्य भवन प्रकाशन
		व्यावसायिक सांख्यिकी	- डॉ. रामनिवासराव	हिंदी साहित्य भवन प्रकाशन
		व्यावसायिक सांख्यिकी	डॉ. राकेशकुमार	हिंदी साहित्य भवन प्रकाशन
		व्यावसायिक सांख्यिकी	डॉ. महेशकुमार	हिंदी साहित्य भवन प्रकाशन
3	Production Management (उत्पादन प्रबंधन)	उत्पादन प्रबंधन	डॉ. एस.पी. सिंह	हिंदी साहित्य भवन प्रकाशन
		उत्पादन प्रबंधन	डॉ. राकेशकुमार	हिंदी साहित्य भवन प्रकाशन

Imp

MSX

TLV

	उत्पादनप्रबंधन	डॉ. महेशकुमार	हिंदी साहित्य भवन प्रकाशन
	उत्पादनप्रबंधन	डॉ. नरेशकुमार	हिंदी साहित्य भवन प्रकाशन

4	Supply Chain Management (आपूर्तिश्रृंखलाप्रबंधन)	आपूर्तिश्रृंखलाप्रबंधन	डॉ. एस.के. मिश्रा	हिंदी साहित्य भवन प्रकाशन
-		आपूर्तिश्रृंखलाप्रबंधन	डॉ. राधेश्यामशर्मा	हिंदी साहित्य भवन प्रकाशन
		आपूर्तिश्रृंखलाप्रबंधन	डॉ. ए.के. शर्मा	हिंदी साहित्य भवन प्रकाशन
		आपूर्तिश्रृंखलाप्रबंधन	डॉ. रामनिवासदाव	हिंदी साहित्य भवन प्रकाशन
5	Consumer Behaviour (उपभोक्ताव्यवहार)	उपभोक्ताव्यवहार और उपभोक्तासंरक्षण	डॉ. मुकेशराजपत	हिंदी साहित्य भवन प्रकाशन
		उपभोक्ताव्यवहार और उपभोक्तासंरक्षण	डॉ. राकेशकुमार	हिंदी साहित्य भवन प्रकाशन
		उपभोक्ताव्यवहार और उपभोक्तासंरक्षण	डॉ. महेशकुमार	हिंदी साहित्य भवन प्रकाशन
		उपभोक्ताव्यवहार और उपभोक्तासंरक्षण	डॉ. नरेशकुमार	हिंदी साहित्य भवन प्रकाशन

6	Business Mathematics (व्यावसायिकगणित)	व्यावसायिकगणित	डॉ. जे.के. शर्मा	हिंदी साहित्य भवन प्रकाशन
		व्यावसायिकगणित	डॉ. राकेशकुमार	हिंदी साहित्य भवन प्रकाशन
		व्यावसायिकगणित	डॉ. महेशकुमार	हिंदी साहित्य भवन प्रकाशन
		व्यावसायिकगणित	डॉ. नरेशकुमार	हिंदी साहित्य भवन प्रकाशन




7	Project Management (परियोजनाप्रबंधन)	परियोजनाप्रबंधन	डॉ. एस. पी. सिंह	हिंदी साहित्य भवन प्रकाशन
		परियोजनाप्रबंधन	डॉ. राकेश कुमार	हिंदी साहित्य भवन प्रकाशन
		परियोजनाप्रबंधन	- डॉ. महेश कुमार	हिंदी साहित्य भवन प्रकाशन
		परियोजनाप्रबंधन	डॉ. नरेश कुमार	हिंदी साहित्य भवन प्रकाशन

8	शोध पद्धति (Research Methodology)	शोध पद्धति	डॉ. राम गोपाल सिंह	पंचशील प्रकाशन
		अनुसंधान पद्धतियाँ	डॉ. वीरेंद्र प्रकाश शर्मा	अध्ययन प्रकाशन
		समाविक शोध की विधियाँ	हरिकृष्ण रावत	रावत प्रकाशन
		शोध पद्धतियाँ	डॉ. ल्यमी और डॉ. रस्तोगी	संजिव प्रकाशन

Sl. No.	Subject's Name	Title of Book	Author's Name	Name of Publisher
1.	Management & Cost Accounting	सामान लेखांकन एवं अंकगण	डॉ. अणु एन. खडैतवाल, राजेश गुप्ता, डॉ. राजेश कुमार शिवानी	SHIPD Publications
		प्रबंधकीय लेखांकन	डॉ. राजेंद्र शर्मा	देवी अश्विनी प्रकाशन
		कॉस्ट अकाउंटिंग (बालिंगुअल हिंदी एवं अंग्रेजी)	डॉ. मानेंद्र कुमार सिंह, डॉ. आनंद कुमार शर्मा, डॉ. सी. के. अग्रवाल, डॉ. सरोज	राकून पब्लिकेशन प्राइवेट लिमिटेड
		कॉस्ट एकाउंटिंग (महान लेखांकन)	एस. एम. अग्रवाल	साहित्य भवन पब्लिकेशन
2.	Basic Accounting	"लेखांकन के सिद्धांत"	अनुराग, मुकुल एवं एस. राधास्वामी	(मुमुताय चंद एंडु एस, नई दिल्ली)

inf.

Signature

Signature

	"नवोद्योग की मूल बातें"	डी. एच. सी. शुक्ला	(विश्व प्रकाशन प्रिंटर, चेन्नई)
	"निजीय लेखांकन: एक परिचय"	एच. एम. ली एच. के. एन. आर	(कन्यादासी प्रकाशनी)
	"हिंदी में लेखांकन"	बी. एस. गहल	(सावरी प्रकाशन सावरी)

Sl. No.	Subject's Name	Title of Book	Author's Name	Name of Publisher
3.	Computer Applications	कंप्यूटर सॉफ्टवेयर	प्रदीप के सिन्हा	सी. पी. प्रकाशन
		कंप्यूटर प्रोग्रामिंग एवं सूचना प्रौद्योगिकी	मनीष साधु	आर. पी. प्रकाशन
		आर्थिक कंप्यूटर अनुप्रयोग	मनोज कुमार शर्मा	विभागीय प्रकाशन

4.	Specialized Accounting	निजीय लेखांकन लेखक, प्रकाशन	डी. एस. एल. शुक्ला, डी. के. एल. शुक्ला	साहित्य प्रकाशन प्रकाशन
		सावरी लेखांकन का सांख्यिकीय	आनंद शर्मा	प्रदीप
		एकत्रित एकांकिक	डी. एच. सी. ली	विभागीय प्रकाशन
		प्रत्येक के लिए लेखांकन	एच. एस. शुक्ला	साहित्य प्रकाशन प्रकाशन

Inf.

Handwritten signature

Handwritten signature

Handwritten mark

Sl. No.	Subject's Name	Title of Book	Author's Name	Name of Publisher
5.	Investment Analysis & Portfolio Management	"निवेशीय विश्लेषण एवं पोर्टफोलियो प्रबंधन"	डॉ. एस.के. सिंह	(विद्या प्रकाशन)
—		"भारतीय सूची बाजार एवं निवेश प्रबंधन"	डी.के. शर्मा	(विद्या प्रकाशन बॉयट)
		"निवेश प्रबंधन"	डॉ. पी.एन. सिंह	(विद्यालय पब्लिशिंग हाउस)
		"पोर्टफोलियो समीक्षा एवं प्रबंधन"	डॉ. आर.पी. खन्ना	(वि. सत्य एवं संयोजी)
6.	Business Finance	"कॉर्पोरेट फिन प्रबंधन"	डॉ. एस.एन. शर्मा	(विद्यालय पब्लिशिंग हाउस)
		"वित्तीय प्रबंधन"	डॉ. एस.एन. शर्मा	(विद्यालय पब्लिशिंग हाउस)
		"व्यावसायिक फिन की मूल बातें"	डॉ. पी.एन. सिंह	(विद्यालय पब्लिशिंग हाउस)
		"व्यावसायिक फिन प्रबंधन"	डॉ. एस.के. शर्मा	(विद्यालय पब्लिशिंग हाउस)

Sl. No.	Subject's Name	Title of Book	Author's Name	Name of Publisher
7.	Organizational Behaviour	"प्रशासनिक व्यवस्था, संगठन एवं व्यवहार"	डॉ. एस.के. शर्मा	(विद्या प्रकाशन)
		"ऑर्गेनाइजेशनल बिहेवियर"	डॉ. पी.एन. सिंह	(विद्यालय पब्लिशिंग हाउस)
		"प्रशासन एवं व्यवहार"	डॉ. एस.के. शर्मा	(विद्यालय पब्लिशिंग हाउस)





	Subject's Name	Title of Book	Author's Name	Name of Publisher
8.	Advertising Management	"विज्ञापन प्रबंधन की मूल बातें"	डॉ. पी. एस. शर्मा	(विज्ञापन प्रबंधन)
		"विज्ञापन का प्रचार प्रसार"	डॉ. आर. एन. शर्मा	(विज्ञापन प्रबंधन)
		"विज्ञापन विज्ञान एवं व्यवस्था"	डॉ. एस. के. शर्मा	(विज्ञापन प्रबंधन)
		"विज्ञापन प्रचार एवं विज्ञापन"	डॉ. पी. के. शर्मा	(विज्ञापन प्रबंधन)
		"विज्ञापन और आर्थिक प्रचार"	डॉ. एस. एन. शर्मा	(विज्ञापन प्रबंधन)

Sl. No.	Subject's Name	Title of Book	Author's Name	Name of Publisher
9.	International Trade	"विश्व व्यापार प्रणाली"	डॉ. पी. एस. शर्मा	(विज्ञापन प्रबंधन)
		"आंतर्राष्ट्रीय व्यापार, विज्ञापन एवं नीतिगत"	डॉ. आर. पी. शर्मा	(विज्ञापन प्रबंधन)
		"विश्व व्यापार एवं विज्ञापन"	डॉ. एस. एन. शर्मा	(विज्ञापन प्रबंधन)
		"आंतर्राष्ट्रीय व्यापार की मूल बातें"	डॉ. पी. एस. शर्मा	(विज्ञापन प्रबंधन)

