Complete

DR. RAMMANOHAR LOHIA AVADH UNIVERSITY, AYODHYA

DEPARTMENT OF BUSINESS MANAGEMENT & ENTREPRENEURSHIP

NEP SYLLABUS

of

Bachelor of Business Administration

(B.B.A.)

w.e.f. Session 2023-24

(Himanshu Shekhar Singh)

14.06.23
(Prof Shailendra Kr Verma)

14.6.23
(Prof Manoj Pandey)

14.06.23
Dr. Ronald Sigh

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 (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 summer training project report presentation and viva voce in BBA Part III (Vth Semester) of 100 marks and Comprehensive Viva-Voce in BBA Part III (VIth Semester) of 100 marks. This 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 6-7 week will be mandatory for each student at the end of B.B.A. IV semester and summer training project report will be submitted by the students in the final year (Vth 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: 23-06-2022) adopted by Dr. Rammanohar Lohia Avadh University, Ayodhya.

Dr. Rammanohar Lohia Avadh University,Ayodhya

National Education Policy-2020

Syllabus for

COURSE- B.B.A. (Dr. Rammanohar Lohia Avadh University,Ayodhya)

Year	Sem	Subject	Part	Paper Code	Paper Name	Marks (I+E)*	Credit
1.	I	Course/ Paper-1	A	F010101T	Business Economics	100(25+75)	3
			B		Basic Accounting	100(25+75)	3
	I	Course/ Paper-2	A	F010102T	Business Statistics	100(25+75)	3
			B		Principles of Management	100(25+75)	3
	I	Course/ Paper-3	A	F010103T	Business Ethics & Governance	100(25+75)	3
			B		Computer Applications	100(25+75)	3
	I	Co-curricular			Food, Nutrition and Hygiene	100	2
	I	Vocational				100	3
	I	Other Faculty				100	4/5/6
					Total	900	27-29
1.	II	Course/ Paper-4	A	F010201T	Organizational Behaviour	100(25+75)	3
			B		Business Finance	100(25+75)	3
	II	Course/ Paper-5	A	F010202T	Human Resource Development	100(25+75)	3
			B		Marketing Theory & Practices	100(25+75)	3
	II	Course/ Paper-6	A	F010203T	Business Mathematics	100(25+75)	3
			B		Advertising Management	100(25+75)	3
	II	Co-curricular			First Aid and Health	100	2
	II	Vocational				100	3
					Total	800	23

AFTER SUCCESSFULLY COMPLETING 1ST YEAR , CERTIFICATE COURSE IN BUSINESS ADMINISTRATION (46 CREDITS)WILL BE AWARDED

Year	Sem	Subject	Part	Paper Code	Paper Name	Marks (I+E)*	Credit
2	III	Course/ Paper-7	A	F010301T	Management & Cost Accounting	100(25+75)	3
			B		Business Law	100(25+75)	3
	III	Course/ Paper-8	A	F010302T	Production Management	100(25+75)	3
			B		Business Policy	100(25+75)	3
	III	Course/ Paper-9	A	F010303T	Business Communication	100(25+75)	3
			B		Business Environment	100(25+75)	3
	III	Co-curricular			Human Values and Environmental Studies	100	2
	III	Vocational				100	3
	III	Other Faculty				100	4/5/6
					Total	**900**	**27-29**
2	IV	Course/ Paper-10	A	F010401T	Supply Chain Management	100(25+75)	3
			B		Research Methodolgy	100(25+75)	3
	IV	Course/ Paper-11	A	F010402T	Specialised Accounting	100(25+75)	3
			B		Consumer Behaviour	100(25+75)	3
	IV	Course/ Paper-12	A	F010403T	Investment Analysis & Portfolio Management	100(25+75)	3
			B		Company Law	100(25+75)	3
	IV	Co-curricular			Physical Education and Yoga	100	2
	IV	Vocational				100	3
					Total	**800**	**23**

AFTER SUCCESSFULLY COMPLETING 2ND YEAR , DIPLOMA IN BUSINESS ADMINISTRATION (92 CREDITS)WILL BE AWARDED

Year	Sem	Subject	Part	Paper Code	Paper Name	Marks (I+E)*	Credit
3	V	Course/ Paper-13	A	F010501T	Income Tax	100(25+75)	3
			B		Marketing Communication	100(25+75)	3
	V	Course/ Paper-14	A	F010502T	Entrepreneurship & Small Business Management	100(25+75)	3
			B		Sales Management	100(25+75)	3
	V	Course/ Paper-15	A	F010503T	Industrial Relations & Labour Laws	100(25+75)	3
			B		Company Accounts	100(25+75)	3
	V	Co-curricular			Analytic Ability and Digital Awareness	100	2
	V			F010504P	Summer Training Project Report Presentation and Viva-Voce	100	3
					Total	800	23
3	VI	Course/ Paper-16	A	F010601T	Project Management	100(25+75)	3
			B		Goods & Services Tax	100(25+75)	3
	VI	Course/ Paper-17	A	F010602T	Auditing	100(25+75)	3
			B		International Trade	100(25+75)	3
	VI	Course/ Paper-18	A	F010603T	Strategic Management	100(25+75)	3
			B		Training & Development	100(25+75)	3
	VI	Co-curricular			Communication Skill and Personality Development	100	2
				F010604P	Comprehensive Viva-Voce	100	3
					Total	800	23
AFTER SUCCESSFULLY COMPLETING 3rd YEAR , BACHELOR'S DEGREE IN BUSINESS ADMINISTRATION (132 CREDITS)WILL BE AWARDED							

- Course/ paper No-*3,6,9 and 12 of Semester-I,II,III and IV can be opt from any faculty. Not mandatory to opt from own faculty*

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)

BBA: Third Year Course Structure
Fifth Semester

Year	Sem	Subject	Part	Paper Code	Paper Name	Marks (I+E)*	Credit
3	V	Course/ Paper-13	A	F010501T	Income Tax	100(25+75)	3
			B		Marketing Communication	100(25+75)	3
	V	Course/ Paper-14	A	F010502T	Entrepreneurship & Small Business Management	100(25+75)	3
			B		Sales Management	100(25+75)	3
	V	Course/ Paper-15	A	F010503T	Industrial Relations & Labour Laws	100(25+75)	3
			B		Company Accounts	100(25+75)	3
	V	Co-curricular			Analytic Ability and Digital Awareness	100	2
	V			F010504P	Summer Training Project Report Presentation and Viva-Voce	100	3
					Total	800	23

Programme/Class: Degree	Year: Third	Semester: Fifth

Course/ paper-13 (A)

Course Code: F010501T	Course Title: Income Tax

Course outcomes:

The aim of the course is to build knowledge, understanding about income tax among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Income Tax. Theoutcome of the course will be as follows –

To provide knowledge about Income Tax Act.

To provide knowledge about gross income and taxable income. To give an overview about different deductions and exemptions.

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	Indian Income Tax Act, 1961: Basic Concepts - Income, Agriculture Income, Casual Income, Assessment Year, Previous Year, Gross Total Income, Total Income, Person,Tax Evasion, Tax Avoidance.	8
II	Basis of Charge: Scope of Total Income, Residence and Tax Liability, Income which does not formpart of Total Income.	6
III	Heads of Income: Income from Salaries, Income from House Property, Profit and Gains of Business or Profession, Capital Gains, Income from other sources.	10
IV	Aggregation of Income, Set off and Carry forward of losses, deductions from gross total Income, Computation of total Income and Tax liability.	6

Suggested Readings:

1. Mehrotra, H.C., Income Tax Law and Account
2. Prasad, Bhagwati, Income Tax Law and Practice
3. Chandra Mahesh and Shukla D.C., Income Tax Law and Practice
4. Agarwal, B.K., Income Tax
5. Jain, R.K., Income Tax

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-13 (B)		
Course Code: F010501T	Course Title: Marketing Communication	

Course outcomes:

The aim of the course is to build knowledge, understanding and skills in marketing communication among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about IMC and advertising and their role in over all promotion strategies of the firm. The outcome of the course will be as follows –

- Apply an IMC approach in the development of an overall advertising and promotional plan.
- Enhance creativity, critical thinking and analytical ability through developing an integrated marketing communication campaign

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	Marketing Communication: Meaning and its objectives. Integrated Marketing Communication (IMC): concepts and process, IMC promotion Mix. Advertising - Meaning, objectives its role and functions, Classification of advertising, economic, social and ethical issues in advertising, DAGMAR approach, STP strategies in advertising, Advertising Agencies,	7
II	Process in Advertising: Consumer and mental process in buying, AIDA model, Hierarchy of effects model, Information processing model. Advertising Budget – Top down and Build up approach, methods of advertising – Affordable method, arbitrary allocation method, percentage of sales method, competitive parity method, Objective and Task method,	7
III	Advertising Creativity: Meaning of creativity, Creative strategy, Creative tactics, Advertising Appeals, USP theory of creativity, Copywriting: Meaning and Definition of Copywriting, The Copywriter, Copywriting for Print, Copywriting guidelines, Radio Copywriting, TV Copywriting, Writing for the Web, Tips for writing good web content	8
IV	Media Planning and Strategy: Media Types and their characteristics, Setting Media objectives; Steps involved in media planning,	8
	evaluation of media, media scheduling strategy, Evaluation of advertising effectiveness - need and purpose of evaluation, pre-testing and post testing techniques, Advertising research, decision areas in international advertising.	

Suggested Readings:

1. George E Belch & Michael A Belch: Advertising and promotion- An integrated Marketing Communication Perspective-McGraw Hill Education
2. Chunawala & Sethia : Foundations of Advertising Theory & Practice; Himalaya Publishing House
3. Copley Paul: Marketing Communications Management Concepts & theories, Cases and Practices; Butterworth Heinemann Publication.
4. Aaker, David A. et al., Advertising Management, 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: ....

Programme / Class: Degree	Year: Third	Semester: Fifth
Course/ paper-14 (A)		
Course Code: F010502T	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 entrepreneurshipand 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: 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	Entrepreneurship: Concept, Role & Importance in Indian Economy, Theories of Entrepreneurship, Entrepreneurs – Evolution of concept, Types of entrepreneurs, traits of entrepreneur, entrepreneurs Vs managers, Entrapreneurs, 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

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: Degree	Year: Third	Semester: Fifth
Course/ paper-14 (B)		
Course Code: F010502T	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 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: 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 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

Suggested Readings:

1. Cundiff, Still, Govoni, 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 Assigaments, 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-15 (A)

Course Code: F010503T	Course Title: Industrial Relations & Labour 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: 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	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

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-15 (B)

Course Code: F010503T	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: 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	Joint Stock Companies: Its types and share capital, Issue, Forfeiture and Re-issue of shares, Redemption of preferenceshares, 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

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: ……………………………………………………

BBA: Third Year Course Structure
Sixth Semester

Year	Sem	Subject	Part	Paper Code	Paper Name	Marks (I+E)*	Credit
3	VI	Course/ Paper-16	A	F010601T	Project Management	100(25+75)	3
			B		Goods & Services Tax	100(25+75)	3
	VI	Course/ Paper-17	A	F010602T	Auditing	100(25+75)	3
			B		International Trade	100(25+75)	3
	VI	Course/ Paper-18	A	F010603T	Strategic Management	100(25+75)	3
			B		Training & Development	100(25+75)	3
	VI	Co-curricular			Communication Skill and Personality Development	100	2
				F010604P	Comprehensive Viva-Voce	100	3
					Total	800	23

AFTER SUCCESSFULLY COMPLETING 3rd YEAR , BACHELOR'S DEGREE IN BUSINESS ADMINISTRATION (132 CREDITS)WILL BE AWARDED

Programme/Class: Degree	Year: Third	Semester: Sixth

Course/ paper-16 (A)

Course Code: F010601T	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 applyPERT 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: 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	Definitions & Characteristics of Project, Types of Projects, ProjectLife 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 ofFinance, 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

Suggested Readings:

1. Project Management- A Managerial Approach: Jack R. Meredith Broyhill Samuel J. Mantel, Jr (JohnWiley & 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:

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Further Suggestions:

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Programme/Class: Degree	Year: Third	Semester: Sixth

Course/ paper-16 (B)

Course Code: F010601T	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: 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 :** 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 aftergeneration of online Challan. **E-Way Bill:** Introduction, Preparation of E-Way Bill, Important Pointsfor Transporter **GST Portal:** Introduction, GST Eco-system, GST Suvidha Provider (GSP), Uploading Invoices	8

Suggested Readings:

1. Anandaday Mishra, GST Law & Procedure, Taxman.
2. Goods and Service Tax Acts.
3. Relevant Goods and Services Tax Rules. *Nitya Tax Associates Basics of GST Taxman*
4. Publication on GST by the Institute of Chartered Accountants of India (www.icai.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-17 (A)

Course Code: F010602T	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: 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 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

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:

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Further Suggestions:

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Programme/Class: Degree	Year: Third	Semester: Sixth

Course/ paper-17 (B)

Course Code: F010602T	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: 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: 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

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:

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Further Suggestions:

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Programme/Class: Degree	Year: Third	Semester: Sixth
Course/ paper-18 (A)		
Course Code: F010603T	Course Title: Strategic Management	

Course outcomes:

The aim of the course is to build knowledge and understanding about Strategic Management among the student. The outcome of the course will be as follows –

- To develop learning and analytical skills among the students to solve business problems and provide strategic solutions.
- The course aims to acquaint the students with nature, scope and dimensions of Business Policy and Strategy Management Process.

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	What is Strategy? What are Strategic Intent; Mission; Objectives and Goals; Policies; Program; Budget; Process of strategic management, Levels of strategy	6
II	Identifying strategic alternatives of business; Environmental appraisal – Internal environment; Key Success Factors; Role of Resources, Capabilities and Core Competencies; Competitive Advantage to Competitive Strategies; VRIO Model, External environmental analysis – PESTEL	8
III	Concept of Value Chain, SWOT Analysis; Tools and Techniques for Strategic Analysis – TOWS Matrix; Generic Strategies; Competitive Strategies - Porter's 5 Forces Model; The Experience Curve, Grand Strategy, BCG Matrix; Functional Strategies, Global entry strategies.	8
IV	Organization Structure; Resource Allocation; Projects and Procedural issues. Integration of Functional Plans. Leadership and corporate culture; Evaluation and Control: Organizational Systems and Techniques of Strategic Evaluation and Control of Performance and Feedback.	8

Suggested Readings:

7. Lawrence, R. Jauch and William F. Glueck; Strategic Management and Business Policy, - McGraw – Hill
8. Wheelen & Hunger, Concepts in Strategic Management and Business Policy, 12th edition, Pearson Education.
9. Kazmi, Azhar, (2008), Strategic Management and Business Policy, 3rd Edition, McGraw Hill Education.
10. R. Srinivasan, Strategic Management the Indian context, Prentice Hall of India
11. L. M. Prasad – Strategic Management – Sultan Chand

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:

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Further Suggestions:

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Programme/Class: Degree	Year: Third	Semester: Sixth
Course/ paper-18 (B)		
Course Code: F010603T	Course Title: Training and Development	

Course outcomes:

- The field of Training and Development and its role in optimizing performance
- Applying theoretical concepts and models to training design.
- Designing training interventions using a variety of methodologies.
- Evaluating the effectiveness of training & development interventions.
- Assessing whether training & development is a viable career option.

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 and Rationale of Training and Development; Difference between Training, Development & Education, overview of training and development systems; organizing training department: training and development policies; Requisites of Effective Training.	7
II	Training Needs Assessment (TNA): Meaning of TNA, Purpose and Methods of TNA, the Need Assessment Process – Organizational Analysis, Person Analysis, Task Analysis, Output of TNA, Learning Theories.	7
III	Designing, Conducting & Evaluation of Training Program: Areas of training, Types of training, System's Approach to Training; Training Methods, Designing a training program, contents & scheduling, study material, selecting a trainer, deciding method of training, Types of Teaching Aids in Training, Training Evaluation & Methods of Training Evaluation, Training Effectiveness Models - Kirkpatrick Model of Training Effectiveness, CIRO Model.	8
IV	Executive Development: Importance of Executive Development. Steps in the organization of a management Development Program/ Executive Development Program, Methods/ Techniques of Management Development Program, Special Issues in Training & Development – Legal Issues, Cross Cultural Preparation, Managing Workforce Diversity, Sensitivity Training, Succession Planning.	8

Suggested Readings:

12. Noe, Raymond A., and Amitabh Deo Kodwani, Employee Training and Development, Tata McGraw Hill, 5th Edition, 2012.
13. Rao VSP, Human Resourse Management, Excel Books Publication, 3rd Edition, 2013.
14. Rolf, P., and Udai Pareek, Training for Development, Sage Publications Pvt. Ltd.
15. Jack J. Phillips, Hand book of Training Evaluation and Measurement Methods, Routledge.
16. Dayal, Ishwar, Management Training in Organisations, Prentice Hal

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, and Group Discussions. This will instill in student a sense of decision making and practical learning.

Suggested equivalent online courses: ....

Further Suggestions: ....