



**MAHARSHI DAYANAND SARASWATI UNIVERSITY**  
**AJMER**

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**MAHARSHI DAYANAND SARASWATI UNIVERSITY**  
**AJMER**

पाठ्यक्रम

**SYLLABUS**

**SCHEME OF EXAMINATION AND  
COURSES OF STUDY**

**FACULTY OF MANAGEMENT ADMINISTRATION**

**Bachelor of Business Administration**

**(B.B.A.)**

**B.B.A. Semester I & II Examination**  
(w.e.f. 2015-16)

**B.B.A. Semester III & IV Examination**  
(w.e.f. 2016-17)

**B.B.A. Semester V & VI Examination**  
(w.e.f. 2017-18)

**संस्करण**  
**2015**



**मूल्य : 12/-**

**महर्षि दयानन्द सरस्वती विश्वविद्यालय, अजमेर**

MAHARSHI DAYANAND SARASWATI UNIVERSITY,  
AJMER

पाठ्यक्रम

# SYLLABUS

SCHEME OF EXAMINATION AND  
COURSES OF STUDY

FACULTY OF MANAGEMENT STUDIES

Bachelor of Business Administration  
(BBA)

BBA I 2015-16

BBA II 2016-17

BBA III 2017-18



**ALKA PUBLICATIONS**

Purani Mandi, Ajmer



## NOTICE

1. Change in Statutes/Ordinances/Rules/Regulations Syllabus and Books may, from time to time, be made by amendment or remaking, and a candidate shall, except in so far as the University determines otherwise comply with any change that applies to years he has not completed at the time of change. **The decision taken by the Academic Council shall be final.**

## सूचना

1. समय-समय पर संशोधन या पुनः निर्माण कर परिनियमों/अध्यादेशों/नियमों / विनियमों / पाठ्यक्रमों व पुस्तकों में परिवर्तन किया जा सकता है, तथा किसी भी परिवर्तन को छात्र को मानना होगा बशर्ते कि विश्वविद्यालय ने अन्यथा प्रकार से उनको छूट न दी हो और छात्र ने उस परिवर्तन के पूर्व वर्ष पाठ्यक्रम को पूरा न किया हो। विद्या परिषद द्वारा लिये गये निर्णय अन्तिम होंगे।

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for Maharshi Dayanand Saraswati University, Ajmer

Bachelor of Business Administration (BBA) / 3

**Maharshi Dayanand Saraswati University Ajmer**

**Bachelor of Business Administration (BBA)**

**ORDINANCE FOR BBA PROGRAMME**

### 1. Objective

BBA programme of Maharshi Dayanand Saraswati University, Ajmer shall be a three year programme designed to create junior and middle level managers for the corporate sector. BBA graduates shall also be eligible for graduating into higher degree of learning. The BBA level education should also prepare learner to take up self employment in a chosen area of expertise.

### 2. Programme

BBA programme is designed as a six semester programme over a three year period. BBA I will include Semesters I and II, BBA II will include semesters III and IV and BBA III will include semesters V and VI.

### 3. Eligibility

- a. Candidate seeking admission to BBA programme shall have passed XII (10 + 2) Standard of CBSE or Rajasthan Board of Secondary Education or from any board of education in India or abroad recognized equivalent there to in any discipline (Science, Arts, Commerce etc.) with at least 50% marks (45% for SC/ST/OBC) marks in aggregate or as per the orders/guidelines of the competent authority from time to time.
- b. Candidates who have appeared or are going to appear in class XII examination may also apply for admission to BBA programme for the coming academic session. Admission of such candidates shall remain provisional, and if s/he fails to submit her/his marks sheet by a stipulated date showing that s/he has passed class XII examination with at least 50% marks (45% for SC/ST/OBC) in aggregate, or as per the orders/guidelines of the competent authority from time to time, her/his admission shall stand cancelled.

### 4. Admission

Institute/ department/ college offering admission to BBA programme must specify at the time of admissions, the electives they would be offering to admit students during sixth semester. A college/ institute/ department shall offer BBA program specialization in any one group. A second group will be allowed only if the number of students is more than 30.

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##### 5. Attendance

As per the University norms.

##### 6. Course structure

Each semester shall have five courses. Each course shall have 30-35 hours on instruction and an equal number of hours of self study/assignments. A student will have to opt for three courses from any one optional group in the VI semester.

##### 7. Semester Examination Scheme

###### Regulation -22-D

- i. There shall be 30 Papers ( five in each semester). Each paper shall carry a total of 100 marks. There shall be 70 marks for term end examination and 30 marks for internal examinations except the course bba 505 where internal and external are of 50 marks each. Total marks for each semester shall be 500.
- ii. Semester end examination shall comprise of seven questions covering entire syllabus of the course. Students will have a choice of answering any 5 questions. Paper setter may choose to give a case study equivalent to two questions. In that case, the student in addition to solving case study will have to answer any three from a total of five questions asked.
- iii. The medium of instruction will be Hindi and/or English. The question paper will be in English only. However the student can answer the questions in either Hindi or English.
- iv. At the end of fourth semester, all the students will have to undergo Summer Training of continuous period of 24 working days excluding holidays/ Sundays with an industrial, business or service organization by taking up a project. The student will undergo on the job summer training under the close supervision of a supervisor in the business organization or other organization. This training should help her/him develop a perspective of wholesome management of business activities. This would enable her/him to appreciate the importance of different business activities and see how different business activities are interrelated. S/He will have to submit a report on the organization she/he has to undergo training and make a presentation before the faculty members. A Presentation on Summer Training Project

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Report has to be delivered by the students during Semester V of Part III. Training Report Evaluation shall be done as follows: 50 marks for Training Project Report to be evaluated by External Examiner through a Viva Voce Exam and another 50 marks awarded by the faculty members of the Department/College/Institute on the basis of student presentation. The students immediately after reporting for Summer Training at the designated organization/company shall send a joining report countersigned by training supervisor to the faculty advisor – training and placement. The student will make sure that immediately after the training is over, the training supervisor sends a confidential report on the performance of the student on training in a sealed envelope by registered post/courier directly to the Faculty Advisor – training and placement.

- v. To pass a semester a student shall have to score 40 % marks in each paper and also a minimum of 50% marks in aggregate in remaining papers except Allowed to Keep terms (ATKT) papers.
- vi. A student will be Allowed To Keep Term (ATKT) to next semester/ year if she/he obtains a minimum of 50% marks in aggregate excluding ATKT papers and fails in not more than 2 (two) papers in each semester. A student can hold at most 8 (eight) ATKTs at any point of time. A student can move to VI semester/ III year only if she/he passes in all the papers of Semester I to Semester V. Wherever a student appears at an ATKT examination s/he will do so according to the syllabus at that time and fulfill the requirements of the course in force at that time.
- vii. Students reappearing at an examination in a subsequent year shall be examined in accordance with the scheme and syllabi in force and shall be entitled to the award of degree of the year in which they clear the last failing/ unclear paper.
- viii. A student shall be required to successfully complete the programme within a continuous span of six years from the date of admission. During this period if there is any ATKT in any course/s, the same has to be passed with a maximum of four chances within a span of six years from the date of admission.
- ix. A student shall be eligible for the award of Bachelor of Business Administration (BBA) degree only if she/he fulfills the following conditions:
  - a) Passes all the six semesters as laid down in the syllabus as well

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as all the Viva Voce examination and also secures minimum prescribed pass marks in the Summer Training Project Report and viva voce.

- b) Fulfills all other requirements prescribed by the competent authority from time to time for satisfactory completion of each course of study in each of the three years.
- c) Division of marks shall be awarded on the basis of aggregate marks obtained in all the papers prescribed for all the six semesters examinations as follows:

**Passed with I Division** Aggregate marks taken together of all the six semesters of BBA examinations should be 60% and above.

**Passed with II Division** Aggregate marks taken together of all the six semesters of BBA examinations should be 50% or more than 50% but less than 60%.

**Course structure for BBA programme**

Course	Internal	External	Total
<b>BBA Part I Semester I</b>			
bba101 Environmental Science and Management	30	70	100
bba102 English Comprehension	30	70	100
bba103 Principles of Business Management	30	70	100
bba104 Business Mathematics	30	70	100
bba105 Basics of Accounting	30	70	100
<b>Total for semester I</b>			<b>500</b>
<b>BBA Part I Semester II</b>			
bba201 Organisation Behaviour	30	70	100
bba202 Business Statistics I	30	70	100
bba203 Computers for Management	30	70	100
bba204 Business Regulatory Framework	30	70	100
bba205 Micro Economics	30	70	100
<b>Total for semester II</b>			<b>500</b>

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**BBA Part II Semester III**

bba301	Macro Economics	30	70	100
bba302	Cost Accounting	30	70	100
bba303	Business Statistics II	30	70	100
bba304	Functional Management	30	70	100
bba305	Business Communication and Managerial Skills	30	70	100
	<b>Total for semester III</b>			<b>500</b>

**BBA Part II Semester IV**

bba401	Company Law	30	70	100
bba402	Business Research	30	70	100
bba403	Purchase Management	30	70	100
bba404	Quality Management	30	70	100
bba405	Office Management	30	70	100
	<b>Total for semester IV</b>			<b>500</b>

**BBA Part III Semester V**

bba501	Computerized Financial Accounting	30	70	100
bba502	Business Information System	30	70	100
bba503	Business Environment	30	70	100
bba504	Management Accounting	30	70	100
bba505	Summer Training and Viva Voce	50	50	100
	<b>Total for semester V</b>			<b>500</b>

**BBA Part III Semester VI**

bba601	Elective 1	30	70	100
bba602	Elective 2	30	70	100
bba603	Elective 3	30	70	100
bba604	Sales and Salesmanship	30	70	100
bba605	Comprehensive Viva Voce	--	100	100
	<b>Total for semester VI</b>			<b>500</b>



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**List of electives**

A student must pick electives from one group only:

Group 1: Accounting		Group 3: Banking and Insurance	
bba6011	Business taxation	bba6013	Indian Banking System
bba6021	Auditing	bba6023	Insurance Management
bba6031	Corporate Accounting	bba6033	Commercial Bank Management
Group 2: Tourism Management		Group 4: International Business	
bba6012	Tourism Industry	bba6014	International Business Management
bba6022	Tourism Products of India	bba6024	Export-Import Documentation
bba6032	Travel Agency and Tour Operations	bba6034	International Business Environment
Group 5: E-Commerce			
bba6015	Internet and WWW		
bba6025	Essentials of E-commerce		
bba6035	Principles of E-marketing		

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**Syllabus of BBA**

**Semester I**

**bba10 Environmental Science and Management**

**Unit 1** The multidisciplinary nature of environmental studies definition, scope and importance, Need for public awareness

**Natural Resources :**

Renewable and non- renewable resources

Natural resources and associated problems

a) Forest resources: Use and over-exploitation, deforestation, Timber extraction mining, dams and their effects on forests and tribal people.

b) Water resources: Use and over - utilization of surface and ground-water, floods, drought, conflicts over water, dams- benefits and problems.

c) Mineral resources: Use and exploitation, environmental effects of extracting and using minerals resources

d) Food resources: World food problems, changes causes by agriculture and over grazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.

e) Energy resources: Growing energy needs, renewal and non-renewable energy sources, use of alternative energy sources. Case Studies.

f) Land resources: lands as a resource, land degradation man induce landslides, Soil erosion and desertification.

**Unit 2 Biodiversity and its conservation**

- Introduction- definition : Genetic, species and ecosystem diversity
- Bio-geographical classification of India
- Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values.
- Biodiversity at global , National and local levels
- India as a mega- university nation
- Hot- spots of biodiversity

**Threats to biodiversity :** habitat loss, poaching of wildlife, man-

wildlife conflicts

- Endangered and endemic species of India
- Conservation of biodiversity: In situ and Ex- Situ conservation biodiversity.

### Environmental Pollution

Definition

Causes, Effects and control measures of -

- a. Air pollution      b. Water pollution      c. Soil pollution
- d. Marine pollution      e. Noise pollution      f. Thermal pollution
- g. Nuclear hazards

### Unit 3 Social Issues and the environment :

- From unsustainable to sustainable development
- Urban problems related to energy
- Water conservation, rain water harvesting, watershed management
- Resettlement and rehabilitation of people; its problems & concerns
- Environmental ethics : Issues and possible solutions
- Climate change, global warming, acid rain, ozone layer depletion, waste land reclamation
- Consumerism and waste products
- Environmental protection Act.
- Prevention and control of pollution Act

Suggested Readings : Uberoi, N.K., Environmental Management, Excel Books, New Delhi  
Pandey, G.N., Environmental Management, Vikas Publishing, New Delhi

### bba102 English Comprehension

Unit 1 Short history / background to the development of English language. The unit will concentrate on the development of English language of India.

Importance (Semantic and pragmatics) of correct, brief and simple language in comprehension, - Use of correct, brief and simple language- in writing titles slogans, texts, summaries etc. for business purposes.

Unit 2 English word and sequence formation. Word classes, sentence parts

and word order in English.

Unit 3 Concept of Grammar, Some features of English grammar like Models, Articles and Concordance etc., Total features of English language, Some common English language expression of legion, phonology etc. Expanding role of English in national and international business

Suggested To be suggested by the instructor.

Readings

### bba103 Principles of Business Management

Unit 1 Introduction: Concept, nature, process, and significance of management; Development of management thought, Planning: Concept, process, and types. Decision making – concept and process; Management by Objectives.

Unit 2 Organizing: Concept, nature, process, and significance, Authority and responsibility relationships; Centralization and decentralization. Departmentation, Organization structure – forms

Unit 3 Managerial Control; Concept and process; Effective control system; Techniques of control-traditional and modern.

Suggested Readings Koontz "O" Donnell. Management, International Student and Wehrich Edition, Kogakusha, Tokyo

Newsman and Warren. The process of Management concept, behaviour and practice, Prentice Hall of India, New Delhi

Stoner, Management, Prentice Hall of India, New Delhi

Y. K. Bhushan, Business Organisation and Management, Sultan Chand & Sons, New Delhi

### Bba 104 Business Mathematics

Unit 1 Calculus (Problems and theorems involving trigonometrical ratios are not to be done), differentiation; partial derivatives up to second order; homogeneity of functions and Euler's theorem; Maxima and Minima; cases of one variable involving second or higher order derivatives; Integration as anti-derivative process; Standard forms; Methods of integration – by substitution, by parts and by use of partial fractions

Unit 2 Matrices and Determinants: Definition of a matrix, Types of matrices; Properties of determinants; Adjoint of a matrix,

Unit 3 Linear programming: formulation of LPP: Graphical method of solution;

Suggested Readings Allen R G D, Basic Mathematics; Macmillan, New Delhi

Readings Dowling E T, Mathematics for Economics; Schaum Series,

McGraw Hill, London

Loomba Paul, Linear Programming; Tata McGraw Hill, New Delhi

Vohra N D, Quantitative Techniques in Management, Tata McGraw Hill, New Delhi

Soni R S, Business Mathematics; Pitambar Publishing House

Holden, Mathematics for Business and Economics; Macmillan India, New Delhi

Kapoor V K, Business Mathematics; Sultan Chand & Sons, Delhi

### bba105 Basics of Accounting

**Unit 1** Meaning and Scope of Accounting; Need, development, and definition of accounting, Book-keeping and accounting, Objectives of accounting, Accounting Transactions, Journal; ledger; Trial balance; Capital and Revenue

**Unit 2** Accounting concepts & Convention, Final accounts; Trading account; profits and loss account; Balance sheet; Adjustment entries

**Unit 3** Depreciation, Provisions, and Reserves, Depreciation accounting; Provisions and reserves, Sectional & Self balancing, Accounts of Non- Trading Institutions, International accounting standards (only outlines); Accounting standards in India

**Suggested Readings** To be suggested by the instructor.

## Semester II

### bba201 Organisation Behaviour

**Unit 1** Understanding and Managing Individual behaviour - Personality, Perceptions, values, Attitudes, Motivation

**Unit 2** Foundation of Group behaviour, Communication and group decision making, Leadership

**Unit 3** Conflict Management, Organisation Design, Organisational culture and change.

**Suggested Readings** Luthans, F, Organizational Behaviour, New York, McGraw Hill,

Robbins, S. P, Organizational Behaviour, New Delhi, Prentice Hall of India.

Chandani, J.S. Organizational Behaviour, Vikas Publication New Delhi.

### bba202 Business Statistics I

**Unit 1** Introduction to Statistics: Definition, Functions of statistics, scope and importance of statistics limitations and distrust of statistics types of statistical methods, Data Collection and Analysis, Types of data, primary and secondary, Methods of data collection, classification of data, characteristics of a graph, Types of graph and their merits and demerits

**Unit 2** Measures of Central Tendency: Meaning and definition, Types of average, Median, Mode, Arithmetic mean, Comparative Study of different Averages. Measures of Dispersion

**Unit 3** Measures of Correlation and Regression: Meaning and definition of Correlation, Uses of Correlation, Types of correlation, problems of correlation. Meanings, definitions of regression difference between correlation and regression, Time Series Analysis, Interpolation and extrapolation

**Suggested Readings** Elhance D.H. Statistics Kitab Mahal

S.P. Gupta. Statistics, Sultan Chand & Sons

Levin and Rublin. Statistics for management, Prentice Hall of India Ltd., New Delhi

### bba203 Computers for Management

**Unit 1** Computer System Concept: Basic computer organization, Computer Memory- Primary and secondary memory, memory organization, Secondary storage devices; Input and output devices.

**Unit 2** Computer software: application and system software, operating systems, computer languages, Basics of internet

**Unit 3** Introduction to word processor: Toolbars and Menus, Editing Text- Selecting, Inserting, Deleting, Moving Text, Previewing documents, Printing documents, Formatting Documents: Paragraph formats, Aligning Text and Paragraph, Borders and Shading, Headers and Footers, Advanced Features of MS Word: Find and Replace, Checking the Grammar and Spelling, Using the Thesaurus, Using Auto Correct, Word Count, Hyphenating, Mail Merge, Mailing Labels Wizards and Templates, Creating tables.

Introduction to Worksheet: Toolbars and menus, creating worksheet, entering data into worksheet: text, dates, alphanumeric, values, sav-



ing & quitting worksheet, coping entries and moving between workbooks, working with formulas, Auto sum, Working with ranges-creating, editing and selecting ranges. Formatting of worksheet- Auto format, changing -alignment, character styles, column width, date format, borders and colors, currency sign, Previewing & printing worksheet, Graphs and charts-using wizards, various charts type, formatting grid lines & legends, previewing & printing charts, Functions- Date and Time, Maths, Statistical, Text and logical functions, Basics of Power point, Preparation of power point presentations.

**Suggested Readings** PK Sinha- Computer Fundamentals, BPB Publications, New Delhi  
Chlen E, Chao- Introduction to Microcomputer and its application  
Davies P.J. :- Exploiting MS- DOS  
Burch, J. and Grudnitski G. Information Systems: Theory and Practice, New York, John Wiley.  
David, V. Foundations of Business Systems. Fort Worth, Dryden.  
Ellason, A. L. On-line Business Computer Applications, Chicago, Science Research Associates.  
Estrada, S. Connecting to the Internet. Sebastopol, CA, O'Reilly.  
ITL Education Solutions Ltd., Introduction to Computer Science, Pearson Education

### **bba 204 Business Regulatory Framework**

- Unit 1** Contract Act 1872: Meaning of contract, classification, Offer and acceptance, Capacity of parties to contract, Free consent, Consideration, Legality of object, Agreement declared void, performance of contract, Discharge of contract, Remedies for breach of contract.
- Unit 2** Special Contracts: Indemnity, Guarantee, Bailment and pledge.  
Sale of Goods Act 1930: Formation of contracts of sale, Goods and their classification, price, conditions and warranties
- Unit 3** Consumer Protection Act 1986: Salient features; Definition of consumer; Grievance redressal machinery- District, State and National, Negotiable Instrument Act 1881: Meaning, forms and its utility, Foreign Exchange Management Act 2000: Definitions and main provisions
- Suggested Readings** To be suggested by the instructor.

### **bba205 Micro Economics**

- Unit 1** The meaning, scope and methods of micro-economics, Basic problems of an economy, Demand and Supply, Marginal Analysis.
- Unit 2** Production function Analysis, Factors of production, laws of production, Stages of production, Concepts of cost and revenue
- Unit 3** Pricing Decision: Pricing and output decision under perfect and imperfect competition, oligopoly and monopoly
- Suggested Readings** Ahuja H. L. Micro Economics, Himalaya Publishing House, New Delhi  
Seth M. L. Managerial Economics, Sultan Chand & Sons, New Delhi.

### **Semester III**

### **bba301 Macro Economics**

- Unit 1** Nature of Macro Economics, Basics of Macro economics concepts, Macroeconomic policy objectives and their contradictory nature, Development and types of Macroeconomics, Output and expenditure flow in a simple economy, The Basic concepts of National Income and Product; GNP, NNP, GDP, NDP, NI etc. Calculation of National Income and its problems
- Unit 2** Classical model of determination of level of output, employment, price, rate of interest and wage rates and its criticism, Keynes model of determination of income, employment and rate of interest
- Unit 3** Central Bank functions, Monetary and Fiscal Policy, Basic concepts of Economic growth & development, Basic concepts of Trade Cycle, Basic concepts of Balance of Payments
- Suggested Readings** Vaish M C, Macroeconomics, Vikas Publishing House Limited

### **bba302 Cost Accounting**

- Unit 1** Cost Accounting: Nature and scope, Concept of different costs, Installation of costing system, Materials control: Concept and techniques, Store Ledger.
- Unit 2** Labour cost control, Labour turnover; Methods of wage payment - time and piece rates; Incentive schemes, overhead control: Classification and departmentalization, Absorption of overheads.

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**Unit 3** Cost Ascertainment: Cost sheet, contract costing, Operating costing. Process costing –excluding inter-process profits, Reconciliation of cost and financial accounts

**Suggested Readings** Arora MN, Cost Accounting-Principles and Practice, Vikas, New Delhi  
Jain S P and Narang K L, Cost Accounting; Kalyani, New Delhi

**bba303 Business Statistics II**

**Unit 1** Index Number; Meaning, types characteristics and uses; Methods of constructing of price and quantity indices (simple and aggregate); Tests of adequacy; Chain-base index numbers; Base shifting, splicing and deflating; Problems in constructing index numbers; Consumer price index, Analysis of Time Series; Causes of variations in time series data; Components of a time series; Decomposition –Additive and multiplicative models; Determination of trend – Moving averages method and method of least squares (including linear second degree, parabolic and exponential trend); Computation of seasonal indices by simple averages, ratio-to-trend, ratio-to-moving averages, and link relative methods Forecasting and Methods; Forecasting-concept, types, and importance, methods of forecasting; steps of forecasting

**Unit 2** Theory of Probability; Probability as a concept; The three approaches to defining probability; Addition and multiplication laws of probability; Conditional probability; Bayes' Theory; mathematical Expectation

**Unit 3** Probability Distribution: basic concept, Binomial, Poisson, and Normal distributions –their properties and parameters; Sampling distribution: sampling methods, sampling distribution of means and proportion of large sample., Applications to business

**Suggested Readings** Hooda R P, Statistics for Business and Economic; Macmillan, New Delhi  
Levin and Rubin, Statistics for Management; Prentice-Hall of India, New Delhi

**bba304 Functional Management**

**Unit 1** Introduction to Marketing, Overview of Product, Price, Promotion and Place.

**Unit 2** Production and operations management: types of production, factory layout and location, materials handling.

**Unit 3** Human resource management: manpower planning, recruitment, selection, induction and training, Introduction to financial

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Management, Basics of working capital, Overview of capital budgeting.

**Suggested Readings** Robert C Appleby, Business Administration, Macmillan

**bba305 Business Communication and Managerial Skills**

**Unit 1** Business Communication: Nature, scope, processing role of Business Communication, listening, qualities of a good listener essentials of good communication, factors affecting Business

**Relationship between Communication morale Productivity & objectives.**

**Unit 2** Barriers of Business communication and management of barriers, Types of communication: Formal - informal, inter-personal Intra personal, Verbal; non-verbal; individual and group Communication network.

**Unit 3** Letters memo, reports, presentations, legal oriented; proposals, agreements, directives; organization oriented; manuals, forms, brochures, notices, Telecommunication, Negotiations

**Suggested Readings** Sharma R.C. and Mohan K. Business Report, Writing and

Correspondence, Tata McGraw Hill, New Delhi.

Peance C.G. Principles of Business Communications.

**Semester IV**

**bba401 Company Law**

**Unit 1** Company Act 1956: Nature and type of companies, Promoters and Incorporation of companies, Memorandum of Association, Articles of Association. Prospectus.

**Unit 2** Members of the company, Share capital, transfer and transmission, borrowing powers, Mortgages and charges, debentures, Directors and Managing Director, whole time director, company secretary.

**Unit 3** Company meetings: kinds, quorum, voting, resolution, minutes, Majority powers and minority rights, Prevention of oppression and mismanagement. Winding up: kinds and conduct.

**Suggested Readings** Ramaiya A, Guide to the Companies Act, Wadhwa & Co, Nagpur

**Readings** Bagriyal A K, Company Law, Vikas Publishing House, New Delhi

**bba402 Business Research**

- Unit 1** Definition, types of business research: Descriptive and Exploratory nature and scope of research methodology; research process
- Unit 2** Methods of Data Collection – Primary and Secondary Data Collection, Survey Method & Questionnaire Design.
- Unit 3** Sampling type & Sample Size determination; Use of Computers in research, Report writing and presentation.

Suggested **C R Kothari**, Research Methodology.

Readings **K R Sharma**, Business Research Methods, National Publishing House, New Delhi

**bba403 Purchase Management**

- Unit 1** Purchasing management : Meaning , objectives and scope, Material Resource Planning, Determination and description of purchasing quality
- Unit 2** Process capability: purchasing research; vendor rating development, price Determination and negotiation, public purchasing, Contract Management.
- Unit 3** Warehousing Management: Classification and codification; material handling, traffic and transportation management

Suggested **Ammer D. S.** Material Management and purchasing, Richard D. Irwin

Readings **Dobler, Lee & Burt.** Purchasing and Materials Management, Tata McGraw Hill, New Delhi

**Gopalkrihanan and Sundershan.** Materials Management, Prentice Hall of India, New Delhi.

**bba404 Quality Management**

- Unit 1** Quality management: Meaning, concept and importance, Evolution of Quality Management, Cost of quality.
- Unit 2** Kaizen continuous improvement, Quality circles, Statistical Process Control, Just in Time (JIT)
- Unit 3** Benchamarking, Overview of Business Process Reengineering, Quality System Standards- ISO 9000: 2000, Environmental Management Standards: ISO 14000

Suggested **Sharma D. D.;** Total Quality Management- Principles, practice

Readings and cases, Sultan Chand & Sons, New Delhi.

**bba405 Office Management**

- Unit 1** Office management: objectives, responsibility for office work, planning and organising the office, centralisation and decentralisation, selection of office site, layout.
- Unit 2** Organisation and method, office machinery and equipment, communication, other office services, data processing systems, the future offices.
- Unit 3** Human aspect of computer usage, security data protection and audit Management services, Electronic data interchange

Suggested To be suggested by the instructor.

Readings

**Semester V**

**bba501 Computerized Financial Accounting**

- Unit 1** Computerised Financial Accounting: Meaning, Need, Importance Objective, Basic Concepts of Accounting, Journalising the transactions, Trial Balance & final Accounts (Trading, Profit & Loss and Balance Sheet), Adjustment entries, Display and reporting of accounting statements .
- Unit 2** Inventory Management: Need and Importance of Inventory Management, Vouchers for Inventory transactions, Maintaining the store ledger, Display and reporting of Inventory statements.
- Unit 3** Accounting for Inventory through computer: Need and importance of updating inventory with accounting entries, Vouchers for combined entries, creation of stock and ledger items, precautions of inventory reports in different styles

Suggested To be suggested by the instructor.

Readings

**bba502 Business Information System**

- Unit 1** Business information Systems; basic concept, role, impact and characteristics of BIS, Information quality, classification, value, importance of BIS in managing various functions in organisation and in managerial decision making, types of information system, personal and shared information systems.
- Unit 2** Systems concept, types of system, system control, system development; Database management systems



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**Unit 3** Technology of information systems, hardware and software resources, networks, security aspects

**Suggested** Bruch and Grudnitski, Information Systems - Theory & Practice

**Readings** Jerme Kanter, Management Information Systems.

Munnesh Kumar, Business Information System, Vikas Pub.

W.S.Jawadekar, Management Information Systems, Tata McGraw Hill, New Delhi

**bba503 Business Environment**

**Unit 1** Business Environment: Concept, Components and importance, Factors affecting business-environment: Internal and External.

**Unit 2** Business and government policies: Fiscal policy, Monetary policy, industrial policy, policy for small scale sector, NRI investment, industrial sickness

**Unit 3** Planning: current five year plan, FEMA, MRTP, role and function of SEBI, Competition Act.

**Suggested** Francis Cherunilam, Business Environment: Text and Cases,

**Readings** Himalaya Publishing House

**bba504 Management Accounting**

**Unit 1** Meaning, Scope and limitation of management accounting, distinction between financial accounting, management account and cost accounting, Role of management accountant in decision-making,

**Unit 2** Cost analysis: Absorption and variable costing, understanding about cost behaviour, fixed, variable, semi-variable cost, Cost-volume profit analysis,

Alternative choice decision relevant cost, sunk cost, programme cost, special offer, make or buy process and further process, shutdown

**Unit 3** Business budget: Concept and use budget in planning and control, type of budgets, Flexible and fixed budget, Cash Budget; Variance analysis using standard costing system, Management reporting system.

**Suggested** Khan and Jain, Managerial Accounting,

**Readings**

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**bba505 Summer Training and Viva-Voce**

At the end of fourth semester, all the students will have to undergo Summer Training of continuous period of 24 working days excluding holidays/Sundays with an industrial, business or service organization by taking up a project. The student will undergo on the job summer training under the close supervision of a supervisor in the business organization or other organization. This training should help her/him develop a perspective of wholesome management of business activities. This would enable her/him to appreciate the importance of different business activities and see how different business activities are interrelated. S/He will have to submit a report on the organization she/he has to undergo training and make a presentation before the faculty members. A Presentation on Summer Training Project Report has to be delivered by the students during Semester V of Part III. Training Report Evaluation shall be done as follows: 50 marks for Training Project Report to be evaluated by External Examiner through a Viva Voce Exam and another 50 marks awarded by the faculty members of the Department/College/Institute on the basis of student presentation. The students immediately after reporting for Summer Training at the designated organization/company shall send a joining report countersigned by training supervisor to the faculty advisor - training and placement. The student will make sure that immediately after the training is over, the training supervisor sends a confidential report on the performance of the student on training in a sealed envelope by registered post/courier directly to the Faculty Advisor - training and placement.

**Semester VI**

**Electives**

**Group 1 Accounting**

**bba6011 Business Taxation**

**Unit 1** Direct Tax Laws: A general study of the Income Tax Act 1961, Special problems centering on the concept of assesses, registered firm, H.U.F. & companies

**Unit 2** Problems covering heads of income and the provision governing computation of income under different heads of the Income Tax Act, Calculation of Tax Liability.

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**Unit 3** Indirect Tax Laws: A general study, The Central Excise, including modified value added tax, CENVAT Rules 2004 and Implementation of Value Added Tax in India

Suggested V. K. Singhania, Direct Tax Laws, Taxman

Readings Bhagwati Prasad, Income-Tax, Law and Practice, Willey Eastern  
GOI Publication on Indirect Tax Law: Bare Acts only

**bba6021 Auditing**

**Unit 1** Meaning and objects of auditing, Nature of Auditing, Basic principles and processes of auditing, Planning, conduct and control of an audit, Sampling in Auditing, Audit report

**Unit 2** Audit of financial statements: Audit of payments, receipts, sales, purchase, personal ledger, fixed assets, investments, other assets and miscellaneous expenditure, capital and reserves, liabilities, and other issues

**Unit 3** Audit of companies, special aspects of audit of different kind of institutions, audit of incomplete records, introduction to government audit

Suggested Gupta Kamal, Fundamentals of Auditing, Tata McGraw Hill, New Delhi

Readings

**bba6031 Corporate Accounting**

**Unit 1** Issue of shares and forfeiture of shares, issue and redemption of redeemable preference shares and debentures, divisible profits and final-accounts, Issue, Forfeiture, and Re-issue of Shares; Redemption of preference shares; issue and redemption of debentures, Final accounts; Excluding computation of managerial remuneration, and disposal of profit.

**Unit 2** Amalgamation, absorption and reconstruction of companies and their accounting implication, Valuation of Goodwill and Shares, Accounting For Amalgamation of Companies as per Indian Accounting Standard 14; Accounting for internal reconstruction-excluding inter-company holding and reconstruction schemes

**Unit 3** Consolidated Balance Sheet of holding companies with one subsidiary only, Statement of Changes in Financial Position - on cash basis and working capital basis; Familiarity with Indian Accounting Standard 3

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**Suggested** Shukla and Grewal, Advanced Accounts

**Readings** Gupta R. V. Advanced Accounts

Gupta R L and Radhaswamy M, "Company Accounts" Sultan Chand & Sons, New Delhi

Maheshwari S N Corporate Accounting, Vikas Publishing House, New Delhi

**Group 2 Tourism Management**

**bba6012 Tourism Industry**

**Unit 1** The conceptual framework of tourist, tourism, definition of tourism, tourists - its types, an ancient phenomenon, account of famous travelers. Pleasure travel, religion as a motivator, the origin of concept of the annual holiday. Industrial revolution and the development of Travel, Linkages and interdependence between domestic and international tourists. Basic components of tourism, Elements of Tourism.

Motivation for travel; basic travel Motivations Sociology of tourism, geographical components of tourism. Social significance of travel. Evolution of demand, demand creation methodology

**Unit 2** Factors influencing the growth of tourism, availability of resources for the tourism development.

Financial feasibility of tourism; cost benefit analysis, employment generation, foreign exchange earnings, regional, national, global integration, regional development, patronage to local handicraft, art and culture, development of human relations. Manila Declaration on World Tourism, The tourism multiplier effect.

**Unit 3** Tourism in India, a land for all seasons. Development of tourism industry in India; the Sargeant committee; Tourist information offices in India and their role. Growth of tourism since independence in terms of trends in world tourist arrivals, world tourism earnings.

Tourism as an industry, tourism as a system. Managerial aspects of tourism industry; financial, personnel, promotional and basic management aspects.

**Suggested** Seth, Pran Nath "Successful Tourism Planning and Management

**Readings** (Cross Section Publication).

Kaul, R.N., "Dynamics of Tourism"-A Trilogy (Sterling), New Delhi.

Anand, M.M., "Tourism and Hotel Industry in India" (Prentice Hall of India), New Delhi.

Burhart and Medik, "Tourism-Part, Present and Future" (Heinemann, London)

Hawkins, D.E., Tourism Planning and Development,

George Washington Clare, A. Gunn, Tourism Planning, New York.

### bba6022 Tourism Products of India

**Unit 1** Tourism Product: Conceptual meaning of tourism products, why it is different from other types of consumer products?, Elements and characteristics of Tourism Products, Tourism Production systems, Typology of Tourism products. Organisation and Management of specialized fairs and festivals, future planning and prospects.

**Unit 2** Background, Natural Attraction: Jim Corbett Tiger Resort, Bharatpur Bird Sanctuary, Kanha National Park and Sundarban Biosphere Reserve, Sea beaches (Goa and Kerala). *Man Made Attraction:* Tourism circuit, Buddhist circuit, Desert Circuit, Golden Triangle, Forts and Palaces of Jaipur, Taj Mahal, Red Fort, Socio Cultural Attraction

**Unit 3** Classification of hotels: types of hotels, food plans, National and International Hotel choice of India and emergence of Heritage Hotels.

Suggested **Brasham AL and Brown Percy** : The Wonder that was India

Readings **Craven RC** : A Concise History of Indian Arts

**Khokar M** : Splendors of Indian Dance

### bba6032 Travel Agency and Tour Operations

**Unit 1** History and growth of travel agency business, emergence of Thomas Cook and American Express, Emergence of Travel Intermediaries, Indian travel agents and tour operators -an overview. Definition of travel agent and tour operator; differentiation, interrelationship of TA/TO and principles of present business trends and future prospects, problems and issues.

How to set up travel agency /tour operations business

(a) Market research, sources of funding, comparative study of various types of organisation proprietorship, partnership, private limited and limited.

(b) Govt. rules for getting approval

(c) IATA rules, regulation for accreditation

(d) Documentation

(e) Sources of earning ; commissions ,service charges etc

(f) Entrepreneurial skill for travel, tourism and hospitality trade; problems of entrepreneurship in travel trade.

**Unit 2** Itinerary preparation, important consideration for preparing itinerary, costing, packing and promotion. Tourism bills of Rights, tourism code, Manila declaration, Acapulco document. International conventions : Warsaw convention 1924, Chicago convention 1944, Brussels convention 1961, Berlin convention 1961 and 1966, International convention on travel contract Brussels 1970, Athens convention 1974, Helsinki accord 1976, The IATA general conditions of carriage (passenger and baggage )

**Unit 3** Consumer protection law 1986 and MRTP act applicable to the tourist as consumers, Master Key on customer care and master key proposed by WATA for travel agency. Client's complaints Handling. Consumer protection law 1986 and MRTP act applicable to the tourist as consumers.

Suggested **J M S Negi**, Travel Agency and Tour Operation, Concepts and Readings Principles

**Chunk, James, Dexter and Boberg**, Professional Travel Agency Management

**D L Foster**, The Business of Travel Agency Operations Management

### Group 3 Banking and Insurance

#### bba6013 Indian Banking System

**Unit 1** Indian Banking system: structure and organization of banks; Reserve Bank of India; Apex banking institution; Commercial banks; Regional rural banks; Co-operative banks; Development banks, State Bank of India; Brief History, Objectives, Functions, Structure and organization, Working and progress

**Unit 2** Banking Regulation Act 1949: History; Social control; Banking Regulation Act as applicable to banking companies and public sector banks; Banking Regulation Act as applicable to Co-operative banks,



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Reserve Bank of India: Objectives; Organization; functions and working; Monetary policy; credit control measures and their effectiveness

**Unit 3** Regional Rural and Co-operative Banks in India; Functions; Role of regional rural and cooperative banks in rural India; Progress and performance

Suggested To be suggested by the instructor.

Readings

**bba6023 Insurance Management**

**Unit 1** Introducing; Savings and investment schemes like shares, units, mutual funds etc. vis-à-vis insurance, Tax benefits under insurance policies, Comparison between different products offered vis-à-vis chargeable premium and coverage

**Unit 2** Computation of Premiums/Bonuses; premium calculation –including rebates, large-sum assured policies, rebate, Extra premium, under premiums, Surrender value, Insurance documents, First premium receipt/renewal premium receipt; policy contract.

**Unit 3** Life Insurance products: Traditional Unit Linked Policies; Individual and Group Policies, Different types of insurance products – Whole life products, terms-assurance annuities; Endowment, Assurance, Options and Guarantees, Group Insurance and pension Plans, Health Related insurance

Suggested To be suggested by the instructor.

Readings

**bba6033 Commercial Bank Management**

**Unit 1** Principles of Banking; Definition of bank; Creation of money; Present structure of commercial banking system in India; Brief history; Functions; Management Principle in Banks; Managerial functions in banks,

**Unit 2** Recruitment, Selection; Training; Promotion; Control of staff, Management of Deposits and Advances; Deposit mobilization; Classification and nature of deposit accounts; Advances, Lending practice, Types of advances.

**Unit 3** Investment Management: Liquidity and profitability; Preparation of

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Cheques, Bills, Endorsement; Government securities, Documents of title to goods railways receipt; Records; Reports, Evaluation of loan applications; Profit and loss account; Balance sheet and statutory reports regarding cash revenue

Suggested To be suggested by the instructor.

Readings

**Group 4 International Business**

**bba6014 International Business Management**

**Unit 1** International Business: Nature, theories and competitive advantage, Mode of entering overseas market: Direct exporting, indirect exports; counter trade, licensing, sub-contracting, and joint ventures; Planning: Planning international marketing operations; Product policies; Distribution channels

**Unit 2** Pricing decisions; Promotion and Trade fairs, Advertising and Publicity, Process and techniques: International marketing process and techniques; EPRG framework Organisation and control of International Marketing operations; International tendering; Procurement for exports; Export information system

**Unit 3** International accounting, International finance and foreign exchange, International financial institutions and liquidity, International production and logistics management, International Human Resources Management

Suggested Jain Subhash C., International Marketing Management, CBS

Readings Publishers and Distributors, New Delhi

**IIFT: Cases in International Marketing – Indian Experience,** New Delhi

**Sindhwani,** The Global Business Game, McMillan India Ltd., New Delhi

**Cherunilam Francis,** International Trade and Export Management, Himalaya Publishing House, New Delhi

**Varshney R. L. and Bhattacharya B.,** International Marketing Management (An Indian Perspective), Sultan Chand & Sons, New Delhi

**Thakur,** International Business, International Book House, New Delhi

Rao Subba P., International Business: Text and cases, Himalaya Publishing House, New Delhi

**bba6024 Export-Import Documentation**

**Unit 1** Pre shipment and post shipment Export documentation, Foreign exchange regulation, Concepts and procedures of ISO 9000:2000 series and other internationally accepted quality certificates, Quality control and pre-shipment inspection, Export trade control, Marine insurance and commercial practice

**Unit 2** General excise clearance, Custom clearance, Role of clearing and forwarding agents, Shipment of export cargo, Export credit, Import credit guarantee and policies, Forward exchange cover, Finance for export on deferred payment terms, Duty Drawback, Export facilities and incentives, Import licensing policy, actual user licensing, Replenishment licensing, Import-export Pass Book, Capital goods licensing, Export houses and trading houses

**Unit 3** Export by parcel and by air, GSP certificate of origin, Customs clearance of Import cargo, Documents prescribed by importing countries, Standardized export documents, Packaging, Managing the risks, Foreign Exchange budgeting, Import procurement method, Import financing, Purchases contract, Import under counter-trade, Monitoring and follow-up of import contracts

**Suggested Readings** Cherian and Parab, Export Marketing, Himalaya Publishing House, New Delhi

Government of India, Handbook of procedures, Import and Export Promotion, New Delhi

Rathod, Rathore and Jani, International Marketing, Himalaya Publishing House, New Delhi

Export-Import Manual, NABHI Publications, New Delhi

Government of India, Export- Import policy procedure etc. (Vol I, II, and III), New Delhi

**bba6034 International Business Environment**

**Unit 1** International Business environment, Balance of payment, Economic development and foreign trade, Globalization, Multi National Corporations (MNC), International trade policies, Regional economic

groupings, WTO, Bilateralism v/s multilateralism, Major trading blocks ASEAN, EU, NAFTA etc.,

**Unit 2** Commodity agreements and commodity markets, International Economic Co-operation, Foreign investment, foreign aid, technology transfer and international trade, economic co-operation among developing countries, international trade in services, international migration of skilled and unskilled labour, Cultural dynamics.

**Unit 3** India's foreign trade, role of state trading in India's foreign trade, Export Oriented Units (EOU), Export of projects and consultancy services, Free Trade Zones (FTZ) in India, role of international transport in India's foreign trade, foreign collaboration and joint ventures abroad, major export-import financing institutions in India, Use and importance of Internet in exports and imports

**Suggested- Readings** Mithani D. M., International Economics: Theory and Practice, Himalaya Publishing House, New Delhi

Bahtia M. C., International Business with Asian countries, Deep and Deep Publications Ltd., New Delhi

Batra G. S. and Dangwal R. C., International Business: New Trends, Deep and Deep Publications Ltd., New Delhi

Keegan Warren J., International Marketing, Prentice Hall of India Ltd., New Delhi

**Group 5 E-business**

**bba6015 Internet and WWW**

**Unit 1** Internet: Evolution, Protocols, Interface concepts, Intranet, Extranet, Growth of Internet, ISP, Types of connections, URLs, IP Addresses, Portals, Applications

E-mail-concepts & its working, POP and web based mail, CC, BCC, Attachment and other features Mailing lists, Free mail services

**Unit 2** HTML- Concepts of Hypertext, Versions of HTML, Elements of HTML, syntax, Head and body sections, Building HTML documents, Inserting texts, Images, Hyperlinks, Backgrounds and color controls, Different HTML tags, Table Layout and presentation, Use of front size & attributes.

List type and its tags, use of frames and forms in web pages ASP &

HTML forms

- Unit 3** Java Script –Validations, Active Server Pages, How to host a web-site. FTP, Telnet, Client Server architecture. Telnet Concepts Search Engines, Voice and Text Chat, Networks-Security and Firewalls-Client Server Network Security Threads, Firewalls and Network Security, Data Message Security, Encrypted Documents

Suggested To be suggested by the instructor.

Readings

**bba6025 Essentials of E-commerce**

- Unit 1** E-commerce concepts, Electronic Commerce Frame Work: Architectural framework for Electronic Commerce, Electronic Data interchange (EDI), EDI Applications in business, VAN, Technical requirements for EDI, EDI Security EDI standards, Document management and Digital libraries, Consumer oriented Applications, Mercantile Process models, mercantile models from the consumer perspective, and mercantile models from the Merchant's perspective

- Unit 2** Types of Electronic Payment Systems, Digital token based electronic payment systems, Smart Cards and electronic payment systems, Credit card based electronic payment systems, Electronic payment and security issues and measures, Designing Electronic Payment Systems, Security issues in e-commerce, Threats, Breach, Avoidance, detection, Recovery, Digital Signature, Authentication, Cryptography, Firewall and Proxy servers

- Unit 3** Legal issues of e-commerce, Intra-organizational electronic commerce, the corporate digital Library, Consumer Search and resource discovery, Broadband and telecommunications, Mobile and Wireless computing.

Suggested To be suggested by the instructor.

Readings

**bba6035 Principles of E-marketing**

- Unit 1** Marketing on the net: conceptual foundation of net marketing, market opportunity, managing in the e commerce world. Business models B2B, B2C, and C2C.

- Unit 2** Understanding internet consumer: B2C internet marketing; shopping

agents and consumer behaviour, internet marketing communication; B2B internet marketing

- Unit 3** Customer relationship development, Developing and managing effective websites, Customer service and support in web space.

Suggested **Chaston, E** Marketing Strategy, TMI

Readings **Paul S Richardson**, Internet Marketing, TMI

**Mary Lou Roberts**, Internet Marketing, TMI

**Thomas Eisenmann**, Internet Business Models, TMI

**bba604 Sales and Salesmanship**

- Unit 1** Meaning and scope of Sales Management –objectives of sales department – co-coordinating functions of sales manager – sales as a function of marketing management – sales department organisation – field organisation of sales department, Theories of selling – Buyer Seller Dyads – AIDAS Theory, 'Right Set of Circumstances' Theory – 'Buying Formula' Theory – 'Behavioral Equation' Theory

- Unit 2** Sales planning: Market potential, market identification– market indices sales forecasting – qualitative and quantitative methods– Work assignment to sales personnel: Routing and scheduling of sales force objectives of sales quotas – types of quotas – quota setting and administration – concept, objectives and procedure of setting sales territories , Management of sales personnel – recruitment – selection – motivation of sales force compensation – Controlling of sales force – controlling of expenses sales budgets – sales audit – Use of market research in sales management.

- Unit 3** Sales Process: Preparation, prospecting, pre-approach, sales presentation, closing of sales – sales resistance – objections and obstacles – buyer dissonance –reducing buyer dissonance, Salesmanship: Determining Personal selling objectives - Formulation Sales policies. Structuring and determining the size of the sales force; designing territories- fixing sales quotas and targets

Suggested **Anderson R.**, Professional Personal Selling, Englewood Cliffs,

Readings **New Jersey, Prentice Hall Inc.**, 1991.

**Dalrymple D J.**, Sales Management: Concepts and Cases, New York, John Wiley, 1989.



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**Johnson E M**, Sales Management: Concepts, Practices and Cases. New York, McGraw Hill, 1986.

**Stanton William J.**, Management of a Sales Force. Chicago, Irwin, 1995.

**Cundiff, Still and Govoni**, Sales Management, Englewood Cliffs. New Jersey, Prentice Hall Inc., 1988.

**Gupta S L**, Sales Management, Excel Books, New Delhi

**bba605 Comprehensive Viva Voce**

Towards the programme end, the student/s shall be evaluated for 100 marks through a comprehensive Viva Voce by a panel of external expert, internal expert who is nominated by the Head of the Department/Principal of the College/Institute. The marks However, shall be awarded exclusively by the External Examiner.

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