VIKRAM UNIVERSITY, UJJAIN

SYLLABUS

THREE YEARS BBA (FULL TIME) PROGRAMME
(EFFECTIVE FROM 2012 – 2015 BATCH)

FACULTY OF MANAGEMENT STUDIES
VIKRAM UNIVERSITY UJJAIN
### FIRST SEMESTER

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### FIFTH SEMESTER

MARKS

FIFTH SEMESTER

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**MARKS**

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**Grand Total**

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Scheme of Examination

(EFFECTIVE FROM 2012 – 2015 BATCH)

A  Internal Marks :

1. Written tests: There will be one written tests of 15 marks. Normally, duration of tests will be one hour. Pattern of test questions may be in following forms : Essay type questions /long questions /short answer question/ small case/ small exercise/case study /objective type /quiz etc.

2. Attendance. Class discipline, class behaviour, Class participation, assignments/ group assignments, presentations and case discussion to be assigned and assessed by concerned faculty. Weightage of these marks may vary.

B  External:

The examination paper of 70 marks may consist of 10 questions (Attempt any five questions). Short answer questions and case study may also be asked.
BBA– 111: English (EFFECTIVE FROM 2012 – 2015 BATCH)

1. Short answer comprehension on unseen passage. Questions to be answered in one sentence each. 15 to be set and 10 to be attempted.
2. Paragraph writing in not more than 150 words on a given topic, two topics to be set, one to be attempted.
3. Letter writing (except business letters) in not more than 150 words. Two to be set, one to be attempted.
4. Exercise in Grammar. 15 to be set, 10 to be attempted. Grammar exercises: Articles, Nouns, Adjectives, Adverbs, Pronouns, Prepositions, Tenses, Infinitive, Gerund, Participles, Direct and Indirect Speech, Conjunctions.

Suggested Readings:
1. English for Indian students by Dr. B.G. Tandon and Dr. R.N.Dixit, Published by Madhya Pradesh Granth Academy. (First Five Lesson Only).

BBA- 112: Environment and Management (EFFECTIVE FROM 2012 – 2015 BATCH)

Course Objective:
The objective of this paper is to create awareness among students of the external environmental factors which affect decision making in the business organization.

Course Contents:
Suggested Readings:
1. Business Environment – Francis Cherunilam
2. Govt. & Business – Sengupta

BBA – 113: Financial Accounting  
(EFFECTIVE FROM 2012 – 2015 BATCH)

Course Objective:
The objective of this course is to help students, in acquiring the ability to record business transactions according to modern methods of accounting and use accounting data as an aid to decision making.

Suggested Examination Paper Pattern:
Semester exam will be of 70 marks. Section A of practical problems/Cases shall be worth 40 marks. Section B worth of 30 marks will comprise theory questions.

Course Contents:
5. Depreciation and Reserves & Funds.

Suggested Readings:
1. Double Entry Book-Keeping – Shukla & Grewal
5. Advanced Accounting – Ashok Sehgal & Deepak Sehgal
Course Objective:
The objective of this course is to teach the students the concepts fundamentals and principles of Management as they are applicable to business and non-business organizations and acquaint them with modern management practices.

Course Contents:
3. Organization – Nature and Process of Organizing, Forms of Organizational Structure. Line and Staff Relationship, Departmentation,

Suggested Readings:
1. Organisation and Management – R.D. Agrawal
2. Essentials of Management – Koontz and O'Donnel.
3. Management - Stoner
5. Practice of Management – Peter Drucker
6. Principles of Management – Sherlekar
BBA – 121: Hindi
(EFFECTIVE FROM 2012 – 2015 BATCH)

इकाई – 1
क) मानक भाषा – मानक भाषा से आलावा भाषा का सामान्य भाषा की आवश्यकता, मानक और असामान्य भाषा में भेद, मानक हिंदी
ख) भाषा का आवृत्तिकरण, प्रकिया और स्वरूप पर विचार।

इकाई – 2 अध्ययन शोधन –
क) उच्चारणमत असुंबिधियों
ख) वर्तनीत्व मृत्वाणियों
ग) शिक्षणमत असुंबिधियों
घ) व्याकरणमत असुंबिधियों

इकाई – 3 (क) साक्षरता
ख) पल्लवन

इकाई – 4 (क) लोककिंत एवं मुहर्दे – आध्य एवं प्रयोग
ख) परिभाषित संदर्भाती
1) मानकविविध – 50 शब्द
2) वाणिज्यिक – 50 शब्द

इकाई – 5 कार्यलैंड घन – प्रारूप
क) आईसाइंसकीय, शासकीय, व्यावसायिक
ख) समाचार लेखन

संदर्भ प्राप्त:
1. हिंदी स्वरूप और प्रयोग – 1.2.3 हिंदी प्राप्त अकादमी भोपाल
2. व्याकरण प्रेम और हिंदी स्वरूप – कीमत सिंह सौलानी
3. व्याकरणिक हिंदी – डॉ. नरेंद्र राव
4. असुंबिधियों हिंदी - व्याकरण और स्वरूप – डॉ. वासुदेव नन्दन प्रसाद
5. हिंदी भाषी – डॉ. मोहनान्द तिवारी

अंक विवरण

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प्रश्नपत्रों में विकल्पों सहित प्रश्नपत्र पूरा करने तथा प्रश्नों की अवधिक संख्या पूरे होनी।
BBA - 122: Managerial Economics
(EFFECTIVE FROM 2012 – 2015 BATCH)

Course Objective:
The objective of this paper is to provide the students an understanding of the concepts and tools of economic analysis of the business situations to enable them to take managerial decisions in the light of economic forces influencing the business.

Course Contents:
1. Nature, Scope and Significance of Managerial Economics
2. Demand Analysis – Law of Demand, Demand Determinants, Elasticity of Demand.
5. Price Analysis – Law of Supply, Pricing under different market conditions.

Suggested Readings:
1. Managerial Economics: P.L.Mehta
2. Managerial Economics: D.N. Dwivedi
3. Managerial Economics: Varshney and Maheshwari
4. Managerial Economics: M. Adhikary
5. Managerial Economics: G S Gupta

BBA – 123: Advanced Accounting
(EFFECTIVE FROM 2012 – 2015 BATCH)

Course Objective:
To help students to acquire the ability to understand advanced concepts of accounting and to prepare accounting data as an aid to decision making.

Suggested Examination Paper Pattern:
Semester exam will be of 70 marks. Section A of practical problems/Cases shall be worth 40 marks. Section B worth of 30 marks will comprise theory questions.

Course Contents:
1. Definition – Shares, Debentures and Bonds.
2. Issue of Shares – Application, Allotment, Calls, Call in Advance and Call in Arrears at Premium and at Discount.
3. Forfeitures of shares Issued at par, Issued at Discount, Issued at Premium, when there is an over subscription and Prorate Allotment, Reissue of Forfeited Shares, Issue and Redemption of Debenture.
5. Disclosure in Company Account as per scheduled VI Part I and Part II.

Suggested Readings:
1. Advanced Accounts: S.N. Maheshwari
2. Advanced Accounts: Ashok Sehgal

(EFFECTIVE FROM 2012 – 2015 BATCH)

Course Objectives:
The objective of this course is to make students learn human behavior at work and basic principles of Personnel Management.

Course Contents:
1. HRM Functions, Organization of the HRM Department. Role of HR Managers.
2. Manpower Planning (HR Planning), Recruitment & Selection.
3. Induction, Training and Development of the Employees.
4. Wage and Salary Administration: Basic concepts, Methods of Wage / Salary Fixation or Revision, Methods of Wage / Salary Payment, Factors that determine Wage / Salary Rates.
5. Industrial Relations- Trade Unionism in India. Causes and Effects of Industrial Disputes in Indian Industries. Prevention & Settlement of Industrial Disputes in Indian Industries.

Suggested Readings:
1. Personnel Management- Memoria, C.B.
2. Personnel Management and Industrial relations – Davar, R.S.
4. Performance Appraisal- S.C.Jain and Mathur
5. Industrial Relations- Arun Monappa
BBA - 231: Organizational Behaviour  
(EFFECTIVE FROM 2012 – 2015 BATCH)

Course Objective:
The objective of this course is to familiarize the students with the basic concepts tasks and responsibilities of understanding, analyzing and predicting behaviours of individual and groups in any organization for effective decision-making.

Course Contents:
2. Perception, Learning, Personality, and Attitudes.
4. Interactive Dimensions of O.B- Interpersonal Relationship Issues. Inter-personal Conflicts and their Management.
5. Leadership: Basic Concepts, Theories of Leadership.

Suggested Readings:
1. Organizational Behaviour- L.M. Prasad.
2. Organizational Behaviour-Fred Luthans
3. Organizational Behaviour- Keith Davis
4. Organizational Behaviour- Steffens Robbins
5. Organizational Behaviour- Aswathappa
BBA-232: Financial Management  
(EFFECTIVE FROM 2012 – 2015 BATCH)

Suggested Examination Paper Pattern:
Semester exam will be of 70 marks. Section A of practical problems/Cases shall be worth 40 marks. Section B worth of 30 marks will comprise theory questions.

Course Objective:
The objective of the paper is to acquaint the students with the basic concepts and techniques of financial management to enable them to take rational decisions in the area of Finance.

Course Contents:
2. Capital Structure Theories and Application Aspects.

Suggested Readings:
4. Management Accounting and Financial Management: Sharma and Gupta

BBA-233: Business Communication  
(EFFECTIVE FROM 2012 – 2015 BATCH)

Course Objective:
The objective of this paper is to make students aware of the practical significance of good business communication and help them in acquiring competence in communication style.

Course Contents:
2. Barriers and Gateways to Communication.
5. Business Correspondence.
Suggested Readings:
1. Effective Business Communication- Murphy.

BBA 234: Business Mathematics
(EFFECTIVE FROM 2012 – 2015 BATCH)

Course Objective:
The paper aim to give knowledge of mathematical tools and techniques with reference to business transaction practices.

Suggested Examination Paper Pattern:
Semester exam will be of 70 marks. Section A of practical problems/Cases shall be worth 40 marks. Section B worth of 30 marks will comprise theory questions.

Course Content:
1. Average – Average in symbols, computation of mean for grouped series, problem based on combined average simple and weighted average, ratio and proportion its type comparison, addition, subtraction of ratio, two or more ratio in a single form, concept and problems based on direct proportion inverse and indirect proportions.
   Concept and Rules of Percentage – Its uses, converting fractions into percentage, problem based on quantity, price mixture, examination, election, decimal fraction, problem related with percentage and ratio average and percentage.
2. Concept of Commission – Brokerage, del-crede commission, types of agents, calculation of commission relating to sales, rate of commission, relating to brokerage, discount and its types, various formulae and practical, nine values table, concept of profit v/s loss – various problems relating to profit and loss calculations.
3. Concept of Simple Interest and Compound Interest – Problem relating to interest, time, rate, principal and amount, third tenth and tenth rule, various problems related with simple interest and compound interest, methods of calculating compound interest.
4. Simultaneous Equations – Methods and Practical of simultaneous equations, including method of elimination and cross multiplication containing three unknown quantities, theory and laws of Indices.
5. Study of Logarithm – Concepts of antilogarithm and mantissa fundamentals, laws of logarithm, finding antilog with the help of antilog table, Matrix and types of matrices, properties of matrices, its arrangements, addition, subtraction and multiplication of matrix.

Suggested Reading:
1. Business Calculations – Mangal & Singhal
2. Commercial Mathematics – R. Gupta
3. Mathematics and Statistics – Goel and Goel
**Course Objective:**
The objective of this course is to explain the student the fundamentals of marketing of goods and services.

**Course Contents:**
1. Introduction: Marketing Management Concept, Marketing Management Functions, Marketing Information System.
3. Marketing Research: Concept, Objectives of Marketing Research, types and process of Marketing Research.
5. Target Marketing: Market segmentation on different basis, target marketing strategies.

**Suggested Readings:**
1. Marketing Management- Kotler
2. Principles of Marketing Management- Kotler and Armstrong
3. Marketing Management- S.A. Sherlekar
4. Marketing Management- Czinkota and Kotabe

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**BBA-242: Business Law**
(EFFECTIVE FROM 2012 – 2015 BATCH)

**Course Objective:**
The objective of this course is to give basic knowledge of important business & economic laws applicable to Indian Business Houses so that students understand the basic legal framework of business operations.

**Course Contents:**

**Suggested Readings:**
1. Mercantile Law- N.D. Kappor

BBA 243: Cost Administration  
(EFFECTIVE FROM 2012 – 2015 BATCH)

**Suggested Examination Paper Pattern:**
Semester exam will be of 70 marks. Section A of practical problems/Cases shall be worth 40 marks. Section B worth of 30 marks will comprise theory questions.

**Course Content:**
1. Role of Cost a/c in Management, Basic Cost Concepts, Elements of Cost, Classification and Absorption of Overheads.
2. Output Costing, Preparation of Tender.
3. Process Costing (excluding equivalent production)
5. Budgetary Control, preparation of various Budgets, Zero Base Budgets.

**Suggested Readings:**
1. Cost Accounting – ML Agarwal
2. Advance Problems and Solutions in Cost Accounting –SN Maheswari
3. Cost Accounting - A Bhattacharay
4. Cost Accounting – NK Agarwal
5. Cost and Management Accounting – Jain and Narang
BBA – 244: Business Taxation  
(EFFECTIVE FROM 2012 – 2015 BATCH)

Course Objective:
The objective of this paper is to make the students conversant with the basis provision of Indian income tax, wealth tax and to enable him take business decisions considering taxation aspects.

Suggested Examination Paper Pattern:
 Semester exam will be of 70 marks. Section A of practical problems/Cases shall be worth 40 marks. Section B worth of 30 marks will comprise theory questions.

Course Contents:
1. Definitions: Assessment year Section 2(9). Previous year section 3, Person Section 2(31), Assessee, section 2(7) and income section 2(24).
4. Income from Business and Profession: chargeability(section 28)schemes of deduction and allowances (section 30-37). Amounts expressly disallowed (section 40,40A and 43B), deemed profit (section 41) and computation of Income u/s 115.

Suggested Readings:
2. Singhania & Singhania, Students Guide to IT, Taxman Publication, New Delhi
BBA-351: Production and Materials Management
(EFFECTIVE FROM 2012 – 2015 BATCH)

Course Objective:
The objective of this paper is to explain the students about mathematical techniques used to develop decision tools for material control and planning.

Course Contents:
2. Planning—Product selection, process selection, location, layout, material handling capacity, design and job design.
3. Planning and control—For mass production, for batch production, for job shop production of projects, network analysis, PERT and CPM.
4. Inventory Control: Basic Concepts. Inventory Control Techniques.

Suggested Readings:
1. Production Management—Ahuja, K.K.
2. Production Management and Operation Management—K Ashwathappa
4. Production & Operations Management—Chary, S.N.
5. Production & Operation Management—Everete, Adam, Ronald.
6. Material Management—M.M.Verma

BBA - 352: Management Accounting
(EFFECTIVE FROM 2012 – 2015 BATCH)

Course Objective:
The objective of this paper is to acquaint the student with the basics concepts and techniques of management accounting to enable them to take rational decisions in the area of accounting.

Suggested Examination Paper Pattern:
Semester exam will be of 70 marks. Section A of practical problems/cases shall be worth 40 marks. Section B worth of 30 marks will comprise theory questions.

Course Contents:
2. Statement of changes in financial position:– statement of changes in working capital, funds flow statement, cash flow statement.
3. Financial Analysis:– Nature of Ratio Analysis, Liquidity ratio, Leverage Ratio, Activity Ratio, Profitability Ratio, Utility and limitations of Ratio Analysis
4. Cost Volume-Profit Analysis
5. Capital Budgeting
**Suggested Readings:**
1. Elements of Management Accounting- I.M. Pandey
2. Principles of Management Accounting – S. N. Maheshwari
3. Management Accounting - Sharma & Gupta
4. Management Accounting- M.Y. Khan and P.K. Jain
5 Principals of Management Accounting- Man Mohan & S.N. Goyal

**BBA 353: Consumer Behaviour**
(EFFECTIVE FROM 2012 – 2015 BATCH)

**Course Objective:**
The syllabus is aimed at equipping the students with the knowledge, skills and attitudes as regards to consumer behaviour.

**Course Contents:**

**Suggested Readings:**
1. Marketing Management: Philip Kotler, Prentice-Hall of India
Course Objectives:
The course is designed to equip the student with statistical techniques, applicable to the solution of business problems. The emphasis will be on application of concepts and tools to make various situations.

Suggested Examination Paper Pattern:
Semester exam will be of 70 marks. Section A of practical problems/Cases shall be worth 40 marks. Section B worth of 30 marks will comprise theory questions.

Course Contents:

1. Measures of Central Tendency: Mean, Median, Mode, Weighted Average, Geometric Mean, Harmonic Mean, Percentile and Range.
2. Standard Deviation. Mean Deviation. ANOVA
5. Basic Probability Distribution.

Suggested Readings:
2. Introduction to Business and economics Statistics – Stockton J.R and Clark C.I.
3. Statistical methods – Gupta S.P.
BBA 361: Labour Laws
(EFFECTIVE FROM 2012 – 2015 BATCH)

**Course Objectives:**
The objective of this course is to give the students basic knowledge about industrial laws prevalent in India so that they can learn to take decisions under legal framework.

**Course Contents:**
1. The Factories Act.
2. The Industrial Disputes Act.

**Suggested Readings:**
1. Industrial Law – P.L. Malik
3. Elements of Industrial law- Kapoor N.D.
4. Industrial relations and labour law- Shrivastava S. C.
5. Commercial and Industrial law- Sen and Mitra.
6. Labour administration in India- Sharma A. M.

BBA 362: Entrepreneurship Development
(EFFECTIVE FROM 2012 – 2015 BATCH)

**Course Objectives:**
To prepare the budding entrepreneurs and to provide the students seedbeds of entrepreneurship at the entry level and enhance their entrepreneurial skills.

**Course Contents:**
2. Entrepreneurship Vs Intrapreneurship. Social Entrepreneurship.
4. Intentions and Motives of Individuals for Starting up Entrepreneurial Activities.
5. Environmental Factors that affect Entrepreneurial Intentions, Start-ups and Success.

**Suggested Readings:**
1. Entrepreneurship Development : Dr. C. B. Gupta
2. Udyamita : Sudha G.S.
3. Dynamics of Entrepreneurship development & Management : Vasant Desai
4. Entrepreneurship Development : G. A. Kaulgud

BBA 363: Sales & Advertising Management
(EFFECTIVE FROM 2012 – 2015 BATCH)

Course Objective:
The objective of this course is to familiarize the students with concepts, procedures, practices and complexities of Sales Management as well as to explain the students about advertising function and the methods of sales promotion.

Contents:

5. Advertising Agencies—Types and Functions.

Suggested Readings:
2. Salesmanship and sales management – Sahu and Raut
3. Advertising Management—Mahendra Mohan
4. Advertising Management : Rajeev Batra
5. Foundation of Advertising : Theory and Practices —Chunawala & Sethia
BBA 364: Computer Application
(EFFECTIVE FROM 2012 – 2015 BATCH)

**Course Objective:**
The objective of this course is to familiarize the students with concepts, procedures, practices and complexities of computer application in managing organisation.

**Course Content:**

**Suggested Readings:**