

Integral University
DEPARTMENT OF COMMERCE AND BUSINESS MANAGEMENT

PROGRAMME: BBA

PROGRAMME SPECIFIC OUTCOMES (PSO):

- PSO-1:** Graduates can join a professional career in fields of banking, finance service, research and consultancy in private as well as Govt. owned companies of repute in India and abroad.
- PSO-2:** Enable students to take up higher education such as MBA, MFC and other professional courses to become business professionals, researchers, consultants and teachers with core competencies and skills
- PSO-3:** Demonstrate ability to recognize and identify ethical conflicts, apply ethical reasoning and assess response options relative to the needs and interests of relevant stakeholders to address issues in a business context.
- PSO-4:** Demonstrate the understanding and ability to apply professional standards, theory, and research to address business problems within specific concentrations.

PROGRAMME EDUCATIONAL OBJECTIVES (PEO):

- PEO-1:** To provide basic infrastructure and instructional facilities to the students to imbibe in them knowledge of Commerce and Management subject's basic principles and practices.
- PEO-2:** To sharpen the inbuilt skill of the students to match with Global Graduates & Post Graduates in the area of Commerce and Management along with producing corporate managers.
- PEO-3:** To provide on the job training to the students to get industrial exposure and acquaintance to the real life business situations.
- PEO-4:** To acquaint students with modern teaching pedagogy by teaching case studies and organizing brainstorming sessions.
- PEO-5:** Organizing curricular and co-curricular activities for developing multifaceted growth and development of personality of students.
- PEO-6:** To teach values and ethics of Management and Corporate Social Responsibility of business to meet the current day national and global corporate challenges.

PROGRAMME OUTCOMES (PO):

- PO-1:** To produce Commerce and Management graduates equipped with modern communication skills.
- PO-2:** To develop philosophical, legal and ethical awareness to solve the present day problems prevalent in the society.
- PO-3:** Updating Information Technology development by equipping the students with newer ICT mechanism.
- PO-4:** Inculcate the habit of living in groups by forming association/councils for the individual and social causes as well as to organize different functions during the program period.
- PO-5:** To impart ecological and environmental subjects for developing and understanding of health and hygiene by striking a balance between professional job culture and living conditions.
- PO-6:** Apply concept of Commerce & Management subject in developing critical thinking for taking rational decision to solve day to day problems by minimizing uncertainties.

Integral University
B.B.A
Scheme of Evaluation -2015-16

YEAR -II

SEMESTER- III

S.N.	Subject Code	Subject	Period (Per Week)			Credit C	Evaluation Scheme				
			L	T	P		Sessional (CA)			Exam	Subject Total
						CA	TA	Total	ESE		
1	BM213	Indian Economy	3	1	0	4	15	10	25	75	100
2	BM214	Mercantile Law	3	1	0	4	15	10	25	75	100
3	BM215	Cost & Management Accounting	3	1	0	4	15	10	25	75	100
4	LN201	Advance Professional Communication	3	1	0	4	15	10	25	75	100
5	BM216	Basics of Production & Operation Management	3	1	0	4	15	10	25	75	100
6	BM217	Seminar	0	0	2	2	15	10	25	75	100
TOTAL			15	5	2	22	90	60	150	450	600

L = Lecture, **P** = Practical, **T** =Tutorials, **C**= Credit, **CT** = Class Test, **TA**=Teacher Assessment,

ESE=End Semester Examination **Subject Total** = Sessional Total (CA) + End Semester Exam (ESE)

BBA

YEAR -II

SEMESTER – III

Course Code : BM213

Title of The Course : INDIAN ECONOMY

Approved On : 23/05/2015

L	T	P	C
3	1	0	4

Pre-Requisite : NONE Co-Requisite : NONE

Objective : The objective of this course is to acquaint students with Indian economy and its various aspects. It aims to make the students aware of how Indian economy is influencing the business environment in Indian context.

Course Outcomes	
CO 1:	To develop the basic ideas & characteristics of Indian economy since independence.
CO 2:	To understand the significance of planning for the development & progress of the nation and know about the current five year plan towards economic development.
CO 3:	To understand agriculture as the foundation of economic growth and development, analyse the progress and changing nature of agricultural sector and its contribution to the economy as a whole.
CO 4:	To understand the concept of industrial growth and its impact of various sectors.
CO 5:	To know the reasons and causes of numerous economic problems prevailing in the society & understand the recent trends of trade.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	National Income and Infrastructure	Concept of economic growth and economic development, Basic characteristics of Indian economy, National Income of India: Growth, structure, and interstate variation, Changes in structure of Indian economy (Primary sector, Secondary sector and Tertiary sector). Infrastructure: Physical and Social, Role of infrastructure in economic development.	10
2	Planning and economic development	Indian planning: Objectives, priorities, and basic strategy. Achievements of economic planning, latest five year plan.	8
3	Agriculture and Land reforms	Agriculture: Production and productivity trends, Green revolution, land reforms, rural credit	8
4	Industrial Growth	Industrial sector: Industrial growth during planning period, industrial policy (Liberalization, Globalization and Privatization), Changing profile of public sector.	9
5	Major economic problems and Foreign Trade	Major economic problems: Population, unemployment, Poverty, inequality, inflation, regional imbalances .Recent trends in foreign trade of India, WTO and Indian economy, Export Import Policy (2002 2007), GATT, FEMA, TRIPS, TRIMS..	10

References Books:

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| Basu, K., The Oxford Companion to Economics in India, Oxford University Press, New Delhi, 2007 |
| Government of India Planning Commission, Eleventh Five Year, 2007-12, Volume 1, New Delhi, 2008 |
| Jalan, B., The Indian Economy: Problems and Prospects, Viking, Delhi, 1992 |
| Parthasarthy, G., Economic Reforms and Rural Development in India, Academic Foundation, New Delhi, 2003. |
| Debraj Ray, Development Economics, Oxford University Press, Delhi, 1998. |

BBA**YEAR -II****SEMESTER – III****Course Code : BM214****Title of The Course : MERCANTILE LAW**

L	T	P	C
3	1	0	4

Approved On : 23/05/2015**Pre-Requisite : NONE Co-Requisite : NONE****Objective :** To provide general introduction to the legal environment that affects individuals, business and business transactions.

Course Outcomes	
CO 1:	To create understanding for the legal aspects of contracts.
CO 2:	To equip the students about the performance, discharge and remedies for breach of a contract under the Contract Act.
CO 3:	To provide a comprehensive knowledge about the establishment and functioning of a partnership firm under Indian Partnership Act.
CO 4:	To make them understand about sales and remedies of unpaid seller under Sales of Goods Act.
CO 5:	To provide insights and sensitize students about the environmental concerns and related laws.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Indian Contract Act	Indian Contract Act 1872: Definition and Meaning of Contract, Essentials of a Valid Contract: Offer and Acceptance Consideration, Free consent, and capacity of parties. Legality of Object Void Agreements.	10
2	Indian Contract Act	Performance of Contract and Discharge of Contract, Remedies for Breach of Contract, Basic Concepts of Contract of Indemnity and Guarantee.	07
3	Indian Partnership Act	Indian Partnership Act 1932: Definition and Nature of Partnership, Rights and Duties of a Partner, Dissolution of Partnership Firm.	08
4	Sale of Goods Act	Sale of Goods Act 1930: Definition of Sales, Essentials for Contract of Sale. Meaning of Conditions and Warranties. Implied warranties – Caveat Emptor. Transfer of Ownership, Rights of Unpaid seller and other remedial measures.	10
5	Environmental (Protection) Act	Dimensions of Environmental Problems, Pollution and its kinds. The Environmental (Protection) Act, 1986, The water (Prevention & Control of Pollution) Act, 1974, The Air (Prevention & Control of Pollution) Act, 1981.	10

References Books:

Chawla, Garg, and Sareen.: Mercantile Law, 7th Ed. Kalyani,2010

Robert W, Emersion, Barron's Educational Series,2007

Gulshan, S.K.: Business Law, ed. iii, 2007, Excel Books,2009

Parthasarthy, G., Economic Reforms and Rural Development in Indian Contract Act, Academic Foundation, New Delhi, 2003.

Debraj Ray, Mercantile Law, Oxford University Press, Delhi, 1998.

BBA**YEAR -II****SEMESTER – III****Course Code : BM215 Title of The Course : COST AND MANAGEMENT ACCOUNTING**

L	T	P	C
3	1	0	4

Approved On : 23/05/2015**Pre-Requisite : NONE Co-Requisite : NONE**

Objective : The primary objective of the course is to familiarize the students with the basic cost concepts, allocation and control of various costs and methods of costing.

Course Outcomes	
CO 1:	To understand the basic concepts and purpose of cost accounting.
CO 2:	To interpret cost accounting statements including cost sheet.
CO 3:	To identify the specifics of different costing methods.
CO 4:	Analyze cost-volume-profit techniques to determine optimal managerial decisions.
CO 5:	Apply the concept of Standard Costing for variance analysis for future trends.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Introduction	Introduction: Cost and Cost Accounting, Scope, Objectives, Advantages and disadvantages, Cost Control and Cost Reduction; Elements of Cost , Components of total Cost, classification of cost: fixed, variable, semi variable, Product , and Period costs, Direct and Indirect costs, Relevant, Irrelevant costs; S h u t -d own , and Sunk costs; controllable and uncontrollable cost : avoidable and unavoidable cost ; imputed and hypothetical cost ; out of pocket cost , opportunity cost ; expired and Unexpired cost.	10
2	Cost Sheet & Budget	Analysis of Cost – Preparation of cost sheet, estimate, tender and quotation. , Budgetary Control: Meaning, classification, types of budget.	10
3	Marginal Costing	Marginal Costing: Marginal cost vs. marginal costing; contribution, P/V ratio; Break even analysis, margin of safety, application of marginal costing.	8
4	Standard costing & variance analysis	Standard Costing and Variance Analysis: material variances, labour variances.	7
5	Management accounting	Funds Flow Statement. Cash Flow Statement (as per AS14)	10

References Books:

Maheshwari,S.N; Principles of Management accounting, Sultan Chand and Sons,2018

M. Ravi Kishore, Cost and Management Accounting, Taxman's, 2011

Shukla & Grewal's, Cost & Management Accounting, S.Chand, 2019

K. Dhanesh Khatri , Accounting for Management, Mc Graw Hill publishing house, 2017

Khan and Jain ; Management Accounting, Tata Mc Graw Hill publishing house , 2006.

BBA**YEAR -II****SEMESTER – III****Course Code : LN201 Title of The Course : ADVANCE PROFESSIONAL COMMUNICATION****Approved On : 23/05/2015****Pre-Requisite : NONE Co-Requisite : NONE**

L	T	P	C
3	1	0	4

Objective : Ways to improve the speed and efficiency of Reading, Importance of Skim reading, Note Making, Linear Note- Making & Patterned Note- Taking, Listening Skills & Features of Effective Listening, Benefits of Effective Listening.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Reading and Listening Comprehension	Ways to improve the speed and efficiency of Reading, Importance of Skim reading, Note Making, Linear Note- Making & Patterned Note- Taking, Listening Skills & Features of Effective Listening, Benefits of Effective Listening.	8
2	Writing Skills	C V & resume writing, Job application letter/Covering Letter, Precise making: Principles of condensation, Rules of writing précis Paragraph writing, Development of paragraph	8
3	Group Discussion and Interview Skills	Group Discussion : Meaning & Significance, How to prepare & practice for GD, Common Pitfalls in a GD Seminars: Definition & Conventions of a Seminar Interview: Definition, Skills & Techniques, Preparation, Negative Interview Factors & Interview Tips.	8
4	Presentation Skills	Presentation strategies: Purpose, Audience and locale, Organizing contents, Audio-Visual aids, Nuances of Delivery, Body Language, Voice Dynamics.	8
5	Project Work	After the commencement of the semester, the student would be assigned a topic by the teacher/Instructor. They will research it & submit a duly documented report of about 20-40 pages by the end of the semester	8

References Books:
Raman, Meeenakshi& Sharma, Sangeeta Technical Communication: Principles and Practice, Oxford University Press -2013
Konar, Nira. Communication Skills for professionals, PHI Learning Pvt. Ltd – 2011.
Board of Editors, Written and Spoken Communication in English, University Press-2007
O'Connor, J.D. BetterEnglish Pronunciation, universal Books Stall-1991
Laws, Anne-Presentations, Orient Black Swan-2011

Course Code : BM216 Title of The Course : **BASICS OF PRODUCTION AND OPERATIONS MANAGEMENT**

Approved On : 23/05/2015

Pre-Requisite : NONE Co-Requisite : NONE

L	T	P	C
3	1	0	4

Objective : To develop basic understanding of concepts, theories and techniques of production process and operation management.

Course Outcomes	
CO 1:	Understand the role of operations in both manufacturing and service organizations and the significance of operations strategy in the overall business.
CO 2:	Understand the importance of facilities location decision in the whole supply chain in globalized operations and learn the tools relating to facilities location.
CO 3:	Understand different types of production processes and facility layout suitable for manufacturing different categories of products and how different processes could be analyzed with the help of process flow charts.
CO 4:	Understand the elemental processes involved in designing a product and a service.
CO 5:	Develop a thorough understanding of a range of inventory models available as also the suitability of a particular inventory model in a particular context.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Introduction to Operation Management and Forecasting of Demand	Why study OM, Five P's of Production, Types of Transformation: Forecasting, Quantitative & Qualitative Techniques in Forecasting.	5
2	Waiting Line & Inventory Management	Economics of Waiting Line, Queuing System, Four Waiting Line Models along with application: Inventory management and analysis, Inventory Models.	10
3	Quality Management & Statistical Quality Control	TQM, Quality Specification, Design Quality, Quality at Source, Zero Defects, Cost of Quality, Continuous Improvement, Benchmarking, Poka –Yokes, Quality Awards; Statistical Quality Control: Acceptance Sampling, AQL & LTPD, P—Chart, X & R Chart.	12
4	Facility Location and Layout	Issue in Facility Location, Plant Location Methods, Factor Rating, Centre of Gravity Methods, Analytic Delphi Method, Four Basic Lay Out Formats, Assembly Line Balancing, splitting Tasks, Problems in Facility Layout.	12
5	Latest Concepts of POM	Latest Concepts: A brief introduction to JIT, computer aided manufacturing, TQM and ISO quality systems.	5

References Books:

Adam Jr Everetl E. R J – Production and Operations Management (Prentice-Hall, 2000, 5th Edition)

Haleem A- Production and Operations Management (Galgotia books, 2004)

Bedi Kanishka - Production & Operations Management (Oxford University Press, 2nd Edition)

Adam Jr Everetl E. R J – Production and Operations Management (Prentice-Hall, 2000, 5th Edition)

R.V.Badi& N.V. Badi - Production & Operation Management (Vrinda Publications 3rd Edition)

BBA

YEAR -II

SEMESTER – III

Course Code : BM217 Title of The Course : SEMINAR

Approved On : 23/05/2015

Pre-Requisite : NONE Co-Requisite : NONE

L	T	P	C
0	0	2	2

This paper is intended to be focused on developing the communication and presentation skills of the students. The specific topics of general and topical interest are to be allocated to the students to make a presentation to the entire group. The class presentation will be evaluated internally by group of teachers. The assignment will also be evaluated by an external examiner through a viva- voce examination.