

Course Structure and Scheme of Examination

FOR

BACHELOR OF BUSINESS ADMINISTRATION
(BBA)

(W.e.f. Session: 2017-18)

CHAUDHARY DEVI LAL UNIVERSITY
SIRSA (HARYANA)



CHAUDHARY DEVI LAL UNIVERSITY, SIRSA

COURSE CURRICULUM AND SCHEME OF EXAMINATION
FOR

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

(w. e. f Academic Session 2017-18)

BBA 1st Semester

Code	Course Title	Internal	Practical	External	Total
BBA-11	Proficiency in Englis	20	-	80	100
BBA-12	Vyavaharik Hindi	20	-	80	100
BBA-13	Principles and Practices of Management	20	-	80	100
BBA-14	Fundamentals of Accounting	20	-	80	100
BBA-15	Fundamentals of Sociology	20	-	80	100
BBA-16	Computer Fundamentals	-	50	50	100

BBA 2" Semester

Code	Course Title	Internal	Practical	External	Total
BBA-21	Understanding Human Behaviour	20	-	80	100
BBA-22	Business Economics	20	-	80	100
BBA-23	Financial Accounting	20	-	80	100
BBA-24	Business Legislation	20	-	80	100
BBA-25	Business Mathematics	20	-	80	100
BBA-26	Business Communication	20	-	80	100
BBA-27	Comprehensive Viva-Voce	-	-	50	50

BBA 3rd Semester

Code	Course Title	Internal	Practical	External	Total
BBA-31	Company Law	20	-	80	100
BBA-32	Corporate Accounting	20	-	80	100
BBA-33	Auditing	20	-	80	100
BBA-34	Insurance Management	20	-	80	100
BBA-35	Disaster Management	20	-	80	100
BBA-36	Database Management System	-	50	50	100



BBA 4th Semester					
Code	Course Title	Internal	Practical	External	Total
BBA-41	_Cost Accounting	20	-	80	100
BBA-42	Business Statistics	20	-	80	100
BBA-43	Financial Management	20	-	80	100
BBA-44	Human Resource Management	20	-	80	100
BBA-45	Marketing Management	20	-	80	100
BBA-46	Management Information System	-	-	50	50
BBA-47	Comprehensive Viva-Voce				

Summer Training: At the end of 4th semester, all the students will have to undergo summer training of 6-8 weeks with an industrial, business or service organization by taking up a project study. The condition of successfully completing the programme shall not be deemed to have been satisfied unless a student undergoes summer training. Each student will be required to submit a Summer Training Report for the work undertaken during this period within one month of the commencement of the 5th semester for the purpose of evaluation in the 5th semester. Internal evaluation of 50 marks will be based on seminar presentation and remaining 50 marks will be awarded by external examiner after evaluation of summer training report.

BBA 5 th Semester					
Code	Course Title	Internal	Practical	External	Total
BBA-51	Income Tax Law - I	20	-	80	100
BBA-52	Indian Economy	20	-	80	100
BBA-53	Export-Import Procedures and Documentation	20	-	80	100
BBA-54	Management Accounting	20	-	80	100
BBA-55	Bank Management	20	-	80	100
BBA-56	Business Environment	-	-	50	50
BBA-57	Summer Training Report				

BBA 6th Semester					
Code	Course Title	Internal	Practical	External	Total
BBA-61	Business Research Methods	20	-	80	100
BBA-62	Income Tax Law - II	20	-	80	100
BBA-63	International Business	20	-	80	100
BBA-64	Sales Management	20	-	80	100
BBA-65	E-Commerce	20	-	80	100
BBA-66	Financial Institutions and Markets	20	-	80	100
BBA-67	Comprehensive Viva-Voce	-	-	50	50

Note: In addition to above, students are also required to pass the course of Environment Studies as per syllabus and scheme of examination prescribed by Department of Energy and Environment Sciences of the University to complete their graduate degree. They can opt this course either in 1st semester or 2nd semester but marks obtained will be included in Detailed Marks Card (DMC) of 2nd semester examination.



**PROFICIENCY IN ENGLISH
(BBA-11)**

Total Marks: 100

External: 80

Internal: 20

Time Allowed: 3 Hours

Course Objective: The objective of the course is to make the students aware about the basics of English language and make them proficient in reading, writing, comprehension and speaking skills.

Course Contents:

Unit 1 Basic Grammar: Spotting the errors pertaining to Articles, Nouns, Pronouns, Adjectives,

Adverbs, Subject Verb Concord, Active & Passive voice, Reporting Speech; Reading and

writing skills - Paragraph Writing, Outline Development, Slogan Writing, Dialogue Writing and Comprehension Passage.

Unit 2 Vocabulary, Antonyms, Synonyms, Idioms and Phrases, Words often Confused, One

Word Substitution, Homonyms and Formation of words (Suffixes, Prefixes and Derivatives).

Unit 3 Introduction to Principal Components of Spoken English - Transcription, Word Accent

and Intonations; Techniques of developing proficiency in English language: Newspaper,

Magazine reading, reviewing and rewriting.

Unit 4 Audio Visual Aids for language skill enhancement, Book Review Writing; Writing for Media and Advertising, Group Discussion, Problem Solving Exercise and

Visual Interpretation.

Suggested Readings:

- Anjana Neira Dev, Anuradha Marwah & Swati Pal, *Creative Writing - A Beginner's Manual*, Pearson, New Delhi.
- Balasubramania, *English Phonetics for Indian Students*, Macmillan Publishers, Chennai.
- Sharma, S. D., *Communication Skill in English*, Natraj Publishing House, New Delhi.
- Wren and Martin: *High School Grammar & Composition*: Sultan Chand & Sons, New Delhi.

Note:

1. The evaluation of students consists of both internal and external evaluation. Internal

evaluation includes class test (05 marks) covering two units of the syllabus, two

assignments (05 marks each) and class attendance (05 marks). The external evaluation

includes end-term examination of 80 marks covering the whole syllabus.

2. For end-term examination, the examiner is required to set nine questions in all. The first

question will be compulsory consisting of short-answer questions (2 marks each)

covering the entire syllabus. In addition, eight more questions will be set unit-wise

comprising two questions from each unit. The students shall be required to attempt five

questions in all selecting one question from each unit including the compulsory



question.

All questions carry equal marks.

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Faculty of Business Administration
(BBA-12)

Total Marks: 100

External: 80

Internal: 20

Time Allowed: 3 Hours

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Faculty of Business Administration

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Note:

1. The evaluation of students consists of both internal and external evaluation.
Internal evaluation includes class test (05 marks) covering two units of the syllabus, two assignments (05 marks each) and class attendance (05 marks). The external evaluation includes end-term examination of 80 marks covering the whole syllabus.
2. For end-term examination, the examiner is required to set nine questions in all. The first question will be compulsory consisting of short-answer questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question.

All questions carry equal marks.



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**PRINCIPLES AND PRACTICES OF MANAGEMENT
(BBA-13)**

Total Marks: 100

External: 80

Internal: 20

Time Allowed: 3 Hours

Course Objective: To facilitate an understanding of concepts, principles and functions of management.

Course Contents:

Unit 1 Management: Nature, Scope, Process and Significance; Management as an Art, Science

and Profession; Management and Administration; Role and Skills of Managers; Principles of Management; Levels of Management; Contribution of F. W. Taylor and Henry Fayol.

Unit 2 Planning: Meaning and Importance, Types of Plans, Planning Process, Making Planning Effective; Decision Making: Concept, Nature, Types of Decision, Process and Techniques; Organizing: Nature, Process, Importance and Principles; Organizational

Structure; Centralization and Decentralization, Delegation of Authority, Span of Control.

Unit 3 Staffing: Concept, Nature and Scope; Directing: Concept, Nature and Importance,

Principles and elements of directing; Leadership: Meaning, Importance, Styles and Characteristics of a Good Leader.

Unit 4 Communication: Meaning, Types and Significance; Motivation: Meaning, Types, Significance and Theories; Control: Nature, Process and Significance, Control Techniques.

Suggested Readings:

- Gupta C. B., *Management—Theory and Practice*, Sultan Chand & Sons, New Delhi.
- Koontz, H. and Wehrich, H., *Management*, McGraw Hill, New York.
- Prasad, L.M., *Principles of Management*, S. Chand & Sons, New Delhi.
- Rao, V. S. P., *Management*, Excel Books, New Delhi.
- Robbins, S.P., *Management*, Englewood Cliffs, Prentice Hall Inc., New Jersey.
- Stoner, J. etc., *Management*, Prentice Hall of India, New Delhi.

Note:

1. The evaluation of students consists of both internal and external evaluation. Internal

evaluation includes class test (05 marks) covering two units of the syllabus, two

assignments (05 marks each) and class attendance (05 marks). The external evaluation

includes end-term examination of 80 marks covering the whole syllabus.

2. For end-term examination, the examiner is required to set nine questions in all. The first

question will be compulsory consisting of short-answer questions (2 marks each)

covering the entire syllabus. In addition, eight more questions will be set unit-wise

comprising two questions from each unit. The students shall be required to attempt five

questions in all selecting one question from each unit including the compulsory question.



All questions carry equal marks.

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FUNDAMENTALS OF ACCOUNTING
(BBA-14)

Total Marks: 100
External: 80
Internal: 20
Time Allowed: 3 Hours

Course Objective: To develop conceptual understanding of the fundamentals of financial accounting system.

Course Contents:

Unit 1 Accounting: Nature, Scope, Functions and Limitations, Types of Accounting and

Accounting System, Accounting Concepts and Conventions, Accounting Equation.

Unit 2 Accounting Process: Journal and Ledger, Trial Balance, Rectification of Errors, Subsidiary Books; Capital and Revenue: Classification of Income, Receipts and Expenditure.

Unit 3 Depreciation: Concept, Features, Causes, Objectives and Methods; Bank Reconciliation

Statement; Role of Computer in Accounting.

Unit 4 Preparation of Final Accounts: Trading Account, Profit and Loss Account, Balance Sheet

(with adjustments).

Suggested Readings:

- Bhattacharya's. K. and Dearden J., *Accounting for Management - Text and Cases*, Vikas Publishing House, New Delhi.
- Goyal, V. K., *Financial Accounting*, Excel Books, New Delhi.
- Gupta, R. L. and Ramaswamy, *Advanced Accounting, Vol. I*, Sultan Chand & Sons, New Delhi.
- Hingorani, N. L. and Ramanathan, A. R., *Management Accounting*, Sultan Chand & Sons, New Delhi.

Note:

1. The evaluation of students consists of both internal and external evaluation.

Internal

evaluation includes class test (05 marks) covering two units of the syllabus, two

assignments (05 marks each) and class attendance (05 marks). The external evaluation

includes end-term examination of 80 marks covering the whole syllabus.

2. For end-term examination, the examiner is required to set nine questions in all. The first

question will be compulsory consisting of short-answer questions (2 marks each)

covering the entire syllabus. In addition, eight more questions will be set unit-wise

comprising two questions from each unit. The students shall be required to attempt five

questions in all selecting one question from each unit including the compulsory question.

All questions carry equal marks.





**FUNDAMENTALS OF SOCIOLOGY
(BBA-15)**

Total Marks: 100

External: 80

Internal: 20

Time Allowed: 3 Hours

Course Objective: To familiarize the students with basic concepts and theories of sociology. **Course Contents:**

Unit 1 Nature Scope and Fundamental Concepts of Sociology; Relationship between Man and

Society; Social Structure: Meaning, Elements and Types; Social Institutions and their

Functions; Social Process: Co-operation, Conflict, Competition and Assimilation.

Unit 2 Socialization and Social Action: Meaning of Socialization; Socialization as a Process of

Learning; Stages and Agencies of Socialization; Social Action: Elements, Rationality of

Means; Economic, Political and Religious Integration of Ends.

Unit 3 Social Change and Institution: Meaning, Types and Factors in Social Change; Social

Problems: Meaning, Causes and Remedies; Social Institution: Family, Religion and

Marriage; Social Stratification in India.

Unit 4 Overview of Different Branches of Sociology: Basic Concepts of Industrial Sociology:

Attitude Formation and Change; Morale Audit; Values and Norms; Power and Politics;

Bureaucracy.

Suggested Readings:

- Bhusan, Vidya: *Sociology*, Kitab Mahal, New Delhi.
- Sachadeva, V.B.: *Introduction to Sociology*, Pearson, New Delhi.
- Sankar Rao, C.N.: *Sociology*, Sultan Chand and Sons, New Delhi
- Mike O' Donnell: *Introduction to Sociology*, Nelson Thornes, Cheltenham.
- Johnson, Harry M: *Sociology*, Allied Publications, New Delhi.

Note:

1, The evaluation of students consists of both internal and external evaluation.

Internal

evaluation includes class test (05 marks) covering two units of the syllabus, two

assignments (05 marks each) and class attendance (05 marks). The external evaluation

includes end-term examination of 80 marks covering the whole syllabus.

2. For end-term examination, the examiner is required to set nine questions in all. The first

question will be compulsory consisting of short-answer questions (2 marks each)

covering the entire syllabus. In addition, eight more questions will be set unit-wise

comprising two questions from each unit. The students shall be required to attempt five

questions in all selecting one question from each unit including the compulsory question.

All questions carry equal marks.





**COMPUTER FUNDAMENTALS
(BBA-16)**

Total Marks: 100

External: 50

Practical: 50

Time Allowed: 3 Hours

Course Objective: The objective of the course is to make the students understand the basics of computer and its applications.

Course Contents:

Part-1: Theory

Unit 1 Fundamentals of Computers: Introduction, Types: Analog, Digital and Hybrid; Characteristics of Computers; Evolution of Computers: History and Generations, Basic

Components of a Computer, their Functions and Inter-relation; RAM, ROM.

Unit 2 Computer Hardware and Software; Computer Languages; Types of Computer System:

Personal-Micro, Mini, Mainframe and Super Computer; Data Representation; Number

Systems: Binary, Octal and Hexadecimal, and their Inter-Conversions.

Unit 3 Organization of Memories; Representation of Number: Fixed-point and Floating-Point;

Representation of Alphanumeric Character Codes; Data Storage: Primary Storage and

Secondary Storage; Input and Output Devices; Concept of Data Communication and

Network Topology.

Unit 4 Operating System: Meaning and types; Word Processor: Meaning and Applications;

Windows: Basic Functionality; MS Office: MS Word, MS Excel, MS PowerPoint; Internet: Usage and Applications.

Part-2: Practical

Basic Functionality; MS Office: MS Word, MS Excel, MS PowerPoint; Internet: Usage and Applications.

Suggested Readings:

- Gill N.S., *Computer Network*, Krishna Publishing House, New Delhi.
- Sinha, P. K., *Computer Fundamentals*, BPB Publications, New Delhi.
- Tiwari, H.N., Jain Hem Chand, *Computer Fundamentals and Essential Tools*, International Book House, Mumbai.

Note:

For end-term examination, the examiner is required to set nine questions in all. The first question will be compulsory consisting of short-answer questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.





UNDERSTANDING HUMAN BEHAVIOUR
(BBA-21)

Total Marks: 100
External: 80
Internal: 20
Time Allowed: 3 Hours

Course Objective: To facilitate an understanding of human behaviour and its varied determinants.

Course Contents:

Unit 1 Organizational Behaviour: Concept and Significance, Understanding Individual and

Group Behaviour, Perception - Meaning and Significance; Perceptual Organization - Laws of Organization, Errors in Perception.

Unit 2 Learning – Meaning, Process and Types; Learning Theories - Classical Conditioning,

Operant Conditioning, Social Learning Theories; Interpersonal and group dynamics.

Unit 3 Emotions: Meaning and Theories, Management of Emotions; Emotional Intelligence -

Meaning, Significance and Assessment; Attitude and Value: Meaning, Components and Theories.

Unit 4 Personality – Meaning, Types and Determinants; Theories of Personality: Psychoanalytic

Theory, Trait Theory and Self Theory; Managing Change and Conflicts.

Suggested Readings:

- Luthans, Fred, *Organisationl Behaviour*, McGraw Hill, New Delhi.
- Morgan, C. T. and King, *Introduction to Psychology*, McGraw Hill, New Delhi.
- Parsad L. M., *Organizational Behaviour*, Sultan Chand and Sons, New Delhi.
- Robert, A. Baron, *Psychology*, Pearson, New Delhi.
- Stephen P. Robbins, Seema Sanghi, *Essentials of Organizational Behaviour*, Pearson, New Delhi.

Note:

I. The evaluation of students consists of both internal and external evaluation.

Internal

evaluation includes class test (05 marks) covering two units of the syllabus, two

assignments (05 marks each) and class attendance (05 marks). The external evaluation

includes end-term examination of 80 marks covering the whole syllabus.

2. For end-term examination, the examiner is required to set nine questions in all. The first

question will be compulsory consisting of short-answer questions (2 marks each)

covering the entire syllabus. In addition, eight more questions will be set unit-wise

comprising two questions from each unit. The students shall be required to attempt five

questions in all selecting one question from each unit including the compulsory question.

All questions carry equal marks.





**BUSINESS ECONOMICS
(BBA-t2)**

Total Marks: 100

External: 80

Internal: 20

Time Allowed: 3 Hours

Course Objective: To introduce basic concepts, analytical tools and theories of business economics.

Course Contents:

Unit 1 Economics: Meaning, Nature and Scope; Micro and Macro Economics; Introduction to

Business Economics: Nature and Scope of Business Economics; Functions and

Objectives of a Firm.

Unit 2 Theory of Demand: Meaning, Law of Demand, Types of Demand, Factors Affecting

Demand; Elasticity of Demand; Types and Measurement of Elasticity of Demand.

Unit 3 Consumer Behavior: Cardinal and Ordinal Utility Approach, Indifference Curve: Meaning, Assumptions, Properties, Consumer Equilibrium; Concepts of Revenue, Break-

Even Analysis.

Unit 4 Production and Cost Analysis; Meaning of Production; Production Function, Returns to

Scale; Cost Concepts: Traditional and Modern Theory of Cost in Short and Long Run;

Economies of Scale.

Suggested Readings:

- Dean, Jod, *Managerial Economics*, Prentice Hall, New Delhi,
- Dwivedi, D. N., *Managerial Economics*, Vikas Publication, New Delhi,
- Jhingan, M.L., *Managerial Economics*, Vrinda Publication, New Delhi.
- Koutsoyiannis, A., *Modern Micro Economics*, McMillan, New Delhi.
- Peterson, Lewis, *Managerial Economics*, Prentice Hall of India, New Delhi.
- Salvatore, *Managerial Economics in Global Economy*, Thomson Learning, Mumbai.

Note:

1. The evaluation of students consists of both internal and external evaluation. Internal

evaluation includes class test (05 marks) covering two units of the syllabus, two

assignments (05 marks each) and class attendance (05 marks). The external evaluation

includes end-term examination of 80 marks covering the whole syllabus.

2. For end-term examination, the examiner is required to set nine questions in all. The first

question will be compulsory consisting of short-answer questions (2 marks each)

covering the entire syllabus. In addition, eight more questions will be set unit-wise

comprising two questions from each unit. The students shall be required to attempt five

questions in all selecting one question from each unit including the compulsory question.

All questions carry equal marks.



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**FINANCIAL ACCOUNTING
(BBA-23)**

Total Marks: 100

External: 80

Internal: 20

Time Allowed: 3 Hours

Course Objective: To develop conceptual understanding of the fundamentals of financial accounting system.

Course Contents:

Unit 1 Partnership Accounts: Essential Characteristic of partnership, Partnership deed, Final

Accounts; Adjustment after closing the accounts; Fixed and Fluctuating Capital;

Goodwill; Joint Life Policy; Change in profit sharing ratio; Reconstitution of partnership

firm: Admission of a partner; Retirement of a partner; death of a partner.

Unit 2 Dissolution of partnership firm- Modes of dissolution of a firm; Accounting entries;

Insolvency of partners; Consignment Accounts: Accounting Records, Valuation of unsold stock.

Unit 3 Joint Venture Accounts: Concept; Joint Venture and Partnership: accounting treatment;

Hire-purchase and Installment purchase system: Concept and legal provisions regarding

hire-purchase contract; accounting records for goods of substantial sales values and

accounting records for goods of small values; Installments purchase system; After sale

service.

Unit 4 Branch Accounts: Dependent branch; Debtors system; Stock and debtors system; Final

Account system; Wholesale branch; Independents branch; foreign branch;

Royalty:

Accounting treatment in the books of lessee and lessor; Sub lease: Entries and ledger

accounts in the books of lessor, sub-lessor and sub-lessee.

Suggested Readings:

- Gupta Ambrish, *Financial Accounting for Management*, Dorling Kindersley (India) Pvt. Ltd.
- Maheshwari, S. N., Mahaeshwari, S. K., *Accounting for Management*, Vikas Publishing House, New Delhi
- Mukherjee, A., Haneef M., *Modern Accountancy (V-II)*, McGraw Hill, New Delhi.
- Gosh T. P., *Financial Accounting for Managers*, Taxmann's.
- Bose D. C., *Advanced Accounting*, PHI.
- Ahmad N. and Sharma A., *Financial Accounting*, Ane's Publication.

Note:

1. The evaluation of students consists of both internal and external evaluation. Internal

evaluation includes class test (05 marks) covering two units of the syllabus, two

assignments (05 marks each) and class attendance (05 marks). The external evaluation

includes end-term examination of 80 marks covering the whole syllabus.

2. For end-term examination, the examiner is required to set nine questions in all. The

first

question will be compulsory consisting of short-answer questions (2 marks each)

covering the entire syllabus. In addition, eight more questions will be set unit-wise

comprising two questions from each unit. The students shall be required to attempt five

questions in all selecting one question from each unit including the compulsory question.

All questions carry equal marks.



**BUSINESS LEGISLATION
(BBA-24)**

Total Marks: 100

External: 80

Internal: 20

Time Allowed: 3 Hours

Course Objective: To give an exposure to the students of some of the major commercial laws affecting business.

Course Contents:

Unit 1 Indian Contract Act: Meaning and Essentials of a Valid Contract, Void Agreements,

Capacity to Contract, Free Consent.

Unit 2 Performance of Contract, Breach of Contract and its Remedies; Quasi Contracts;

Contracts of Indemnity and Guarantee.

Unit 3 Bailment and Pledge; Law of Agency; Contract of Sale, Conditions and Warranties,

Transfer of Property, Unpaid Seller and his Rights.

Unit 4 Indian Partnership Act; Consumer Protection Act; Right to Information Act (Brief outlines only).

Suggested Readings:

- Aggarwal, S. K., Singhal, K., *Business Laws*, Galgotia Publications, New Delhi.
- Datey, V. S., *Business and Corporate Laws*, Taxmann Publications, New Delhi.
- Gulshan, S. S., *Business Law*, New Age International Publication, New Delhi.
- Kapoor, N. D., *Elements of Mercantile Law*, Sultan Chand & Sons, New Delhi.
- Kuchhal and Prakash, *Business Legislation for Management*, Vikas Publishing, New Delhi.

• Tulsian P. C., *Business Law*, McGraw Hill, New Delhi. Note:

1. The evaluation of students consists of both internal and external evaluation.

Internal

evaluation includes class test (05 marks) covering two units of the syllabus, two

assignments (05 marks each) and class attendance (05 marks). The external evaluation

includes end-term examination of 80 marks covering the whole syllabus.

2. For end-term examination, the examiner is required to set nine questions in all. The first

question will be compulsory consisting of short-answer questions (2 marks each)

covering the entire syllabus. In addition, eight more questions will be set unit-wise

comprising two questions from each unit. The students shall be required to attempt five

questions in all selecting one question from each unit including the compulsory question.

All questions carry equal marks.





BUSINESS MATHEMATICS
(BBA-25)

Total Marks: 100

External: 80

Internal: 20

Time Allowed: 3 Hours

Course Objective: To inculcate the knowledge of some basic mathematical techniques which are commonly used in other courses of curriculum,

Course Contents:

Unit 1 Theory of Sets – Meaning, elements, types, presentation and equality of sets; Union,

intersection, compliment & difference of sets; Venn diagrams; Cartesian product of two sets.

Unit 2 Indices & logarithms, arithmetic and geometric progressions; sum of first n natural

numbers, sum of squares and cubes of first n natural numbers.

Unit 3 Linear and Quadratic equation; permutations, combinations and binomial theorem

(positive index). Differentiation and integration of standard algebraic functions.

Unit 4 Matrices – Types, properties, addition, multiplication, transpose and inverse of matrix;

Properties of determinants, solution of simultaneous Linear Equations.

Suggested Readings:

- Bali N. R., Gupta P. N. and Gandhi C. P., *A Textbook of Quantitative Techniques*, Laxmi Publications, Delhi.
- Reddy, R., Jaya Prakash, Y., Mallikarjuna Reddy, *A Text Book of Business Mathematics*, Ashish Publishing House, New Delhi.
- Sancheti, D.C., Maihotra A. M. & Kapoor V. K., *Business Mathematics*, Sultan Chand & Sons, New Delhi.
- Zameerudin, Qazi, Khanna V. K. & Bhambri S. K., *Business Mathematics*, Vikas Publishing, New Delhi.

Note:

1. The evaluation of students consists of both internal and external evaluation.

Internal

evaluation includes class test (05 marks) covering two units of the syllabus, two

assignments (05 marks each) and class attendance (05 marks). The external evaluation

includes end-term examination of 80 marks covering the whole syllabus.

2. For end-term examination, the examiner is required to set nine questions in all. The first

question will be compulsory consisting of short-answer questions (2 marks each)

covering the entire syllabus. In addition, eight more questions will be set unit-wise

comprising two questions from each unit. The students shall be required to attempt five

questions in all selecting one question from each unit including the compulsory question.

All questions carry equal marks.





BUSINESS COMMUNICATION
(BBA-26)

Total Marks: 100
External: 80
Internal: 20
Time Allowed: 3 Hours

Course Objective: The course is aimed at equipping the students with the necessary skills to help them in communicating effectively for handling inter as well as intra organizational issues.

Course Contents:

Unit 1 Communication: Meaning, Process, Need, Objectives and Importance; Types of

Communication; Barriers in Communication; Guidelines for Effective Communication;

Modern forms of Communication, Ethics in Communication.

Unit 2 Non-verbal Aspect of Communication: Kinesics, Proxemics and Para-Language; Writing

Skills; Listening Skills; Presentation Skills; Audience Analysis.

Unit 3 Communication within the Organization: Preparation of Memo, Notice, Circular and

Order; Agenda and Minutes of the Meeting; Report-Writing; Communication outside the

Organization: Meaning and importance of Business Correspondence; Layout and essential features of Business letter.

Unit 4 Employment Oriented Communication: Preparing Resume and Application; Tips for

Interview and Group Discussion.

Suggested Readings:

- Bhatia, R. C., *Business Communication*, Ane Books India, New Delhi.
- Chaturvedi, P. D and Chaturvedi, Mukesh, *Business Communication*, Pearson Education, New Delhi.
- Kapoor, A. N., *Business Correspondence and Communication Skills*, S. Chand & Company, New Delhi
- Pal, Rajender and Korahalli, J.S., *Essentials of Business Communication*, Sultan Chand and Sons, New Delhi.
- Sinha, K. K., *Business Communication*, Galgotia Publishing Company, New Delhi.

Note:

I. The evaluation of students consists of both internal and external evaluation.

Internal

evaluation includes class test (05 marks) covering two units of the syllabus, two

assignments (05 marks each) and class attendance (05 marks). The external evaluation

includes end-term examination of 80 marks covering the whole syllabus.

1 For end-term examination, the examiner is required to set nine questions in all. The first

question will be compulsory consisting of short-answer questions (2 marks each)

covering the entire syllabus. In addition, eight more questions will be set unit-wise

comprising two questions from each unit. The students shall be required to attempt five



questions in all selecting one question from each unit including the compulsory question.

All questions carry equal marks.

COMPREHENSIVE VIVA-VOCE
(BBA-27)

Total Marks: 50
External: 50

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COMPANY LAW
(BBA-31)

Total Marks: 100
External: 80
Internal: 20
Time Allowed: 3 Hours

Course Objective: The objective of this paper is to acquaint the students with major provisions of the Company Law, 2013.

Course Contents:

Unit 1 Nature and Administration of the Companies Act, 2013; Company: Meaning, Salient Features, Types of Companies; Difference between a Company and Partnership Firm.

Unit 2 Formation of Company: Promotion, Registration of Companies, Floatation &

Commencement of Business; Prospectus and its Contents; Liability for Mis-statement; Shares and Share Capital; Members and Shareholders.

Unit 3 Memorandum of Association: Meaning, Contents and its alteration; Doctrine of Ultra-

vires; Articles of Association: Meaning, Contents, and its alteration; Principle of Constructive Notice.

Unit 4 Company Meetings and Proceedings; Managerial Remuneration; Power, Duties, Liabilities and Meetings of Directors; Winding of a Company; Company Secretary:

Definition, Qualifications and Statutory Liabilities.

Suggested Readings:

- Ashok K. Bagrail, *Company Law*, Vikas Publications New Delhi.
- Gulshan S. S., *Company Law*, Excel Books New Delhi.
- Kapoor N. D., *Company Law*, Sultan Chand and Sons New Delhi.
- Kular S. C., *Company Law*, Vikas Publications New Delhi.

Note:

1. The evaluation of students consists of both internal and external evaluation. Internal

evaluation includes class test (05 marks) covering two units of the syllabus, two

assignments (05 marks each) and class attendance (05 marks). The external evaluation

includes end-term examination of 80 marks covering the whole syllabus.

2. For end-term examination, the examiner is required to set nine questions in all. The first

question will be compulsory consisting of short-answer questions (2 marks each)

covering the entire syllabus. In addition, eight more questions will be set unit-wise

comprising two questions from each unit. The students shall be required to attempt five

questions in all selecting one question from each unit including the compulsory question.

All questions carry equal marks.





CORPORATE ACCOUNTING
(BBA-32)

Total Marks: 100

External: 80

Internal: 20

Time Allowed: 3 Hours

Course Objective: The objective of the course is to provide advanced knowledge of accounting along with auditing procedures of corporate.

Course Contents:

Unit 1 Meaning and Types of Companies; Company Accounts: Accounting for Issue, Forfeiture

and Reissue of Shares; Redemption of Preference Shares.

Unit 2 Debenture: Meaning, Types, Issue of Debenture, Accounting for Issue and Redemption

of Debentures; Final Accounts of a Company: Profit and Loss Account, Balance Sheet.

Unit 3 Amalgamation, Absorption and Reconstruction of Companies; Purchase Consideration, Accounting in the Books of Transferor and Transferee Company; Internal Reconstruction.

Unit 4 Valuation of Goodwill, Valuation of Shares and Liquidation of a Company.

Suggested Readings:

- Gupta Ambrish, *Financial Accounting for Management*, Dorling Kindersley (India) Pvt. Ltd.
- Maheshwari, S. N., Mahaeshwari, S. K., *Accounting for Management*, Vikas Publishing House, New Delhi
- Mukherjee, A., Haneef M., *Modern Accountancy (V-II)*, McGraw Hill, New Delhi. Note:

1. The evaluation of students consists of both internal and external evaluation.

Internal

evaluation includes class test (05 marks) covering two units of the syllabus, two

assignments (05 marks each) and class attendance (05 marks). The external evaluation

includes end-term examination of 80 marks covering the whole syllabus.

2. For end-term examination, the examiner is required to set nine questions in all. The first

question will be compulsory consisting of short-answer questions (2 marks each)

covering the entire syllabus. In addition, eight more questions will be set unit-wise

comprising two questions from each unit. The students shall be required to attempt five

questions in all selecting one question from each unit including the compulsory question.

All questions carry equal marks.





**AUDITING
(BBA-33)**

Total Marks: 100

External: 80

Internal: 20

Time Allowed: 3 Hours

Course Objective: The objective of the course is to provide the knowledge of basic concepts in auditing.

Course Contents:

Unit 1 Auditing: Meaning, Origin and Development, Objects, Scope, Principles, Advantages and

Limitations, Audit Techniques, Qualities and Types of Auditors; Types of Audit.

Unit 2 Audit Process and Audit Programme; Audit working papers and evidences, Routine

checking and Test checking, Audit in Depth; Internal Check and Internal Control.

Unit 3 Vouching: Meaning, objects, importance and vouching of subsidiary books; Verification:

Meaning, Difference between Vouching and Verification, Difference between Verification and Valuation, General Rules of Verification, Verification of Assets

and

Liabilities.

Unit 4 Appointment, qualification, remuneration, status, rights and power, duties and liabilities

of Company Auditor; Audit Reports: Meaning, Contents, Importance and Types,

Factors

to be considered while preparing Audit Report, Investigation: Meaning,

Procedure,

Importance and Types, Difference between Auditing and Investigation.

Suggested Readings:

Gower L. C. B., *Principles of modern Company Law*, Stevens & Sons, London.

- Gupta Kamal, *Contemporary Auditing*, McGraw Hill, New Delhi.
- Kapoor N. D., *Company Law- Incorporating the provisions of the Companies*: Sultan Chand & Sons, New Delhi.
- Kuchal M. C., *Auditing*: Shri Mahavir Books, Noida.
- Ramaiya A., *Guide to the Companies Act*: Wadhwa & Co. Nagpur.
- Singh Avtar, *Company Law*, Eastern Book Co., Lucknow.
- Tandon B. N., *Principles of Auditing*, S. Chand and Co., New Delhi. Note:

1. The evaluation of students consists of both internal and external evaluation. Internal

evaluation includes class test (05 marks) covering two units of the syllabus, two

assignments (05 marks each) and class attendance (05 marks). The external evaluation

includes end-term examination of 80 marks covering the whole syllabus.

2. For end-term examination, the examiner is required to set nine questions in all. The first

question will be compulsory consisting of short-answer questions (2 marks each)

covering the entire syllabus. In addition, eight more questions will be set unit-wise

comprising two questions from each unit. The students shall be required to attempt five

questions in all selecting one question from each unit including the compulsory



question.

All questions carry equal marks.

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**INSURANCE MANAGEMENT
(BBA-34)**

Total Marks: 100

External: 80

Internal: 20

Time Allowed: 3 Hours

Course Objective: To facilitate an understanding of concepts, principles and functions of Insurance Business.

Course Contents:

Unit 1 Insurance: Meaning, Nature, Function, Evolution and Growth, Types and Principles, Risk

as a Basis of Insurance.

Unit 2 Social Security and Insurance; Social Responsibility of Insurance; Insurance Intermediaries; Life Insurance Products in India.

Unit 3 Economic Development and Insurance; Life Insurance and Non-Life Insurance Procedures and Documentations, IRDA and Insurance Business, Global Environment of Insurance.

Unit 4 Actuarial Insurance; Settlement of Claims; Legal Aspects of Insurance, LPG (Liberalization, Privatization, Globalization) and Insurance Business; Brief Overview of

Fire, Marine, Property and Liability Insurance.

Suggested Readings:

- Bodla B. S., Garg M. C., Singh K. P., *Insurance, Fundamentals, Environment and Procedures*, Deep and Deep Publications, New Delhi.
- Karam Pal, Bodla B. S., Garg M. C., *Insurance Management, Principle and Practices*, Deep and Deep Publications, New Delhi.
- Nilam C. Gulati, *Principle of Insurance Management*, Excel Books, New Delhi.
- Periasamy P., *Principle and Practice of Insurance*, Himalaya Publishing, New Delhi.
- Sahoo S. C., Das S. C., *Insurance Management*, Himalaya Publishing, New Delhi.
- Shrikrishan Laxman Karve, *Principles of Life Insurance*, Himalaya Publishing, New Delhi.

Note:

1. The evaluation of students consists of both internal and external evaluation.

Internal

evaluation includes class test (05 marks) covering two units of the syllabus, two

assignments (05 marks each) and class attendance (05 marks). The external evaluation

includes end-term examination of 80 marks covering the whole syllabus.

2. For end-term examination, the examiner is required to set nine questions in all. The first

question will be compulsory consisting of short-answer questions (2 marks each)

covering the entire syllabus. In addition, eight more questions will be set unit-wise

comprising two questions from each unit. The students shall be required to attempt five

questions in all selecting one question from each unit including the compulsory question.

All questions carry equal marks.





**DISASTER MANAGEMENT
(BBA-35)**

Total Marks: 100

External: 80

Internal: 20

Time Allowed: 3 Hours

Course Objective: To familiarize the students with the various aspects of disaster management. **Course Contents:**

Unit 1 Introduction to Disaster: Concept and Definition (Disaster, Hazard, Vulnerability, Resilience, Risks); Disaster: Classification, Causes and Impacts: Social, Economical, Political, Environmental and Impacts in terms of Caste, Class, Gender, Age, Location, Health and Disability; Urban Disasters, Complex emergencies, Pandemics and Climate change.

Unit 2 Approaches to Disaster Risk Reduction: Disaster cycle - its analysis, Phases, Culture of

Safety, Prevention, Mitigation and Preparedness, Community based DRR, Structural and

nonstructural measures, roles and responsibilities of community, Panchayati Raj Institutions/Urban Local Bodies (PRIs/ULBs), states, center and other stakeholders.

Unit 3 Inter-relationship between Disaster and Development; Factors affecting Vulnerabilities,

differential impacts, impact of development projects such as Dams, Embankments,

changes in Land-use, etc., Climate change adaptation, Relevance of indigenous knowledge, appropriate technology and local resources.

Unit 4. Disaster Risk Management in India: Hazard and Vulnerability Profile of India; Components of Disaster Relief: Water, Food, Sanitation, Shelter, Health;

Waste

Management, Institutional arrangements (Mitigation, Response and Preparedness, Disaster Management Act,

Suggested Readings:

- Bose B. C., *Introduction to Disaster Management*, Neha Publishers, New Delhi.
- Carter, Nick, *Disaster Management: A Disaster Manager's Handbook*. Asian Development Bank, Manila Philippines.
- Dangi Raisi, *Disaster Management*, Raj Publication, New Delhi.
- Gupta Anil K, Sreeja S. Nair, *Environmental Knowledge for Disaster Risk Management*, NIDM, New Delhi.
- Jeyadevi J., *Disaster Management*, Neel Kamal Publication, New Delhi.

Note:

1. The evaluation of students consists of both internal and external evaluation.

Internal

evaluation includes class test (05 marks) covering two units of the syllabus, two

assignments (05 marks each) and class attendance (05 marks). The external evaluation

includes end-term examination of 80 marks covering the whole syllabus.

2. For end-term examination, the examiner is required to set nine questions in all. The first

question will be compulsory consisting of short-answer questions (2 marks each)

covering the entire syllabus. In addition, eight more questions will be set unit-wise

comprising two questions from each unit. The students shall be required to attempt



five

questions in all selecting one question from each unit including the compulsory question.

All questions carry equal marks.



DATABASE MANAGEMENT SYSTEM
(BBA-36)

Total Marks: 100

External: 50

Internal: 50

Time Allowed: 3 Hours

Course Objective: To inculcate the knowledge of data base & their effective usage in managerial decision making.

Course Contents:

Part 1: Theory

Unit 1 Database: Concept, Objectives, Advantages, Limitations; Architecture of Database System; Schema, Subschema, Components of Database System.

Unit 2 Logical & Physical Data Independence, Database Administration, Entity, Attributes, E-R

Diagram, Entity-Relationship (One-to-One, One-to-Many, Many-to-One).

Unit 3 Hierarchical, Network and Relational Data Models, Functional Dependency, Transitive

Dependency, Normalization.

Unit 4 Structured Query Language (SQL), Components of SQL, Data types in SQL, Operators

in SQL, DDL, DML, & DCL Commands; Database Security, Concurrency.

Part 2: Practical

Structured Query Language (SQL), Components of SQL and Data types in SQL, Operators in SQL, DDL, DML, & DCL Commands.

Suggested Readings:

- Datey, Y. S., *An Introduction to Database System*, Pearson, New Delhi.
- Elmasri, Navathe, Somayajulu and Gupta, *Fundamentals of Database Systems*, Pearson Education, New Delhi
- Fred R. McFadden, Jeffery A. Hoffer & Marry B. Prescott, *Modern Database Management*. Pearson Education, New Delhi.
- Kumar Muneesh, *Business Information System*, Vikas Publishing House, New Delhi.
- Rameez Elmasri, *Foundation of Database System*, Pearson, New Delhi.

Note:

For end-term examination, the examiner is required to set nine questions in all. The first question will be compulsory consisting of short-answer questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.



**COST ACCOUNTING
(BBA-41)**

Total Marks: 100

External: 80

Internal: 20

Time Allowed: 3 Hours

Course Objective: The objective of the course is to provide knowledge of basic concepts to the students in cost accounting.

Course Contents:

Unit 1 Cost Accounting: Meaning, Definition, Objectives, Advantages and Limitations; Difference between Cost Accounting and Financial Accounting; Installation of a Costing System; Difficulties in Installing a Costing System; Cost Audit.

Unit 2 Methods and Techniques of Cost Accounting; Cost Units, Cost Centers; Elements, Components and Classification of Cost; Cost Sheet and Cost Statement; Overheads: Introduction, Classification, Allocation, Apportionment and Absorption.

Unit 3 Materials Control: Meaning, Need, Purchasing and Functions of Purchase Department; Purchase Procedure; Stores Control: Maximum Level, Minimum Level, Safety Level, EOQ, Material Records, Stores Ledger and Perpetual Inventory System; Continuous Stock-taking.

Unit 4 Labour Cost: Methods of Wage Payment, Time Wage System and Piece Rate System, Premium and Bonus Plans; Process Costing; Contract Costing; Reconciliation of Cost and Financial Accounts.

Suggested Readings:

- Arora, M. N., *Cost Accounting Principles and Practices*, Vikas Publishing House, New Delhi.
- Jain, *Cost Accounting*, Prentice Hall, New Delhi.
- Kishore Ravi, *Cost & Management Accounting*, Taxmann Allied Services, New Delhi.
- Pillai, *Cost Accounting*, S. Chand, New Delhi.
- Saxena, V. K., *Basics of Cost Accounting*, Excel Books, New Delhi.
- Thakur, K. S., *Cost Accounting Theory and Practice*, Excel Books.

Note:

1. The evaluation of students consists of both internal and external evaluation.
Internal evaluation includes class test (05 marks) covering two units of the syllabus, two assignments (05 marks each) and class attendance (05 marks). The external evaluation includes end-term examination of 80 marks covering the whole syllabus.
2. For end-term examination, the examiner is required to set nine questions in all. The first question will be compulsory consisting of short-answer questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt



five

questions in all selecting one question from each unit including the compulsory question.

All questions carry equal marks.



**BUSINESS STATISTICS
(BBA-42)**

Total Marks: 100

External: 80

Internal: 20

Time Allowed: 3 Hours

Course Objective: To acquaint the students with the basics of statistical techniques and their applications to business problems.

Course Contents:

Unit I Statistics: Meaning, Scope, Significance, Functions and Limitations; Collection of Data:

Types of Data, Methods of Collecting Primary Data; Sources of Secondary Data;

Classification and Tabulation of Data; Diagrammatic and Graphic Presentation of Data.

Unit 2 Measures of Central Tendency: Mean, Median, Mode, Geometric Mean and Harmonic

Mean; Partition Values - Quartiles, Deciles, and Percentiles. Measures of Dispersion:

Range, Mean Deviation, Standard Deviation and Variance, Coefficient of Variation.

Unit 3 Measures of Skewness and Kurtosis; Correlation Analysis: Concept, Types and Significance; Karl Pearson's and Spearman's Coefficients of Correlation;

Regression

Analysis: Concept and Significance.

Unit 4 Time Series Analysis: Meaning, Components and Trend Analysis; Seasonal Variations;

Index Numbers: Meaning, Types and Uses; Methods of constructing Index Numbers;

Tests of Adequacy; Chain Index Numbers.

Suggested Readings:

- Beni, G. C., *Statistics for Management*; McGraw Hill., New Delhi.
- Gupta, S. P. and Gupta M. P., *Business Statistics*; Sultan Chand and Sons, New Delhi.
- Gupta, S. P., *Statistical Methods*; Sultan Chand and Sons, New Delhi.
- Hooda, R. P., *Statistics for Business and Economics*; MacMillan, New Delhi.
- Sharma, J. K., *Business Statistics*; Prentice Hall of India, New Delhi.

Note:

1. The evaluation of students consists of both internal and external evaluation.

Internal

evaluation includes class test (05 marks) covering two units of the syllabus, two

assignments (05 marks each) and class attendance (05 marks). The external evaluation

includes end-term examination of 80 marks covering the whole syllabus.

2. For end-term examination, the examiner is required to set nine questions in all. The first

question will be compulsory consisting of short-answer questions (2 marks each)

covering the entire syllabus. In addition, eight more questions will be set unit-wise

comprising two questions from each unit. The students shall be required to attempt five

questions in all selecting one question from each unit including the compulsory question.

All questions carry equal marks.





FINANCIAL MANAGEMENT
(BBA-43)

Total Marks: 100
External: 80
Internal: 20
Time Allowed: 3 Hours

Course Objective: To familiarize the students with basics and important aspects of financial management.

Course Contents:

Unit 1 Nature, Scope, Functions and Objectives of Financial Management, Organization of

Finance Function, Time Value of Money; Financial Planning; Capitalization: Over-capitalization and Under-capitalization.

Unit 2 Cost of Capital: Concept, Computation of Cost of Capital; Leverage: Operating,

Financial and Combined Leverage; Capital Structure: Theories and Determinants of Capital Structure.

Unit 3 Capital Budgeting Decisions: Conventional and Discounting Methods; Working Capital

Management: Management of Cash, Inventories and Receivables.

Unit 4 Dividend Policy: Introduction, Types of Dividend Policy, Factors affecting Dividend Policy, Dividend Models: Walter, Gordon and M-M Model; Sources of Long-term and

Short-Term Finance,

Suggested Readings:

- Chandra, Prasanna, *Financial Management*, Vikas Publication, New Delhi.
- Gupta and Sharma, *Financial Management*, Kalyani Publishers, New Delhi.
- James C. Van Home, *Financial Management and Policy*, Prentice Hall of India, New Delhi.
- John Hampton, *Financial Decision—Making*, Englewood Cliffs, New Jersey.
- Khan, M. Y., *Financial Management*, McGraw Hill, New Delhi.
- Pandey, I. M., *Financial Management*, Vikas Publications, New Delhi.

Note:

1. The evaluation of students consists of both internal and external evaluation.

Internal

evaluation includes class test (05 marks) covering two units of the syllabus, two

assignments (05 marks each) and class attendance (05 marks). The external evaluation

includes end-term examination of 80 marks covering the whole syllabus.

2. For end-term examination, the examiner is required to set nine questions in all. The first

question will be compulsory consisting of short-answer questions (2 marks each)

covering the entire syllabus. In addition, eight more questions will be set unit-wise

comprising two questions from each unit. The students shall be required to attempt five

questions in all selecting one question from each unit including the compulsory question.

All questions carry equal marks.





HUMAN RESOURCE MANAGEMENT
(BBA-44)

Total Marks: 100
External: 80
Internal: 20
Time Allowed: 3 Hours

Course Objective: The objective of this course is to familiarize the students with the basic functions and processes of Human Resource Management.

Course Contents:

Unit 1 HRM: Definition, Objectives, Scope, Significance and Functions; Human Resource

Planning: Concept, Features, Objectives, Importance, Factors, Role, Process, Prerequisites, Barriers.

Unit 2 Job Analysis: Job description and Job Specification; Recruitment: Process, Sources,

Methods and Techniques; Selection: Process, Tests, Interview; Placement and Induction;

Training: Need, Process, Principles, Methods and Types; Development: Nature and

Techniques; Performance Appraisal; Potential Appraisal;

Unit 3 Compensation Management: Wages, Salaries, Incentives, Fringe Benefits and Bonus; Job

Evaluation; Wage determination; Career Planning and Development.

Unit 4 Industrial Relations: Concept, Trade Unions; Industrial Disputes; Grievance Handling;

Labour Welfare and Social Security measures; Workers Participation in Management;

Human resource accounting; Human resource information system.

Suggested Readings:

- Aswathappa, K., *Human Resource & Personnel Management*, McGraw Hill, New Delhi.
- Cascio, W. F., *Managing Human Resources*, McGraw Hill, New Delhi.
- Chhabra, T. N., *Human Resource Management*, Dhanpat Rai Publishing, New Delhi.
- Dessler, G., *Human Resource Management*, Pearson, New Delhi.
- Gupta, C. B., *Human Resource Management*, Sultan Chand & Sons, New Delhi.
- Gomez, M. & Louis, R., *Managing Human Resources*, PHI, New Delhi.
- Rao, V. S. P., *Human Resource Management*, Pearson, New Delhi.

Note:

1. The evaluation of students consists of both internal and external evaluation. Internal

evaluation includes class test (05 marks) covering two units of the syllabus, two

assignments (05 marks each) and class attendance (05 marks). The external evaluation

includes end-term examination of 80 marks covering the whole syllabus.

2. For end-term examination, the examiner is required to set nine questions in all. The first

question will be compulsory consisting of short-answer questions (2 marks each)

covering the entire syllabus. In addition, eight more questions will be set unit-wise

comprising two questions from each unit. The students shall be required to attempt five

questions in all selecting one question from each unit including the compulsory



question.

All questions carry equal marks.

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MARKETING MANAGEMENT
(BBA-45)

Total Marks: 100
External: 80
Internal: 20
Time Allowed: 3 Hours

Course Objective: The objective of this course is to familiarize the students with the basic concepts, functions and processes of Marketing.

Course Contents:

Unit 1 Marketing- Definition, Nature and Scope, Core Marketing Concepts, Marketing Myopia,

Marketing Mix, Segmenting, Targeting and Positioning (STP) approach to Marketing.

Differentiating Consumer and Industrial Buyer Behaviour.

Unit 2 Marketing Environment and Environment Scanning; Product-Meaning, Levels, Product

Mix, New Product Development Process, Product Life Cycle- Concept and Application;

Marketing Research and Information System.

Unit 3 Promotion Mix - Advertising, Sales Promotion, Personal Selling, Direct Marketing and

Public Relations; Pricing - Objectives, Methods, Policies and Strategies; Distribution

Channels- Planning and Management, Retailing, Wholesaling, Physical Distribution and

Logistics Decisions.

Unit 4 Branding and Packaging; Recent trends in Marketing Management; Internet Marketing,

Green Marketing, Network Marketing and Ethical Marketing.

Suggested Readings:

- Kotler Phillip, Koshi & Jha., *Marketing Management- A South Asian Perspective*, Pearson Education, New Delhi.
- Kotler Phillip, Keller Kevin Lane, *Marketing Management*, Prentice Hall of India, New Delhi.
- Kumar Arun & Meenakshi N., *Marketing Management*, Vikas Publishing House, New Delhi.
- Ramaswamy V. S., & Namakumari S., *Marketing Management-Global Perspective Indian context*, Macmillian India, New Delhi.
- Stanton W. J. & Pandit Ajay, *Marketing Concept & Cases*, McGraw Hill Publishing New Delhi.

Note:

1. The evaluation of students consists of both internal and external evaluation.

Internal

evaluation includes class test (05 marks) covering two units of the syllabus, two

assignments (05 marks each) and class attendance (05 marks). The external evaluation

includes end-term examination of 80 marks covering the whole syllabus.

2. For end-term examination, the examiner is required to set nine questions in all. The first

question will be compulsory consisting of short-answer questions (2 marks each)

covering the entire syllabus. In addition, eight more questions will be set



unit-wise

comprising two questions from each unit. The students shall be required to attempt five

questions in all selecting one question from each unit including the compulsory question.

All questions carry equal marks.



**MANAGEMENT INFORMATION SYSTEM
(BBA-46)**

Total Marks: 100

External: 80

Internal: 20

Time Allowed: 3 Hours

Course Objective: The objective of this course is to acquaint the students with Information Systems in Management.

Course Contents:

Unit 1 MIS - Definition, Nature, Scope; Information theory; Impact of Information System on

Organizational Decision Making; Information- Types, Characteristics; Types of Information System in organizations and their interrelationships.

Unit 2 System Development Life Cycle, Role of System Analyst, System Analysis and Design;

IT infrastructure and **platforms**; Telecommunications, Networks and the Internet; Role

and Importance of Wireless Communication in Organizations, Trends in Information Technology.

Unit 3 MIS Applications: Operational Excellence and Customer Intimacy through Information

System, Knowledge Management System, Executive Support System; Designing for

Online and Distributed Environment; Implementation and Control of Project.

Unit 4 Managing Data Resources- DSS and RDBMS; Enterprise Resource Planning (ERP), E-

Commerce, E- Governance, Evaluation of Information System, M-commerce; Ethical,

Social System and Security Issues in MIS.

Suggested Readings:

- Goyal D. P., *Management Information System*, Vikas Publishing House, New Delhi.
- James O'Brien, *Management Information System*, McGraw Hill Publishing, New Delhi.
- Kenneth C. Laudon, Jane P. Laudon, *Management Information System – Managing the Digital Firm*, Pearson Education, New Delhi.

Note:

1. The evaluation of students consists of both internal and external evaluation.

Internal

evaluation includes class test (05 marks) covering two units of the syllabus, two

assignments (05 marks each) and class attendance (05 marks). The external evaluation

includes end-term examination of 80 marks covering the whole syllabus.

2. For end-term examination, the examiner is required to set nine questions in all. The first

question will be compulsory consisting of short-answer questions (2 marks each)

covering the entire syllabus. In addition, eight more questions will be set unit-wise

comprising two questions from each unit. The students shall be required to attempt five

questions in all selecting one question from each unit including the compulsory question.



All questions carry equal marks.

**COMPREHENSIVE VIVA-VOCE
(BBA-47)**

**Total Marks: 50
External: 50**

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INCOME TAX LAW – I
(BBA-51)

Total Marks: 100

External: 80

Internal: 20

Time Allowed: 3 Hours

Course Objective: This paper is aimed at making the students to learn direct tax laws which in turn would help them in assessing tax liability of different entities.

Course Contents:

Unit 1 Income Tax Act 1961 - Basic Concepts: Assessment Year, Previous Year, Person, Assessee, Income, Gross Total Income, Total Income, Casual Income, Agricultural

Income; Residential Status, Incidence of Tax, Income exempted from tax.

Unit 2 Computation of Income from Salaries and House Property.

Unit 3 Computation of Income from Business or Profession, Capital Gains and Other Sources. **Unit 4** Deemed Incomes and Clubbing of Incomes, Set-Off, Carry Forward and Set-Off Losses.

Suggested Readings:

- Ahuja, G. K. & Ravi Gupta, *Systematic Approach to Income Tax*, Bharat Law House, Allahabad.
- Jain K. C. & Gaur V. K., *Taxation – Law & Practice*, Kalyani Publications, New Delhi.
- Lokhotia, R. N., *Corporate Tax Planning*, Latest Edition, Vision Publications, Delhi.
- Mehrotra, *Indian Taxation Laws*, Sahitya Bahvan, New Delhi.
- Singhanian, Vinod K. & Singhanian Monica, *Students Guide to Income tax*, Taxmann, New Delhi.

Note:

1. The evaluation of students consists of both internal and external evaluation.

Internal

evaluation includes class test (05 marks) covering two units of the syllabus, two

assignments (05 marks each) and class attendance (05 marks). The external evaluation

includes end-term examination of 80 marks covering the whole syllabus.

2. For end-term examination, the examiner is required to set nine questions in all. The first

question will be compulsory consisting of short-answer questions (2 marks each)

covering the entire syllabus. In addition, eight more questions will be set unit-wise

comprising two questions from each unit. The students shall be required to attempt five

questions in all selecting one question from each unit including the compulsory question.

All questions carry equal marks.





INDIAN ECONOMY
(BBA-52)

Total Marks: 100

External: 80

Internal: 20

Time Allowed: 3 Hours

Course Objective: The main objective of this course is to apprise the students of Economic Policies of Government of India and to help them in understanding parameters of Indian Macro Economic Environment.

Course Contents:

Unit 1 Nature of the Indian Economy, Major Problems of Indian Economy, Economic Growth,

Poverty, Population and Unemployment; Inflation in India, National Income, Agriculture

Production and Productivity Trends in India.

Unit 2 Economic Role of Government - Planning, Entrepreneurial, Regulatory and Promotion;

Monetary Policy and Fiscal Policy in India, Concept of Liberalization, Privatization and

Globalization.

Unit 3 Industrial Sickness in India: Causes, Magnitude, Consequences and Remedial Measures;

Small Scale Industries: Meaning, Role and Problems; Public Sector: Role, Problems and

Performance of Public Sector in Indian Economy.

Unit 4 Foreign Trade: Trends and Problems, Balance of Payment, EXIM Policy, Role of WTO, IMF and World Bank.

Suggested Readings:

- Aggarwal, A. N., *Indian Economy*, New Age Publishers, New Delhi.
- Ashwathappa, K., *Business Environment*, Himalaya Publishing House, New Delhi.
- Cherunilam, Francis, *Business Environment*, Himalaya Publishing House, New Delhi.
- Dhar, P. K., *Indian Economy*, Kalyani Publishers, Ludhiana.
- Misra and Puri, *Indian Economy*, Himalaya Publishing House, New Delhi.
- Ruddardutt & Sundaram, K. P. M., *Indian Economy*, S. Chand Publications, New Delhi.

Note:

1. The evaluation of students consists of both internal and external evaluation.

Internal

evaluation includes class test (05 marks) covering two units of the syllabus, two

assignments (05 marks each) and class attendance (05 marks). The external evaluation

includes end-term examination of 80 marks covering the whole syllabus.

2. For end-term examination, the examiner is required to set nine questions in all. The first

question will be compulsory consisting of short-answer questions (2 marks each)

covering the entire syllabus. In addition, eight more questions will be set unit-wise

comprising two questions from each unit. The students shall be required to attempt five

questions in all selecting one question from each unit including the compulsory question.

All questions carry equal marks.





EXPORT IMPORT PROCEDURES AND DOCUMENTATION
(BBA-53)

Total Marks: 100

External: 80

Internal: 20

Time Allowed: 3 Hours

Course Objective: The aim of the course is to acquaint the students with the export-import procedures, documentation and logistics.

Course Contents:

Unit 1 Introduction: Meaning, Nature and Significance of Export Import Procedures and

Documentation in International Trade; Procedures and Documentation as Trade Barriers;

Export Strategy; Import Strategy.

Unit 2 Export Order Processing: Registration of Exporters; Export Contract; Export Price

Quotations; Main Export Documents; Role of Forwarding Agents; Cargo Insurance and

Claim Procedure.

Unit 3 Import Order Processing: Registration of Importers; Import Contract; Import Price

Quotations; Import Documents; Methods of Payment in International Trade: Collection

of Export Bills; Provisions of RBI's Exchange Control Manual; Pre-shipment and Post-

Shipment Finance.

Unit 4 Major Export Promotion Schemes in India: EPCG, Duty Exemption Scheme; DPEB Scheme; Facility for Deemed Exports; EPC; Commodity Boards; Role of EXIM Bank and ECGC; WTO Provisions regarding Export Import.

Suggested Readings:

- Bhalla, V. K., *International Business Management*, Anmol Publication, New Delhi.
- Daniel and Radebaugh, *International Business*, Pearson Education, New Delhi.
- Edward, G. Flinkelman, *International Trade Documentation*, World Trade Press, USA
- Jitendra, M. D., *Export Procedures and Documentations*, Rajat Publications, New Delhi.
- Shukla, Shyam, *International Business*, Excel Books, New Delhi.

Note:

1. The evaluation of students consists of both internal and external evaluation. Internal

evaluation includes class test (05 marks) covering two units of the syllabus, two

assignments (05 marks each) and class attendance (05 marks). The external evaluation

includes end-term examination of 80 marks covering the whole syllabus.

2. For end-term examination, the examiner is required to set nine questions in all. The first

question will be compulsory consisting of short-answer questions (2 marks each)

covering the entire syllabus. In addition, eight more questions will be set unit-wise

comprising two questions from each unit. The students shall be required to attempt five

questions in all selecting one question from each unit including the compulsory question.



All questions carry equal marks.

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MANAGEMENT ACCOUNTING
(BBA-54)

Total Marks: 100

External: 80

Internal: 20

Time Allowed: 3 Hours

Course Objective: The objective of this paper is to make the students capable in understanding and analyzing the financial statements so as to facilitate in managerial decision-making.

Course Contents:

Unit 1 Management Accounting: Nature, scope, functions and significance; Distinction between

Financial Accounting and Management Accounting, and Cost Accounting and Management Accounting.

Unit 2 Budgetary control: Nature, objectives and significance; Types of Budgets: Operational/Functional Budgets, Financial budgets and Master Budget;

Performance

Budgeting, Zero Base Budgeting.

Unit 3 Marginal Costing: Nature, Significance, Applications and Limitations, CVP Analysis and

Break Even Analysis; Distinction between Marginal Costing and Absorption

Costing,

Management reporting; Meaning and significance, Types of reports,

Principles of

reporting.

Unit 4 Standard Costing: Meaning, objectives, importance and limitations; Difference between

Estimated Cost and Standard Cost, and Standard Costing and Budgetary

Control;

Analysis of Material and Labour Variances.

Suggested Reading:

- Arora M. N., *Cost and Management Accounting*, Vikas Publishing House, New Delhi.
- Gupta Ambrish, *Financial Accounting for Management*, Dorling Kindersley, Noida.
- Kothari Rajesh, *Management Accounting – concepts and applications*, MacMillan, New Delhi.
- Maheshwari S. N., Mahaeshwari S. K., *Accounting for Management*, Vikas Publishing House, New Delhi.
- Sahaf M. A., *Management Accounting – Principles and Practice*, Vikas Publishing House, New Delhi.

Note:

1. The evaluation of students consists of both internal and external evaluation.

Internal

evaluation includes class test (05 marks) covering two units of the syllabus, two

assignments (05 marks each) and class attendance (05 marks). The external evaluation

includes end-term examination of 80 marks covering the whole syllabus.

2. For end-term examination, the examiner is required to set nine questions in all. The first

question will be compulsory consisting of short-answer questions (2 marks each)

covering the entire syllabus. In addition, eight more questions will be set unit-wise

comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question.
All questions carry equal marks.



BANK MANAGEMENT
(BBA-55)

Total Marks: 100

External: 80

Internal: 20

Time Allowed: 3 Hours

Course Objective: The objective of this subject is to acquaint students with the contemporary issues in the banking sector.

Course Contents:

Unit 1 Banking in India – Origin and Evolution; Types of Banks and their Functions; Banker Customer Relationship; Customer Service in Banks.

Unit 2 Credit Management: Principles and Objectives, Credit Policy in banks, Credit evaluation,

Credit Monitoring and follow-up; Securities for Bank Advances: Forms of securities and

precautions taken by Banks in accepting securities; Priority Sector Lending.

Unit 3 Non-Performing Assets - Trends, Reasons, Recovery Mechanism, Measures of Control;

Capital Adequacy in Indian Banks; Risk Management: Meaning and Types- Credit,

Market and Operational Risk; Implication of Basel-I, II and III for Indian Banks.

Unit 4 Grievance Redressal- Legal framework, Banking Ombudsman Scheme, NABARD and

Rural Banking, E-Banking in India.

Suggested Readings:

- Agarwal O. P., *Banking and Insurance*, Himalaya Publishing House, New Delhi.
- Bhattacharya K. M., *Risk Management in Indian Banks*, Himalaya Publishing House, New Delhi.
- Gomez Clifford, *Banking and Finance*, PHI Learning, New Delhi.
- Murali S., Subbakrishna K. R., *Bank Credit Management*, Himalaya Publishing House, New Delhi.
- Prasad S. Vipradas, *Bank Lending*, Himalaya Publishing House, New Delhi.

Note:

1. The evaluation of students consists of both internal and external evaluation.

Internal

evaluation includes class test (05 marks) covering two units of the syllabus, two

assignments (05 marks each) and class attendance (05 marks). The external evaluation

includes end-term examination of 80 marks covering the whole syllabus.

2. For end-term examination, the examiner is required to set nine questions in all. The first

question will be compulsory consisting of short-answer questions (2 marks each)

covering the entire syllabus. In addition, eight more questions will be set unit-wise

comprising two questions from each unit. The students shall be required to attempt five

questions in all selecting one question from each unit including the compulsory question.

All questions carry equal marks.





BUSINESS ENVIRONMENT
(BBA-56)

Total Marks: 100

External: 80

Internal: 20

Time Allowed: 3 Hours

Course Objective: The main objective of this course is to apprise the students of Economic Policies of Government and parameters of Indian Macro Economic Environment.

Course Contents:

Unit 1 Business Environment: Nature, Components; Dynamics of Business Environment; Key

Indicators; Environment Scanning; Consumer Protection Act and Role of Voluntary

Organizations in Protecting Consumer Rights.

Unit 2 Economic Reforms; Impact of Privatization, Liberalization, Globalization; Industrial

Policy; Environment Protection Act - An Overview; Competition Bill 2001; Impact of Entry of MNC's.

Unit 3 Indian Planning System; Micro, Small and Medium Enterprises; Problems of Sick

Industries and Remedies.

Unit 4 Intellectual Property Regime - An Overview; Influence of WTO on India's Economic Growth; Role of IMF and World Bank.

Suggested Readings:

- Cherunilam, Francis, *Business Environment*, Himalaya Publishing House, New Delhi.
- Joshi, Rosy & Kapoor Sangam, *Business Environment*, Kalyani Publishers, Ludhiana.
- Aswathappa, K., *Essentials of Business Environment*, Himalaya Publishing House, New Delhi.
- Mishra, S. K. & Puri, V. K., *Economic Environment of business*, Himalaya Publishing House, New Delhi.

Note:

1. The evaluation of students consists of both internal and external evaluation.

Internal

evaluation includes class test (05 marks) covering two units of the syllabus, two

assignments (05 marks each) and class attendance (05 marks). The external evaluation

includes end-term examination of 80 marks covering the whole syllabus.

2. For end-term examination, the examiner is required to set nine questions in all. The first

question will be compulsory consisting of short-answer questions (2 marks each)

covering the entire syllabus. In addition, eight more questions will be set unit-wise

comprising two questions from each unit. The students shall be required to attempt five

questions in all selecting one question from each unit including the compulsory question.

All questions carry equal marks.



BUSINESS RESEARCH METHODS
(BBA-61)

Total Marks: 100

External: 80

Internal: 20

Time Allowed: 3 Hours

Course Objective: The objective of this course is to acquaint the students with concepts and basics of research methodology.

Course Contents:

Unit 1 Introduction to Research Methodology: Research-Meaning, Nature, Scope Objectives and

Types; Steps in Research Process; Hypothesis: Qualities of Good Hypothesis, Null and

Alternative Hypothesis; Scientific Method of Research, Importance of Research,

Problems in conducting Research.

Unit 2 Research Design: Meaning and Need of a Research Design, Exploratory, Descriptive,

Experimental Research Design, Qualitative Research, Observation Studies, Surveys,

Experiments and Test Markets.

Unit 3 Sources of Data: Primary and Secondary Sources of Data Collection; Sampling: Nature

and Types, Sampling Techniques-Nature and Types, Sampling Errors; Scaling and

Measurement Techniques (brief outline only)

Unit 4 Data Editing, Coding and Tabulation, Analysis and Interpretation of Data; Business

Research Reports: Format and Criterion for judgment of good research report.

Suggested Readings:

- Boyd & Westfall, *Marketing Research*, Prentice Hall, New Delhi.
- Cooper and Schindler, *Business Research Methods*, 8th edition, McGraw Hill, New York.
- Creswell, John W., *Research Design-Qualitative & Quantitative Methods*, John Wiley, New York.
- Malhotra, Naresh K., *Marketing Research in Applied Orientation*, Pearson, New Delhi.
- Shekharan & Uma, *Business Research Methods-A Skill- Building Approach*, John Wiley, New York.

Note:

1. The evaluation of students consists of both internal and external evaluation.

Internal

evaluation includes class test (05 marks) covering two units of the syllabus, two

assignments (05 marks each) and class attendance (05 marks). The external evaluation

includes end-term examination of 80 marks covering the whole syllabus.

2. For end-term examination, the examiner is required to set nine questions in all. The first

question will be compulsory consisting of short-answer questions (2 marks each)

covering the entire syllabus. In addition, eight more questions will be set unit-wise

comprising two questions from each unit. The students shall be required to attempt five



questions in all selecting one question from each unit including the compulsory question.

All questions carry equal marks.



INCOME TAX LAW – II
(BBA-62)

Total Marks: 100

External: 80

Internal: 20

Time Allowed: 3 Hours

Course Objective: This paper is aimed at making the students to learn direct tax laws which in turn would help them in assessing tax liability of different entities.

Course Contents:

Unit 1 Deductions to be made in computing Total Income, Rebates and Relief of Tax,

Preparation and Filing of Return of Income.

Unit 2 Assessment Procedure, Assessment of Tax Liability of Individuals, Hindu Undivided

Families, Firms, Association of Persons or Body of Individuals and Companies.

Unit 3 An Overview of Income Tax Authorities, Penalties, Offences and Prosecutions, Appeals and Revisions; Recovery and Refund of Tax.

Unit 4 Advance Payment of Tax, Deduction of Tax at Source; Tax Evasion, Tax Avoidance, Tax

Planning and Tax Management.

Suggested Readings:

- Ahuja, G. K. & Ravi Gupta, *Systematic Approach to Income Tax*, Bharat Law House, Allahabad.
- Jain K. C. & Gaur V. K., *Taxation – Law & Practice*, Kalyani Publications, New Delhi.
- Lokhotia, R. N., *Corporate Tax Planning*, Latest Edition, Vision Publications, Delhi,
- Mehrotra, *Indian Taxation Laws*, Sahitya Bahvan, New Delhi.
- Singhania, Vinod K. & Singhania Monica, *Students Guide to Income tax*, Taxmann, New Delhi.

Note:

1. The evaluation of students consists of both internal and external evaluation.

Internal

evaluation includes class test (05 marks) covering two units of the syllabus, two

assignments (05 marks each) and class attendance (05 marks). The external evaluation

includes end-term examination of 80 marks covering the whole syllabus.

2. For end-term examination, the examiner is required to set nine questions in all. The first

question will be compulsory consisting of short-answer questions (2 marks each)

covering the entire syllabus. In addition, eight more questions will be set unit-wise

comprising two questions from each unit. The students shall be required to attempt five

questions in all selecting one question from each unit including the compulsory question.

All questions carry equal marks.



INTERNATIONAL BUSINESS
(BBA-63)

Total Marks: 100

External: 80

Internal: 20

Time Allowed: 3 Hours

Course Objective: The objective of this course is to acquaint the students with concepts of international business, focus areas in the international trade and globalization trends.

Course Contents:

Unit 1 Structure of International Business Environment; Recent Global Trends in International

Trade; Theories of International Business; Dimensions and Modes of International

Business; Changing Composition of Trade in Goods and Services.

Unit 2 Policy and Performance of Export Zones and Export Oriented Units; Export Incentives;

International Production and Operation Management, International Taxation, Global

Competitiveness and Technological Developments, Multi-cultural Management, Global

Business Strategy.

Unit 3 International Financial Environment; Organizational Structure for International Business;

World Trading System and Impact of WTO; Exchange Rate System; Barriers to

International Business; Foreign Market Entry Strategies; Country Foreign Investment

Decisions; External Debt Management.

Unit 4 Foreign Direct Investment and Foreign Portfolio Investment, Impact of Foreign Direct

Investments on Home and Host Countries; Types and Motives for Foreign Collaboration;

Foreign Exchange Markets, Foreign Exchange Risk Exposure Management.

Suggested Reading:

- Apte, *International Financial Management*, TMH.
- Arya P. P. and Tondon B. B., *Economic Reforms in India*, Deep and Deep, New Delhi.
- Bedi S. K., *International Business*, V. K. Publications, New Delhi.
- Bhattacharya, B, *Going International – Response Strategies Indian Sector*, Wheeler Publishing House Co., New Delhi.
- Black and Sundaram, *International Business Environment*, Prentice Hall of India, New Delhi.

Note:

1. The evaluation of students consists of both internal and external evaluation. Internal

evaluation includes class test (05 marks) covering two units of the syllabus, two

assignments (05 marks each) and class attendance (05 marks). The external evaluation

includes end-term examination of 80 marks covering the whole syllabus.

2. For end-term examination, the examiner is required to set nine questions in all. The first

question will be compulsory consisting of short-answer questions (2 marks



each)

covering the entire syllabus. In addition, eight more questions will be set unit-wise

comprising two questions from each unit. The students shall be required to attempt five

questions in all selecting one question from each unit including the compulsory question.

All questions carry equal marks.



SALES MANAGEMENT
(BSA-64)

Total Marks: 100

External: 80

Internal: 20

Time Allowed: 3 Hours

Course Objective: The main objective of this course is to acquaint students with the nature of Sales Force Management and its application in corporate sector.

Course Contents:

Unit 1 Sales Management: Concept, Objectives and Functions; Personal Selling: Concept and

Importance, Classification of Sales Jobs; Buyer-Seller Dyads; Personal Selling process;

Theories of selling; Sales Force Management challenges.

Unit 2 Sales Planning: Importance, Approaches and Process of Sales Planning; Sales Forecasting; Sales Budgeting, Sales Organization: Purpose, Principles and Process of

setting up a Sales Organization; Sales Organization Structures.

Unit 3 Determining Size of Sales Force; Managing the Sales Force: Recruitment, Selection,

Training and Compensation, Motivating and Leading the Sales-Force; Sales Meetings

and Contests.

Unit 4 Territory and Quota Management: Need, Procedure for setting up Sales Territories; Time

Management; Sales Quotas: Purpose, Types of Quotas and Administration of Sales

Quota; Control process: Analysis of Sales Volume, Cost and Profitability; Management

of Sales Expenses, Evaluating Sale-Force Performance; Role of IT in Sales Management.

Suggested Readings:

- David Jobber, Geoff Lancaster, *Selling and Sales Management*, Pearson Education India, New Delhi.
- Gupta, S. L., *Sales and Distribution Management*, Excel Books, New Delhi.
- S. A. Chunawala, *Sales and Distribution Management*, Himalaya Publishing House, New Delhi.
- Spiro, Stanton & Rich, *Management of a Sales Force*, McGraw Hill, New Delhi.
- Tapan K. Panda, Sunil Sahadev, *Sales and Distribution Management*, Oxford University Press, New Delhi.

Note:

1. The evaluation of students consists of both internal and external evaluation. Internal

evaluation includes class test (05 marks) covering two units of the syllabus, two

assignments (05 marks each) and class attendance (05 marks). The external evaluation

includes end-term examination of 80 marks covering the whole syllabus.

2. For end-term examination, the examiner is required to set nine questions in all. The first

question will be compulsory consisting of short-answer questions (2 marks each)

covering the entire syllabus. In addition, eight more questions will be set



unit-wise

comprising two questions from each unit. The students shall be required to attempt five

questions in all selecting one question from each unit including the compulsory question.

All questions carry equal marks.



E-COMMERCE
(BBA-65)

Total Marks: 100

External: 80

Internal: 20

Time Allowed: 3 Hours

Course Objective: To acquaint the students with the use of e-commerce in competing markets. **Course Contents:**

Unit 1 Introduction to E-Commerce: Definition, Objectives, Benefits, Limitations; Traditional

Commerce versus Electronic Commerce, Interdisciplinary nature of E-Commerce; Forms of E-Commerce, Driving Forces of E-Commerce; Technology and Infrastructure for E-Commerce.

Unit 2 Network Infrastructure for E-Commerce – Market Forces Influencing I-way, Network

Access Equipment; Value Added Networks; Electronic Payment Systems: Electronic Cash, Electronic Checks, Smart Cards, and Credit-card based Electronic Payment Systems.

Unit 3 Risk and Electronic Payment systems; Issues in Designing Electronic Payment Systems;

Application Areas of E-Commerce: E-Commerce and Retailing - Changing Retail Industry Dynamics, Buying Process in Online Retailing Environment, Management Challenges in Online Retailing.

Unit 4 E-Commerce and Banking - Changing Dynamics in the Banking Industry, Management

Issues in Online Banking; Intranets and Customer Asset Management - Basics of Customer Asset Management, Online Customer Service and Support, Technology and Marketing Strategy.

Suggested Readings:

- Bhaskar Bharat, *Electronic Commerce*, TMH, New Delhi.
- Joseph, *E-Commerce: An Indian Perspective*, Prentice Hall of India, New Delhi.
- Kosiur D., *Understanding E-Commerce*, PHI, New Delhi.
- Loshin, Pete and Murphy, Paul, *Electronic Commerce*, Jaico Publishing House, Mumbai.
- Turbon, et. al., *Electronic Commerce: A Managerial Perspective*, Pearson Education, New Delhi.

Note:

1. The evaluation of students consists of both internal and external evaluation. Internal

evaluation includes class test (05 marks) covering two units of the syllabus, two

assignments (05 marks each) and class attendance (05 marks). The external evaluation

includes end-term examination of 80 marks covering the whole syllabus.

2. For end-term examination, the examiner is required to set nine questions in all. The first

question will be compulsory consisting of short-answer questions (2 marks

each)

covering the entire syllabus. In addition, eight more questions will be set unit-wise

comprising two questions from each unit. The students shall be required to attempt five

questions in all selecting one question from each unit including the compulsory question.

All questions carry equal marks.

FINANCIAL INSTITUTIONS AND MARKETS

(BBA-66) Total Marks: 100

External: 80

Internal: 20

Time Allowed: 3 Hours

Course Objective: The objective of this course is to discuss the Indian financial market, management of financial institutions including a detailed study of the working of the leading financial institutions in India.

Course Contents:

Unit 1

Objectives and Functions of different Financial Institutions in India; Role of RBI in regulating financial institution; Commercial Banks and Development Banks.

Unit 2

Risk management in Indian Financial Institutions; Financial Planning of Financial Institutions; Interest Rate Analysis; Interest Rates in the Financial System.

Unit 3

NBFCs, Capital Adequacy and Capital Planning; Introduction to Depository Institutions and Mutual Funds; Derivatives: Futures, Options, and Swaps.

Unit 4

Foreign Investment: types, trends, implications, regulatory framework for foreign investment in India; International Aspects of Financial Institutions; ADRs, GDRs, IDRs.

Suggested Reading:

- Bhole L. M., *Management of Financial Institutions*, McGraw Hill.
- Khan M. Y., *Indian Financial System*, McGraw Hill, New Delhi.
- Rose, Peter S. and Fraser, Donald R., *Financial Institutions*, Ontario, Irwin Dorsey.
- Vij, Madhu, *Management of Financial Institutions in India*, New Delhi.
- Yeager, Fred C. and Seitz, Nail E., *Financial Institution Management: Text and Cases*, Englewood Cliffs, New Jersey.

Note:

1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes class test (05 marks) covering two units of the syllabus, two assignments (05 marks each) and class attendance (05 marks). The external evaluation



includes end-term examination of 80 marks covering the whole syllabus.

2. For end-term examination, the examiner is required to set nine questions in all. The first

question will be compulsory consisting of short-answer questions (2 marks each)

covering the entire syllabus. In addition, eight more questions will be set unit-wise

comprising two questions from each unit. The students shall be required to attempt five

questions in all selecting one question from each unit including the compulsory question.

All questions carry equal marks.

COMPREHENSIVE VIVA-VOCE

(BBA-67) Total Marks: 50 External: 50



Name: Satish Kumar Designation :..... Dept.: Subject:.....	
First week	Management: Nature, Scope, Process and Significance Management as an Art, Science and Profession; Management and Administration
Second week	Role and Skills of Managers; Principles of Management; Levels of Management
Third week	Contribution of F.W Taylor and Henry Fayol.
Fourth week	Planning: Meaning and Importance, Types of Plans, Planning Process, Making Planning
Fifth week	Effectiv Decision Making: Concept, Nature, Types of Decision, Process and Techniques
Sixth week	Organizing: Nature, Process, Importance and Principles; Organizational Structure;
Seventh week	Centralization and Decentralization, Delegation of Authority, Span of Control
Eighth week	Staffing: Concept, Nature and Scope; Directing: Concept, Nature and Importance,
Nineth week	Meaning,Importance,Styles andCharacteristics of a Good Leadership Leader.
Tenth week	Communication: Meaning, Types and Significance; .



Eleventh Week	Motivation: Meaning, Types, Significance
I weleveth week	Theories;
Thirteenth Week	Control: Nature, Process and Significance,
	Control Techniques

Name: Satish Kumar Designation : Dept.:	
First week	Nature Scope and Fundamental Concepts of Sociology
Second week	Relationship between Man and Society;
Third week	Social Structure: Meaning, Elements and Types
Fourth week	Social Institutions and their Functions;
Fifth week	Social Process: Co-operation, Conflict, Competition and Assimilation.



Six week	Socialization and Social Action: Meaning of Socialization
Seventh week	Socialization as a Process of Learning; Stages and Agencies of Socialization
Eight week	Social Action: Elements, Rationality of Means
Nineth week	Economic, Political and Religious Integration of Ends
Tenth week	Social Change and Institution: Meaning, Types and Factors in Social Change
	Social Problems: Meaning, Causes and Remedies
	Social Institution: Family, Religion and Marriage; Social Stratification in India
	Overview of Different Branches of Sociology: Basic Concepts of Industrial Sociology
	Attitude Formation and Change; Morale Audit
	Values and Norms; Power and Politics; Bureaucracy



Name: Satish Kumar Designation :..... Dept.:	
First week	Insurance: Meaning, Nature, Function, Evolution and Growth
Second week	Types and Principles,Risk as a Basis of Insurance.
Third week	Social Security and Insurance
Fourth week	Social Responsibility of Insurance
Fifth week	Insurance Intermediaries; Life Insurance Products in India.
Six week	Economic Development and Insurance
Seventh week	Life Insurance and Non-Life Insurance
Eight week	Procedures and Documentations
Nineth week	IRDA and Insurance Business,Global Environment of Insurance.
Tenth week	Actuarial Insurance; Settlement of Claims
Eleventh week	Legal Aspects of Insurance



Twelveth week	LPG(Liberalization,Privatization,Globalization) and Insurance Business
thirteenthweek	Brief Overview of Fire, Marine, Property and Liability Insurance.

Name: Satish Kumar Designation :..... Dept.:	
First week	Introduction to E-Commerce: Definition, Objectives, Benefits, Limitations;
Second week	Traditional Commerce versus Electronic Commerce
Third week	Interdisciplinary nature of E-Commerce; Forms of E-Commerce,
Fourth week	Driving Forces of E-Commerce; Technology and Infrastructure for E-Commerce.
Fifth week	Network Infrastructure for E-Commerce – Market Forces Influencing I-way



Six week	, Network Access Equipment; Value Added Networks; Electronic Payment Systems
Seventh week	Electronic Cash, Electronic Checks, Smart Cards, and Credit-card based Electronic Payment Systems.
Eight week	Risk and Electronic Payment systems; Issues in Designing Electronic Payment Systems
Ninth week	Application Areas of E-Commerce: E-Commerce and Retailing - Changing Retail
Tenth week	Industry Dynamics, Buying Process in Online Retailing Environment, Management
Eleventh week	E-Commerce and Banking - Changing Dynamics in the Banking Industry, Management
Twelveth week	Issues in Online Banking; Intranets and Customer Asset Management
thirteenthweek	Basics of Customer Asset Management, Online Customer Service and Support, Technology and Marketing Strategy.



Name: Satish Kumar Designation :..... Dept.:	
First week	HRM: Definition, Objectives, Scope, Significance and Functions Prerequisites, Barriers
Second week	Human Resource Planning: Concept, Features, Objectives, Importance, Factors, Role, Process,
Third week	Job Analysis: Job description and Job Specification; Recruitment: Process, Sources
Fourth week	Methods and Techniques; Selection: Process, Tests, Interview; Placement and Induction
Fifth week	Training: Need, Process, Principles, Methods and Types; Development: Nature and Techniques; Performance Appraisal
Six week	Potential Appraisal Compensation Management: Wages, Salaries, Incentives, Fringe Benefits and Bonus
Seventh week	Evaluation; Wage determination; Career Planning and Development.
Eight week	Industrial Relations: Concept, Trade Unions; Industrial Disputes; Grievance Handling;
Nineth week	Labour Welfare and Social Security measures; Workers Participation in Management;



Tenth week	Human resource accounting; Human resource information system.
Eleventh week	
Twelveth week	
thireenthweek	

Name: Satish Kumar Designation :..... Dept.:	
First week	Marketing- Definition, Nature and Scope, Core Marketing Concepts, Marketing Myopia
Second week	Marketing Mix, Segmenting, Targeting and Positioning (STP) approach to Marketing.
Third week	Differentiating Consumer and Industrial Buyer



	Behaviour. Marketing Environment
Fourth week	and Environment Scanning; Product-Meaning, Levels, Product Mix,
Fifth week	New Product Development Process, Product Life Cycle-Concept and Application;
Six week	Marketing Research and Information System
Seventh week	Promotion Mix - Advertising, Sales Promotion, Personal Selling,
Eight week	Direct Marketing and Public Relations
Ninth week	; Pricing - Objectives, Methods, Policies and Strategies; Distribution
Tenth week	Physical Distribution and Logistics Decisions
Eleventh week	Branding and Packaging; Recent trends in Marketing Management
Twelfth week	Internet Marketing, Green Marketing, Network Marketing and Ethical Marketing
thirteenth week	



Role of Insurance Companies in Economic Development of India

HOW INSURANCE DRIVES ECONOMIC GROWTH

Safety/Security

Economic/Financial stability

Development

Reinsurance and economic *growth*

1. Saving and Insurance

Saving involves refraining from present consumption. The investment can take place only when there are savings. The relationship between saving, investment and growth of GDP can be explained as:

$G = S / K$. Where G – Rate of GDP growth, S – Saving Ratio and K – Capital output ratio.

Insurance companies lead to economic development by mobilizing savings and investing them into productive activities. Indian insurance companies are able to **mobilize long-term savings** to support economic growth and also facilitate economic development by providing insurance cover to a large segment of our people as well as to business enterprise throughout India.

2. Capital Formation and Insurance

Capital formation maybe defined as **increase in capital stock** of the country consisting of plant, equipment, machinery, tools, building, means of transport, communication, etc. The process of capital formation envisages three essential steps. These are:

a. **Real saving**: Mobilization of saving through financial and non-financial intermediaries to be placed at the disposal of investor.

b. **The act of investment**: The contribution of insurance companies in the process of capital formation appears at all these stages. Insurance services act as a tool to mobilize saving, function as financial intermediary and at times also indulge in direct investment. Also govt. has made regulations under which every insurer carrying on business of life insurance shall invest 25% of funds in Govt. securities and not less than 15% in infrastructure and social sector.

The importance of Indian insurance industry is gauged by the fact that annual amount of investible funds of LIC and GIC and its subsidiaries amounted to over Rs. 20,000 crore and Rs. 10,000 crore are invested in nation building activities, housing and other infrastructural areas.



c. **Increased Employment:** Prior to the liberalization of insurance sector in India, the opportunities for employment were limited with the LIC of India as sole employer. While some of the professionals left the country looking for opportunities elsewhere, those who remained, worked within the confines and constraints of public sector monopoly. This has further constrained the opportunities for exposure to the development in rest of the world. Liberalization and the opening up of sector to private players has now created a vast opportunity for employment.

3. Obligation to Rural and Social Sector

In India, the insurance companies are required to fulfill their obligation towards rural and social sector. For this, Life insurers are required to have 5%, 7%, 10%, 12%, 15% of total policies in first five years respectively in rural sector. Like wise General Insurers are required to have 2% 3% and 5% thereafter of total gross premium income written in first five financial years respectively in rural sector.

4. Insurance as financial intermediary

Financial intermediaries perform the function of channelizing saving into domestic investment. They facilitate efficient allocation of capital resources, which in turn improve productivity and economic efficiency which result in reduced capital output ratio. The insurance companies perform extremely useful function in economy as financial intermediaries. These are as follows:

a. **Reduction in transaction cost:** Insurers help in reducing transaction cost in economy by collecting funds from policyholders and investing the same in different projects scattered over different regions. It is a specialized and time consuming job.

b. **Creating liability:** The policyholders, in case of loss, are not required to wait for a long period for the amount of claim. It improves their liquidity.

c. **Facilitates Economies of scale in Investment:** Insurers are in the position of financing large projects, railways power projects, etc. These large projects create economies of scale, facilitate technological innovation and specialization and thus promote economic efficiency and productivity.

5. Promotes Trade and Commerce

The increase in GDP is positively correlated to growth of trade and commerce in economy. Whether it is production of goods and services, domestic or international trade or venture capital projects, insurance dominates everywhere. Even banks demand insurance cover of assets while granting loans for purchase of assets. Thus insurance covers, promotes specialization and flexibility in the economic system that play contributory role in healthy and smooth growth of trade and commerce.

6. Facilitates efficient capital allocation

Insurance provides cover to large number of firms, enterprises and businesses and also deploy their funds in number of investment projects. The vast pool of knowledge and expertise so gained enable them to distinguish between productive and high return projects. Therefore, they promote efficient and productive allocation of capital resources, which in turn lead to increased productivity and efficiency in the system.

7. Encouraging Financial Stability and Reducing Anxiety

Insurer promotes financial stability in economy by insuring the risks and losses of



individuals, firm and organizations. Because of uninsured large losses, firm may not be able to compensate for it leading to its insolvency which may cause loss of employment, revenue to supplier & Govt., loss of products to customer, etc. Moreover, it relieves the tensions and anxiety of individuals by securing the loss of their lives and assets.

8. Reducing Burden on Govt. Exchequer

Insurance companies, particularly life insurers provide a variety of insurance products covering needs of children, women and aged etc under social security network and thereby reduce the burden on Govt. exchequer in providing these services. This Govt., saves expenditure on these items and amount can be utilized for more productive projects. To conclude, we can say that insurance companies play an important role in economic development of country.

2. The role of insurance in the world economy

Insurance is one of the main and important fields of the economy. The main aim of the insurance is to protect people from risks and from dangers. As we know in modern period there are too many accidents, bad events and unexpected dangers. These risks can happen every time in social life.

People always think about this problem, how to escape from these risks. For this reason insurance is considered the best tool for these problems. People use insurance to keep their assets and life under guarantee. So, insurance gained popularity in the world. Insurance plays great role both in developed and developing countries' economy. We can show the roles of insurance in world economy like that [8]:

1. **Insurance provides safety and security:** Insurance always provides financial support and decreases dangers in economic and social life. As we know there is always a fear of sudden loss. Insurance also provides a cover against any sudden loss. For example we can say that, in case of life insurance financial assistance guarantee to the family of the insured on his death
2. **Insurance makes financial resources:** As an economic category insurance, which is part of the financial system, is the foundation and utilization process of the targeted finance funds established to eliminate the damage from the sudden accidents and emergency, to provide financial support to the citizens in the accidents connected with their private lives [2]. One of the main roles of insurance in economy is that, it generates financial resources by collecting insurance premiums. These funds are invested in government securities and stock. This process increases development economy of each country.
3. **Insurance increases savings:** One of the main roles of insurance is that, it encourages people's savings. We can show example life insurance to this process. Life insurance increases people's savings due to payment of regular premium and it provides regime of investment. It develops a habit of saving money by paying premium. So, insured get the lump sum amount at the maturity of the contract [8]. Thus life insurance encourages savings.
4. **Insurance spreads risk:** The insurance sector is susceptible to systemic risks generated in other parts of the financial sector. For most classes of insurance, however, there is little evidence of insurance either generating or amplifying



systemic risk, within the financial system itself, or in the real economy [9]. Insurance always protect people from loss, from danger. Many people know that danger can occur every time. For this reason person, which wants to insure his property, pay some insurance premium to insurance company. So his property guaranteed by insurance company. Whenever a loss occurs, it is compensated out of funds of the insurer. With this process insurance spreads risk in life. In addition to eliminating risk for the individual through transfer, the insurance device reduces the aggregate amount of risk in the economy by substituting certain costs for uncertain losses [4].

5. **Insurance gives medical support to society:** Many companies insure their workers with medical insurance. A medical insurance considered essential in managing risk in health. Every worker can fall ill, or can victim of critical disease unexpectedly. For this reason medical insurance is one of the insurance policies that cater for different type of health risks. The insured gets a medical support in case of medical insurance policy. Medical insurance always protect people from illness, and company's workers also can get treatment with medical insurance. With giving medical support insurance plays great role in society.

3. The effect of insurance to macroeconomic indicators

Insurance is the equitable transfer of the risk of a loss, from one entity to another in exchange for payment. It is a form of risk management primarily used to hedge against the risk of a contingent, uncertain loss [12]. We can note that, insurance is an important element of modern economic relations. It includes financial relations which perform specific functions in economy [13]. In addition to playing great role in society insurance effects to macroeconomic indicators positively. So we can show effects of insurance to macroeconomic indicators like that.

1. **Insurance provides increasing employment in economy:** One of the main problems in economy is unemployment. Many countries suffer from this problem nowadays. The number of unemployed people is increasing in developing countries usually. But insurance system helps to solve this problem in economy. So, insurance companies provides increasing employment with hiring new workers. As we know, influential insurance companies such as AXA, Lloyds, Allianz, Aig have big branches in developed and developing countries. Many people from different countries work in these insurance companies. This process provides employment in economy.
2. **Insurance provides increasing GDP:** One of the main macroeconomic indicators of each country is GDP. A lot of macroeconomic indicators are usually considered as determinants of profitability. The development level of each country is measured with volume of GDP. In modern period insurance companies offer different insurance products to people. When people use these insurance products they pay insurance premiums to insurance companies. Insurance companies use these premiums in financial and investment activities of economy. So, this process increases GDP in economy.
3. **Insurance effects to economic growth positively:** The insurance sector plays an important role in the financial services industry, contributing to economic



growth, efficient resource allocation, reduction of transaction costs, creation of liquidity, facilitation of economics of scale in investment, and spread of financial [1]. Insurance also helps to develop service, agriculture and industry sector of economy. It is known that, insurance provides employment in economy and it provides increasing GDP. With these advantages insurance also effects economic growth positively.

4. **Insurance effects stability of financial system positively:** Insurance is one of the main fields of service sector. Insurance companies are primary part of financial system. Besides that, insurance companies play great role in forming state budget. Because they are big tax payers of the state. As we know the big part of the state budget is formed by taxes. For this reason, insurance sector plays great role in providing stability of tax and financial system.
5. **Insurance effects to balance of payments positively:** The importance of the insurance sector is growing due to increasing share of aggregate financial sector in almost every developing and developed country. Insurance include services of providing life insurance and annuities, nonlife insurance, reinsurance, freight insurance, pensions, standardized guarantees, and auxiliary services to insurance, pension schemes, and standardized guarantee schemes [7]. Insurance companies, together with mutual and pension funds, are one of the biggest institutional investors into stock, bond and real estate markets and their possible impact on the economic development will rather grow than decline due to issues such as ageing societies, widening income disparity and globalisation [5]. Insurance also effects to balance of payments of the country positively. For example when one insurance company insure large scale risk, this company transfers some part of risk to another insurance company. We call it reinsurance process. Reinsurance helps to insurance companies reduce risks and it also prevent appearing financial loss. Reinsurance also known as insurance for insurers or stop-loss insurance, is the practice of insurers transferring portions of risk portfolios to other parties by some form of agreement to reduce the likelihood of having to pay a large obligation resulting from an insurance claim [10]. Reinsurance lets insurers cover their risks by recovering some or all of the amounts they pay to claimants. In reinsurance process insurer can transfer risk also to foreign insurance companies situated in other country. It effects cooperation of insurance companies and also countries. Besides that reinsurance effects trade operations of the country positively. With these factors we can say that, insurance provides increasing balance of payments of the country.
6. **Insurance provides prosperity of people:** Availability insurance in the world is the best advantage. Nowadays people from different countries can use different types of insurance. For example in modern period people use such as motor insurance, property insurance, life insurance, medical insurance, travel insurance. All these insurance types provides people's safety and security. Availability insurance in the world also provides people's guarantee. It effects their life style positively. It is known that, insurance increases savings of people. Especially we can say that life insurance effects positively to people's savings. When people use insurance their property, also their life is under guarantee. These good advantages provide prosperity of people.

These factors, which we have mentioned is the main effects of insurance to



macroeconomic indicators. As we know, insurance is advantageous, as it facilitates economic growth by investing the premium funds, by protecting individuals, industry and commerce, community and nation from economic impact of losses, removing anxiety of losses and promotes investment [4]. We can see share of insurance in world macroeconomic indicators from table 1 [11].

Table 1.

Insurance share in world macroeconomic indicators

Years	2010	2011
Insurance share in GDP	2.4%	2.4%
Insurance share in employment	3.1%	3.4%
Insurance share in economic growth	2.4%	2.3%
Insurance share in balance of payments	7%	7%

As an economic category insurance, which is main part of the financial system, is the utilization process of the targeted finance funds established to eliminate the damage from the unpleasant accidents and emergency, to provide financial support to the citizens in the accidents connected with their private lives. We can see from table that, insurance have certain amount share in some macroeconomic indicators. With effecting to macroeconomic indicators insurance plays great role in world economy.

4. Conclusions

It is known that, the insurance sector is an important part of the financial sector with a substantial impact on the overall financial stability. Insurance, through the ages, has been used as a mechanism whereby the insurer organizes the process by which the unfortunate few, who suffer losses, share the burden with many who are



exposed to risk of similar losses. Such burden would include the primary burden of direct losses like damage due to fire and indirect losses like loss of production following such damage. It also includes secondary burden like physical and mental strain caused by anxiety of probable losses and the cost of maintaining reserves to mitigate such losses, if they occur [2].

Insurance have many advantages in economy. Because insurance protect people from danger, insurance guarantees people's life, property and also health. Insurance also saves companies from financial loss. In developed countries many people and many companies use insurance services. For this reason insurance considered main part of the service sector. But in developing countries insurance has not developed yet. Because problems such as misinformation of population about insurance, management deficiencies in insurance companies, distrust of people to insurance prevent insurance to develop in developing countries.

The insurance sector safeguards the assets of its policyholders by transferring risk from an individual or business to an insurance company. Insurance companies act as financial intermediaries in that they invest the premiums they collect for providing this service [6]. There are some developed and popular insurance companies which operate with high quality nowadays. Aig, Axa, Lloyds, Allianz are famous insurance companies of the world. These insurance companies play an important role in the financial sector and the availability of insurance products is an essential element of sustainable economic growth. Many people from different countries use insurance products of these insurance companies. These companies also play a social role in society by sponsoring sporting events, educational programs and youth-orientated schemes.

In modern period people use life and non-life insurance products such as motor insurance, travel insurance, property insurance, medical insurance, life insurance. All life and non-life insurance types always save people property, life and health. All insurance types protect people from danger and loss. Insurance sector plays great role in increasing GDP. All premiums collecting by insurance companies effect economic development positively. Besides that insurance effects to balance of payments, financial stability positively and it also increases employment in economy. These factors also accelerate economic growth. For these reasons insurance role in world economy is undeniable, and it considered reliable field of service sector.



Differences between e-commerce and traditional commerce

Electronic commerce is very much like traditional commerce. It also involves and exchange of goods. But the exchange of goods is conducted online. Technologies such as email, electronic data interchange and electronic fund transfer are used to track transactions and receive payments. Some of the differences between electronic commerce and traditional commerce are explained briefly below.

Difference between E-Commerce and Traditional Commerce

1. Cost effective

E-commerce is very cost effective when compared to traditional commerce. In traditional commerce, cost has to be incurred for the role of middlemen to sell the company's product. The cost incurred on middlemen is eliminated in e-commerce as there is a direct link between the business and the customer. The total [overhead cost](#) required to run e-business is comparatively less, compared to traditional business.

For example, in running an e-business, only a head office is required. Whereas in traditional method, a head office with several branches are required to cater to the needs of customers situated in different places. The cost incurred on labour, maintenance, office rent can be substituted by hosting a website in e-business method.

2. Time saving

It takes a lot of time to complete a transaction in traditional commerce. E-commerce saves a lot of valuable time for both the consumers and business. A product can be ordered and the transaction can be completed in few minutes through internet.

3. Convenience

E-commerce provides convenience to both the customers and the business. Customers can browse through a whole directories of catalogues, compare prices between products and choose a desired product any time and anywhere in the world without any necessity to move away from their home or work place.

E-commerce provides better connectivity for its prospective and potential customers as the organization's website can be accessed virtually from anywhere, any time



through internet. It is not necessary to move away from their work place or home to locate and purchase a desired product.

4. Geographical accessibility

In traditional commerce, it may be easy to expand the size of the market from regional to national level. Business organizations have to incur a lot of expenses on investment to enter international market. In e-commerce it is easy to expand the size of the market from regional to international level.

By hosting a website, by placing advertisements on the internet and satisfying certain legal norms, a business can penetrate into global market. It is quite easy to attract customers from global markets at a marginal cost.

5. Introduction of new products

In traditional commerce, it takes a lot of time and money to introduce a new product and analyze the response of the customers. Initially, cost has to be incurred to carry out pilot surveys to understand the taste of the customers.

In e-commerce, it is easy to introduce a product on the website and get the immediate feedback of the customers. Based on the response, the products can be redefined and modified for a successful launch.

6. Profit

E-commerce helps to increase the sales of the organization. It helps the organization to enjoy greater profits by increasing sales, cutting cost and streamlining operating processes.

The cost incurred on the middlemen, overhead, inventory and limited sales pulls down the profit of the organization in traditional commerce.

7. Physical inspection

E-commerce does not allow physical inspection of goods. In purchasing goods in e-commerce, customers have to rely on electronic images whereas in traditional commerce, it is possible to physically inspect the goods before the purchase.

8. Time accessibility

Business is open only for a limited time in traditional commerce. Round the clock (24 x 7) service is available in e-commerce.

9. Product suitability

E-commerce is not suitable for perishable goods and high valuable items such as jewellery and antiques. It is mostly suitable for purchasing tickets, books, music and software. Traditional commerce is suitable for perishables and touch and feel items. Purchasing software, music in traditional commerce may appear expensive,

10. Human resource

To operate in electronic environment, an organization requires technically qualified staff with an aptitude to update themselves in the ever changing world. E-business has difficulty in recruiting and retaining talented people.



Traditional commerce does not have such problems associated with human resource in non electronic environment.

11. Customer interaction

In traditional commerce, the interaction between the business and the consumer is a "face-to-face".

In electronic commerce, the interaction between the business and the consumer is "screen-to-face". Since there is no personal touch in e-business, companies need to have intimate relationship with customers to win over their loyalty.

12. Process

There is an automated processing of business transactions in electronic commerce. It helps to minimize the clerical errors.

There is manual processing of business transactions in traditional commerce. There are chances of clerical errors to occur as human intervention takes place.

13. Business relationship

The business relationship in traditional commerce is vertical or linear, whereas in electronic commerce the business relationship is characterized by end-to-end.

14. Fraud

Lot of cyber frauds take place in electronic commerce transactions. People generally fear to give credit card information. Lack of physical presence in markets and unclear legal issues give loopholes for frauds to take place in e-business transactions.

Fraud in traditional commerce is comparatively less as there is personal interaction between the buyer and the seller. *Comparison Feature*

Traditional commerce

E-commerce

Comparison Feature

Traditional commerce

E-commerce





