



# Department of Business Administration

Faculty of Management

MAHATMA JYOTIBA PHULE ROHILKHAND UNIVERSITY, BAREILLY

## BBA - I Semester

### Business Economics

State Paper code: F010101T -A

MJPRU Paper code: RU-BBA101

#### Course outcomes:

- Understanding of basic concepts of business economics in students.
- Understanding of Demand Analysis in students.
- Understanding Production and cost analysis in students.
- Understanding of pricing and profit management in students.

#### UNIT-I

Introduction to Business Economics: Nature and Scope of Business Economics, its relationship with other subjects. Fundamental Economic Tools-Opportunity cost concept, Incremental concept, Principle of time perspective, Discounting principle and Equi-marginal principle. Role of business economics in decision making. Functions, role and responsibilities of business economist.

#### UNIT-II

Demand Analysis: Concept of Demand & its determinants. Price, Income & Substitution effects, Elasticity of demand: meaning, types, measurement and significance in managerial decisions, Revenue concepts, Concept of demand forecasting and methods of demand forecasting. Indifference curve technique: scale of preference, indifference curve and property of Indifference curve Law of supply and Elasticity of Supply.

#### UNIT-III

Production and Cost Analysis: Meaning, Production function, Law of variable proportion and laws of return to scale, Various cost concepts and classification, Cost output relationship in short run & long run, Cost curves, Economics and diseconomies of scale.

#### UNIT-IV

Pricing Techniques: Nature of market, Types of markets and their characteristics, Pricing under different market structures-Perfect, Monopoly, Price discrimination Oligopoly and Monopolistic competition.

#### UNIT-V

Profit Management & Inflation: Profit, Functions of profit, Profit maximization, Break Even Analysis. Elementary idea of Inflation

#### Suggested Books :

1. Varsney & Maheshwari, Managerial Economics
2. Mote Paul & Gupta, Managerial Economics: Concepts & cases
3. D.N.Dwivedi, Managerial Economics
4. D.C.Huge, Managerial Economics
5. Peterson & Lewis, Managerial Economics



  
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## BBA - I Semester

### Basic Accounting

State Paper code: FO10101T -B

MJPRU Paper code: RU-BBA102

#### *Course outcomes:*

- *Understanding to record business transactions by students.*
- *Understanding of basic concepts by students.*
- *Understanding of Depreciation Accounting & Stock Valuation Accounting by students.*
- *Understanding of preparation of Final Accounts by students.*
- *Understanding of the basic mechanism of recording issue of shares & debentures and their redemption.*

#### **UNIT-I**

Introduction: Meaning and process of accounting, Basic terminology of accounting, Difference between accounting & book keeping. Importance & limitations of accounting, Various users of accounting information, Accounting Principles: Conventions & Concepts. Revenue and capital income and expenses. Financial Accounting Standards (Including IFRS): Process of Standard setting, objectives and its advantages.

#### **UNIT-II**

Accounting equation, Dual aspect of accounting, Types of accounts, Rules of debit & credit. Accounting process: Happening of event, Journal, ledger, closing of ledger and trial balance. Subsidiary books of accounts. Cash book with 2 & 3 Column. Subsidiary book of account. Rectification of errors, Preparation of bank reconciliation statement, Bills of exchange and promissory notes.

#### **UNIT-III**

Valuation of stocks, Accounting treatment of stocks, Depreciation and its different methods, Depreciation Accounting.

#### **UNIT-IV**

Preparation of final accounts along with adjustment entries of non corporate Entities.

#### **UNIT-V**

Issue of shares and debentures, Issue of bonus shares and right issue, Redemption of preference shares and debentures.

#### **Suggested Books :**

1. Agarwal B.D., Advanced Accounting
2. Chawla & Jain, Financial Accounting
3. Chakrawarti K.S., Advanced Accounts.
4. Gupta R.L. & Radhaswamy, Fundamentals of Accounting
5. Jain & Narang, Advanced Accounts



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**BBA - I Semester**  
**Business Statistics**

State Paper code: FO10102T -A

MJPRU Paper code: RU-BBA103

**Course outcomes:**

- *Understanding & Application of basic concepts of Statistics by students.*
- *Understanding & Application of various measures of data description by students.*
- *Understanding & Application of correlation and regression analysis by students.*
- *Understanding & Application of the sampling and probability by students.*

**UNIT-I**

Introduction: Concept, features, significance & limitations of statistics.  
Types of data, Classification & Tabulation, Frequency distribution & graphical representation.

**UNIT-II**

Measures of Central Tendency (Mean, Median, Mode), Measures of Variation (Range, Quartile Deviation, Mean Deviation and Standard Deviation), significance & properties of a good measure of central tendency variation.  
Measures of Skewness & Kurtosis.

**UNIT-III**

Correlation and Regression: Meaning and types of correlation, Simple correlation, Scatter diagram method, Karl Pearson's Coefficient of correlation, Regression concept, Regression lines, Regression equations and Regression coefficient.

**UNIT-IV**

Probability: Concept, Events, Addition Law, Conditional Probability, Multiplication Law & Baye's theorem [Simple numerical]. Probability Distribution: Binomial, Poisson and Normal.

**UNIT-V**

Sampling: Methods of sampling, Sampling and non-sampling errors, Testing of hypothesis, Type-I and Type-II Errors, Test of hypothesis: Z, t and f tests.

**Suggested Books :**

1. Levin, R.I. : Statistics for Management (PHI)
2. Gupta, S.P. & Gupta, M.P. : Business Statistics
3. Lapin, Lawrence : Statistics for Modern Business Decisions (HBJ)
4. Shenoy, G.V. & Pant, M : Statistical Methods in Business and Social Sciences
5. Feud, J.E., Modern Elementary Statistics
6. Elhance, D.N., Fundamentals of Statistics



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## BBA - I Semester

### Principles of Management

State Paper code: FO10102T -B

MJPRU Paper code: RU-BBA104

#### *Course outcomes:*

- *Understanding of basic concepts of management in students.*
- *Understanding about management thinkers and their contributions.*
- *Understanding of management principles in students.*
- *Understanding of managerial functions in students.*

#### **UNIT-I**

Introduction: Concepts, objectives, nature, scope and significance of management. Level of management. Kautilya's contribution to Management, Principal of Scientific Management. Taylor, Weber and Fayol in Management Vs administration. Hawthorne experiments and Human Relation approach. Challenges for managers in 21st century.

#### **UNIT-II**

Planning: Concept, objectives, nature, importance and limitations of planning, planning process, Concept of Decision Making and its importance, forms, techniques and process.

#### **UNIT-III**

Organizing: Concept, objectives, nature of organizing, Types of Organization, Delegation of authority, Authority and responsibility, Centralization and Decentralization, Span of Control. Organization structure concept and its different forms.

#### **UNIT-IV**

Directing: Concept, principles & aspects of directing, Concept and types of Coordination, Concept & types of leadership, Supervision, Motivation and Communication.

#### **UNIT-V**

Controlling: Concept, Principles, Process and Techniques of Controlling, Relationship between planning and controlling

#### **Suggested Books :**

1. Pagare Dinkar, Principles of Management
2. Prasad L.M., Principles and Practice of Management
3. Satya Narayan and Raw VSP, Principles and Practice of Management
4. Srivastava and Chunawalla, Management Principles and Practice



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## BBA - I Semester

### Business Ethics and Governance

State Paper code: F010103T -A

MJPRU Paper code: RU-BBA105

#### *Course outcomes:*

- *Understanding of basic concepts of Business Ethics in students.*
- *Understanding of values & morals in students.*
- *Understanding of relationship between ethics and corporate excellence in students.*
- *Understanding of Gandhian philosophy and social responsibility in students.*

#### **UNIT-I**

Introduction: Concept and nature of ethics; ethics, values and behaviour; development of ethics, relevance of ethics and values in business, Arguments for & against business ethics.

#### **UNIT-II**

Work life in Indian Philosophy: Indian ethos for work life, Indian values for the work place, Work-life balance, Ethos of Vedanta in management, Hierarchism as an organizational value.

#### **UNIT-III**

Relationship between Ethics & Corporate Excellence, Corporate Mission Statement, Code of Ethics, Organizational Culture, TQM.

#### **UNIT-IV**

Gandhian Philosophy of Wealth Management, Philosophy of Trusteeship, Gandhiji's Seven Greatest Social Sins, Concept of knowledge management and wisdom management.

#### **UNIT-V**

Corporate Social Responsibility-Social Responsibility of business with respect to different stakeholders, Arguments for and against Social responsibility of business, Social Audit.

#### **Suggested Books:**

1. Chakraborty S.K., Human values for Managers
2. McCarthy, F.J., Basic Marketing Velasquez, M.G. : Business Ethics
3. Sekhar, R.C. : Ethical Choices in Business.
4. Chakraborty S.K., Ethics in Management: A Vedantic Perspective, Oxford University Press.



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### BBA - I Semester

### Computer Applications

State Paper code: F010103T-B

MJPRU Paper code: RU-BBA106

#### Course outcomes:

- *Understanding of basic knowledge and applications of computers*
- *Understanding of operating systems of computers*
- *Understanding MS office for official work and data base management system.*
- *Understanding of computer networks and data transmission.*

#### UNIT-I

Computer: An Introduction, Components of Computer system, Indian computing Environment, Computers in Business. Management of data processing systems in Business organizations, Program development cycle, flow charting, Input Output analysis, Programming Concept, Software Development process.

#### UNIT-II

Classification of digital Computers, Characteristics and advantages of computers. Computer languages, personal computers in Business, Introduction to various Operating systems. Windows operating system-features and advantages. CUI & GUI, Other system software..

#### UNIT-III

PC-software Packages, MS office: Text Processing software, Introduction to spreadsheet software, creation of spreadsheet, application, Range, formulas, function, data base functions in spreadsheet, Graphics on spreadsheet, modes of data processing, Report generation, Presentation graphics, Creating a presentation.

#### UNIT-IV

Computer software system, software development process, files design & Report design, Data files types, Master & Transaction file. Data Hierarchy & data file structure, Use of files in Programming.

#### UNIT-V

Relevance of Data base management system, data base manager, data communication, networking, Types of networks-LAN; WAN, MAN, Networking topologies. Real Time Sharing, On line & off line processing.

#### Suggested Books :

1. P. K. Sinha & P. Sinha, Computer Fundamentals, BPB Publication
2. V. Rajaraman, Computer Fundamentals, PHI
3. Tannenbaum, Computer Applications and Networks
4. 'O' Brien, Management Information Systems

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## BBA - II Semester Organisational Behaviour

State Paper code: FO10201T -A

MJPRU Paper code: RU-BBA201

### *Course outcomes:*

- *Understanding of knowledge about individual behavior in students.*
- *Understanding of dyad relationship in students.*
- *Understanding of behaviour in a group in students.*
- *Understanding about change in organization and QWL.*

### **UNIT-I**

Introduction: Nature and scope of OB, Challenges and opportunities for OB, Organization Goals, Models of OB, Impact of Global and Cultural diversity on OB.

### **UNIT-II**

Individual Behavior: concept, Personality, Perception and its role in individual decision making, Learning, Motivation, Hierarchy of needs theory, Theory X and Y, Motivation-Hygiene theory, Vroom's expectancy theory.

### **UNIT-III**

Interpersonal behavior: Transaction Analysis, The Johari Window, Leadership, its theories and prevailing leadership styles in Indian Organisations.

### **UNIT-IV**

Group Behavior: Definition and classification of Groups, Types of Group Structures, Group decision making, Teams Vs Groups, Contemporary issues in managing teams, Inter-group problems in organizational group dynamics, Management of conflict.

### **UNIT-V**

Management of Change: Change and Organisational development, Resistance to change, Approaches to managing organizational change, Organisational effectiveness, Organisational culture, Power and Politics in Organisation, Quality of work life, Recent advances in OB.

### **Suggested Books :**

1. Bennis, W.G., Organisation Development
2. Breech Islwar, Oragnaistion-The Framework of Management
3. Dayal, Keith, Organisational Development
4. Sharma, R.A., Organisational Theory and Behavior
5. Prasad, L.M., Organisational Behavior





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**BBA - II Semester**  
**Business Finance**

State Paper code: F010201T-B

MJPRU Paper code: RU-BBA202

*Course outcomes:*

- *Understanding of Business Finance among the student.*
- *Understanding about business finance and investment decisions.*
- *Understanding about financing and dividend decision.*
- *Understanding of about working capital.*

**UNIT-I**

Introduction to Business Finance: Concept of Business Finance and Financial management, Finance functions, objectives of financial management- Profitability vs. Shareholder wealth maximization. Scopes of financial Management and present-value calculation Time Value of Money - Compounding; Discounting.

**UNIT-II**

Investment Decisions: Capital Budgeting-Payback, NPV, IRR and ARR methods and their practical applications.

**UNIT-III**

Financing Decision: Capitalization Concept, Basis of Capitalization, consequences and remedies of over and under capitalization, Cost of Capital, WACC, Determinants of Capital structure, Capital structure theories. Capital structure determinants. Leverages: Operating, financial and total leverage.

**UNIT-IV**

Dividend Decision: Concept & Imp; relevance of dividend decision, Dividend Models- Walter's, Gordon's and MM Hypothesis, Dividend policy-determinants of dividend policy.

**UNIT-V**

Management of Working Capital: Concepts of working capital, operating cycle Approaches to the financing of current Assets, Management of different components of working capital.

**Suggested Books :**

1. Maheshwari S.N., Financial Management
2. Khan and Jain, Financial Management
3. Singh H.K., Business Finance

  
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**BBA - II Semester**  
**Human Resource Development**

State Paper code: F010202T-A

MJPRU Paper code: RU-BBA203

*Course outcomes:*

- *Understanding of basic Concept of HRD in Students.*
- *Understanding of HRD Process & Evaluation in Students.*
- *Understanding of Potential Appraisal, Job Enrichment, Quality circles in Students.*
- *Understanding of HRA, Stress Management & Organizational Developments in Students.*

**UNIT-I**

HRD: Concept, importance, benefits and its distinction from HRM, focus of HRD System, Structure of HRD System, Role of HRD manpower. Management Development: Concept, need, management development method, HRD matrix.

**UNIT-II**

Potential Appraisal: Concept, need, objectives, methods and Obstacles. HRD Process & Evaluation: Training, Meaning, role, assessing needs for training, organizing training programmes, training methods, evaluation of Training.

**UNIT-III**

Implementing HRD Programs: Concept of Job Rotation, Training Methods, Coaching & mentoring. Job Enrichment: Concept, Principles, steps for job enrichment, hurdles in job enrichment, making job enrichment effective, job and work redesign. Quality Circles: Concept, structure, training in quality circle, problem solving techniques, role of management, trade union and workers, quality circles in India.

**UNIT-IV**

HRA: Introduction, scope, limitations, methods. Management of careers. Stress Management: Definition, potential, sources of stress, consequences of stress, managing stress.

**UNIT-V**

Organizational Development concept & Theories, Organizational culture & workforce diversity, HRD practice in manufacturing & Service Sector. Issue and Challenges of HRD in Cross-cultural environment.

**Suggested Books :**

1. Dipak Kumar Bhattacharya, Human Resource Management
2. Arun Monappa, Managing Human Resource
3. P.Subba Rao, Essential of HRM and Industrial Relations
4. C.B. Memoria, Personnel Management





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**BBA – II Semester**  
**Marketing Theory and Practices**

State Paper code: F010202T-B

MJPRU Paper code: RU-BBA204

*Course outcomes:*

- *Understanding of basic concepts of Marketing in Students.*
- *Understanding of Market Segmentation in Students.*
- *Understanding of Marketing Mix in Students.*
- *Understanding of Marketing Research in Students.*

**UNIT-I**

Introduction to Marketing: Definition, nature, scope & importance of Marketing Management, Core concepts of marketing: selling concept, production concept, modern marketing concept, societal marketing.

**UNIT-II**

Market segmentation: Concept, basis of segmentation, its Importance in marketing; Targeting: Concept, Types, Importance; Positioning: Concept, Importance, Brand positioning, Repositioning.

**UNIT-III**

Marketing Mix: Product - Product Mix, New Product development, types of products, Product life Cycle, Branding and packaging, Price - Meaning, objective, factors influencing pricing, Various methods of pricing.

**UNIT-IV**

Marketing Mix Promotion - Promotional mix, tools, objectives, media selection & management, Distribution Concept, importance, different types of distribution Channels.

**UNIT-V**

Marketing Research: Importance, Process & Scope. Marketing Information System: Meaning, Importance and Scope. Consumer Behaviour: Concept, Importance and factors influencing consumer Behaviour.

**Suggested Books :**

1. Philip Kotlar, Marketing Mgt.(PHI)
2. Etzet, Walker, Stanton, Marketing
3. Rajan Saxena, Marketing Management





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**BBA - II Semester**  
**Business Mathematics**

State Paper code: FO10203T-A

MJPRU Paper code: RU-BBA205

*Course outcomes:*

- *Understanding of basic concepts of Mathematics in Students.*
- *Understanding of Matrix & its use in Students.*
- *Understanding of Set Theory in Students.*
- *Understanding of basics of Differentiation & Integration in Students.*

**UNIT-I**

Matrix: Introduction, Square Matrix, Row Matrix, Column Matrix, Diagonal Matrix, Identity Matrix, Addition, Subtraction & Multiplication of Matrix, Use of Matrix in Business, Mathematical Induction.

**UNIT-II**

Inverse of Matrix, Rank of Matrix, Solution to a system of equation by the ad-joint matrix methods & Guassian Elimination Method.

**UNIT-III**

Percentage, Ratio and Proportion, Average, Mathematical Series- Arithmetic, Geometric & Harmonic, Simple Interest & Compound Interest.

**UNIT-IV**

Set theory: Notation of Sets, Singleton Set, Finite Set, Infinite Set, Equal Set Null Set, Subset, Proper Subset, Universal Set, Union of Sets, Inter- section of Sets, Use of set theory in business, Permutation & Combination.

**UNIT-V**

Concept of Differentiation and Integration, Maxima and Minima in Differentiation, Application of Differentiation & Integration in Business (No proof of theorems, etc.)

**Suggested Books:**

1. Mehta & Madnani, Mathematics for Economics
2. Mongia, Mathematics for Economics
3. Zamiruddin, Business Mathematics
4. Raghavachari, Mathematics for Management



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**BBA - II Semester**  
**Advertising Management**

State Paper code: F010203T-B

MJPRU Paper code: RU-BBA206

*Course outcomes:*

- *Understanding advertising as a means of communication.*
- *Understanding the usage and role of advertising in Business.*
- *Understanding the reach and effectiveness of advertising as influence.*
- *Understanding the importance of creativity and planning of advertising in Business.*
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**UNIT-I**

Advertising: Introduction, Scope, importance in business, Role of advertising in social and economic development of India: Ethics and truths in Indian Advertising.

**UNIT-II**

Integrated Communication Mix (IMC)-meaning, importance; process, communication mix-components, role in marketing, Branding-meaning, importance in advertising.

**UNIT-III**

Promotional objectives – importance determination of promotional objectives, setting objective through DAGMAR approach, Advertising Budget - importance, establishing the budget- approaches to budget allocation.

**UNIT-IV**

Advertising Copy-meaning components types of advertising copy, importance of creativity in advertising; Advertising research – importance, testing advertising effectiveness market testing for ads; International Advertising-importance, international Vs local advertising.

**UNIT-V**

Media planning-importance, Selection of media strategies, media mix. Role & functions of Advertising & promotion Agencies.

**Suggested Books :**

1. Advertising and Promotion George E. Beich & Michael A. Belch.T.M.H.
2. Advertising Management, Concept and Cases Manendra Mohan, TMH
3. Advertising Management Rajeev Batra, PHI





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**BBA - III Semester**

**Management & Cost Accounting**

State Paper code: F020301T-A

MJPRU Paper code: RU-BBA301

**Course outcomes:**

- *Understanding of the nature of Cost and Management Accounting.*
- *Understanding of the accounting of material, labour and overheads.*
- *Understanding of the determination of cost of product, process and contract.*
- *Understanding of the concept of marginal costing and its uses in finding solutions of managerial problems.*
- *Understanding of the concept of cash flows and funds flow.*

**UNIT-I**

Introduction: Meaning, Nature and Scope of Management Accounting, Functions of Management Accounting, relationship with Financial Accounting and management accounting.

Cost Accounting: Nature and Scope of Cost Accounting, Cost concepts and classifications, Methods and Techniques of determining Element of Cost.

**UNIT-II**

Installation of cost system, Accounting of material Labour and Overheads.

**UNIT-III**

Product Costing: Single unit costing-preparation of cost sheet, Process costing, Contract costing (Elementary numerical problems)

**UNIT-IV**

Marginal Costing and Absorption Costing, Break-even analysis, Use of Marginal Costing in Business Decision Making.

**UNIT-V**

Cash flow and funds flow Analysis.

**Suggested Books :**

1. Maheshwari S.N., Advanced Problem and Solutions in Cost Accounting
2. Khan & Jain, Management Accounting
3. Gupta, S.P., Management Accounting



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**BBA - III Semester**  
**Business Law**

State Paper code: F020301T-B

MJPRU Paper code: RU-BBA302

**Course outcomes:**

- *Understanding of the provisions of Indian Contract Act.*
- *Understanding of the provisions of the sale of goods Act.*
- *Understanding of the provisions of Negotiable Instruments Act.*
- *Understanding of the provisions of Partnership Act and Law of Instruments & Arbitrations.*

**UNIT-I**

The Indian Contract Act 1872: Scope of the Act, Essential of A Valid Contract, Agreement, Performance of Contracts, Breach of Contract & Remedies, Quasi-Contracts. Contracts of Indemnity & Gurantee, Bailment & pledge and Agency.

**UNIT-II**

The Sale of Good Act, 1930: Formation of Contract, Conditions & Warranties, Rights of an Unpaid Seller, Performance of the Contract of Sale.

**UNIT-III**

The Negotiable Instruments Act, 1881: Nature and Types of negotiable instruments, Negotiation and Assignment, Holder-in-Due Course, Dishonour and Discharge of Negotiable Instrument; Arbitration.

**UNIT-IV**

Partnership Act 1932: Relations of partners, income and outgoing partners. Registration of Partnership, dissolutions of firm.

**UNIT-V**

Law of Insolvency- Discharge of insolvent, Effect of insolvency etc. Arbitrations Act 1940: Important prospectus.

**Suggested Books :**

1. Avatar Singh, Company Law.
2. Khergamwalla, JS, The Negotiable Instrument Act.
3. Ramaya A, A Guide to Companies Act.
4. Tuteja SK, Business Law for Managers.



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**BBA - III Semester**  
**Production Management**

State Paper code: F020302T-A

MJPRU Paper code: RU-BBA303

**Course outcomes:**

- *Understanding of basic concept of Production Management.*
- *Understanding of Plant Location & Lay-out.*
- *Understanding of Concept of Forecasting.*
- *Understanding of Production Planning & Control.*

**UNIT-I**

Introduction to Production: Management: History of Production Management; Definitions of Production Management; Production Process; Types of Production Systems;; Objectives of Production Management; Scope of Production Management.

**UNIT-II**

Plant Location, Plant Lay-out, Importance of Technology in Production.

**UNIT-III**

Concept of Forecasting: Purpose of Sales Forecasting, Basic Elements of Forecasting, Importance of Forecasting, Objectives of Forecasting, Classification of Forecasting; Qualitative and Quantitative Techniques of Forecasting.

**UNIT-IV**

Product Selection; Definitions of Product Design and Development: Need for Product Design and Development, Origin of the Product Idea and Selection from Various Alternatives, Choosing among Alternatives Products, Modifying the Existing Products, Sources of Product.

**UNIT-V**

Nature of Production Planning and Control (PPC): Types of Plans, Elements of Production Planning, Strategy of Production Planning, Aggregate Planning; Main Functions of Production Planning and Control (PPC).

**Suggested Books :**

1. Production Management by Telsang Martand S Chand Publication



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**BBA – III Semester**  
**Business Policy**

State Paper code: F020302T-B

MJPRU Paper code: RU-BBA304

**Course outcomes:**

- *Understanding of the underlying concepts and framework of Business Policy.*
- *Understanding of the Responsibility & Tasks of Top Management.*
- *Understanding of the Corporate Strategy.*
- *Understanding of the Functional Policies.*

**UNIT-I**

Introduction: Nature & importance of Business Policy, Objectives and Classification of Business Policy; Mechanism of policy making.

**UNIT-II**

Responsibilities & Tasks of Top Management: Objectives of Business, Characteristics, Classification, Types of objectives and their overall Hierarchy Setting of objectives, Key areas involved.

**UNIT-III**

Corporate Strategy Concept, Components, Importance, and Strategy Formulation: Factors affecting Strategy Formulation. Strategy Evaluation: Process, Criteria, Environmental Analysis, Resource Analysis.

**UNIT-IV**

Concept of Synergy: Types, Evaluation of Synergy, Capability Profiles, Synergy as a Component of Strategy & its relevance.

**UNIT-V**

Functional Policies: Marketing, finance, HR and Production.

**Suggested Books :**

1. Gluek & Jauch, Corporate Strategy.
2. Hatton & Hatton, Strategic Management.
3. Christian, Anderson, Bower Business Policy.
4. McCarthy, IninChiello, Curran Business Policy & Strategy.
5. Azhar Kazmi, Business Policy.



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**BBA - III Semester**  
**Business Communication**

State Paper code: F020303T-A

MJPRU Paper code: RU-BBA305

**Course outcomes:**

- *Understanding of Basic knowledge about the Business Communication.*
- *Understanding of communication at work place.*
- *Understanding of Knowledge about commercial correspondence.*
- *Understanding of Communication in international situation.*

**UNIT-I**

Introduction: Meaning and objective of Business communication, Forms of Communication, Communication model and process, Principles of Effective Communication.

**UNIT-II**

Corporate Communication: Formal and Informal Communication, Networks, Grapevine, Barriers in Communication, Groups discussion, Mock Interviews, Seminars, Individual and Group Presentations.

**UNIT-III**

Essential of effective Business letters, Writing Important Business letters including correspondence with Bank and Insurance companies; Oral & Non-verbal communication: Principles of Oral Presentation, Non verbal communication Body Language, Para Language, Effective Listening.

**UNIT-IV**

Presentation skills, factors of effective presentation Interviewing skills, writing cover page application, resume & CV.

Report writing, format of report, types of reports.

**UNIT-V**

Modern forms of communication, International communication, Cultural sensitiveness and cultural context, Writing and presenting in international situations.

**Suggested Books:**

1. Bapat & Davar, A Text book of Business Correspondence
2. Bhende D.S., Business Communication
3. David Berio, The Process of Communication
4. Gowd & Dixit, Advance Commercial Correspondence
5. Gurky J.M., A Reader in Human Communication



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**Department of Business Administration**  
**Faculty of Management**  
**MAHATMA JYOTIBA PHULE ROHILKHAND UNIVERSITY, BAREILLY**

**BBA - III Semester**  
**Business Environment**

State Paper code: F0202303T-B

MJPRU Paper code: RU-BBA306

*Course outcomes:*

- *Understanding of component of business environment.*
- *Understanding of prevalent economic system.*
- *Understanding of industrial policies.*
- *Understanding of role of government with regard to business.*

**UNIT-I**

Introduction: Concept, Significance and Components of Business environment, Factor affecting Business Environment, Micro and Macro environment, sustainable development of COVID-19.

**UNIT-II**

Economic Systems: Capitalism, Socialism, Communism, Mixed Economy- Public Sector & Private Sector.

**UNIT-III**

Industrial Policy-Brief historical perspective; New industrial policy of India, Socio-economic implications of Liberalization, Privatization and Globalization.

**UNIT-IV**

Role of Government in Regulation and Development of Business; Monetary and Fiscal Policy; Policies related to Agriculture, SMEs, KVIC etc.

**UNIT-V**

Overview of International Business Environment, Trends in World Trade EXIM Policy, FEMA sustainable development of COVID-19.

**Suggested Books :**

1. Francis Cherunilum, Business Environment
2. K. Aswathapa, Business Environment



  
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**BBA – IV Semester**  
**Supply Chain Management**

State Paper code: F020401T-A

MJPRU Paper code: RU-BBA401

**Course outcomes:**

- *Understanding of the basic concepts of Supply Chain Management.*
- *Understanding of the concept of ERP.*
- *Understanding of the concept of Benchmarking.*
- *Understanding of the concept of Logistics.*

**UNIT-I**

Introduction to Supply Chain Management (SCM), Generations of supply chain, Key Drivers of Supply Chain Management, flows in supply chain (product, information and money flow)

**UNIT-II**

Evolution of ERP, Concept of ERP in SCM, Quick Response and Accurate Response System in SCM.

**UNIT-III**

Introduction to Benchmarking, Understanding the Benchmarking Concept, Benchmarking Process, Benchmarking Procedure

**UNIT-IV**

Introduction to logistics, role of logistics in SCM, types of logistics, third party logistics

**UNIT-V**

New Developments in Supply Chain Management, Outsourcing Supply Chain Operations, The Role of E- Commerce in Supply Chain Management, Green Supply Chain Management, Global supply chain, Service supply chain, logistics

**Suggested Books :**

1. Supply Chain Management by Michel H Hungo.
2. Supply Chain Management by Sunil Chopra.
3. Supply Chain Management by Janat Shah.

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**BBA - IV Semester**  
**Research Methodology**

State Paper code: F020401T-B

MJPRU Paper code: RU-BBA402

**Course outcomes:**

- *Understanding of the basic concepts of subject.*
- *Understanding of the techniques of sampling.*
- *Understanding of Data presentation & Report Writing*
- *Understanding fundamentals of MS Windows and their application in research.*

**UNIT-I**

Meaning, Purpose and Scope of Research, Steps in Research, Identifying the Research Problem, Basic Concepts, Types of research, Literature Review: Need - Sources to Collect Review. Research Designs.

**UNIT-II**

Census vs Sampling, Characteristics of Good Sample, Advantages and Limitations of Sampling, Sampling Techniques or Methods (Probability and Non-Probability), Sampling Frame.

**UNIT-III**

Data Meaning, Types of Data - Primary Data & Secondary Data, Data Collection instruments, Questionnaire, Interview, Schedule Preparation model, Pilot study, Processing of Data: Editing, Coding, Classification, Tabulation of Data. Interactive discussion. Introduction of MS Excel.

**UNIT-IV**

Hypothesis Testing - Concept, Need, Characteristics of Hypothesis, Types of Errors, Various Hypothesis tests - Z - test, T Test, Chi-Square Test - ANOVA (theory only).

**UNIT-V**

Diagrams and Graphs: types (using Excel Sheet), Limitations, Discussion and Practical Introduction of Power Point Presentation.

Report Writing, types, Format, Principles of Writing report, Documentation: Footnotes and Endnotes, Bibliography, Citation Model, APA Model, guidelines for writing references.

**Suggested Books :**

1. C.R. Kothari, Research Methodology
2. Banerjee S. and Roy Ramendu, Fundamentals of Research Methodology .





# Department of Business Administration

Faculty of Management

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## BBA - IV Semester Specialised Accounting

State Paper code: F020402T-A

MJPRU Paper code: RU-BBA403

### Course outcomes:

- Understanding the accounting mechanism followed under consignments & Joint Ventures.
- Understanding of accounts of banking & insurance companies.
- Understanding that How accounts of Branch, Royalty, their purchase and Installments system are prepares.
- Understanding this mechanism of preparing partnership account.

### UNIT-I

Accounting of Non-trading Institutions, Joint Venture and Consignment.

### UNIT-II

Accounts of Banking companies and General Insurance companies.

### UNIT-III

Accounting of Branch accounts and departmental accounts under different Conditions.

### UNIT-IV

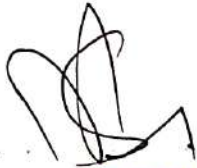

Accounting for Royalty Accounts under different business conditions Accounting of Hire-Purchase and Installment payment transactions.

### UNIT-V

Partnership Accounts: Final Account, Reconstitution of Partnership firms: admission, retirement and death of a partner, Dissolution of Partnership  
(Excluding insolvency of Partner)

### Suggested Books :

1. Agarwal, B.D., Advanced Accounting
2. Chawla & Jain, Financial Accounting
3. Chakrawarti, K.S., Advanced Accounts
4. Shukla, M.B., Financial Analysis and Business Forecasting
5. Jain & Naranag, Advanced Accounts

  
  
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**BBA – IV Semester**  
**Consumer Behaviour**

State Paper code: F020402T-B

MJPRU Paper code: RU-BBA404

**Course outcomes:**

- *Understanding of determinants of Consumer Behaviour.*
- *Understanding of the Consumer Decision making process.*
- *Understanding of the industrial Buying Behaviour.*
- *Understanding of the Consumer Behaviour Models*

**UNIT-I**

Introduction to CB, Needs & Wants, Factors affecting CB, Relevance of CB to Marketing field, Consumer Research Process.

**UNIT-II**

Individual determinants: Perceptual process, consumer learning process Introduction: Concept, importance and scope of CB, need for studying, consumer attitude formation, attitude measurement, meaning and nature of personality, self concept.

**UNIT-III**

Influences & Consumer Decision making: Family, reference group, personal, social and cultural influence on CB, Consumer Decision making process.

**UNIT-IV**

Industrial Buying Behaviour : Participants, characteristics of industrial markets, factors influencing industrial markets, stages of industrial buying process, Customer and marketing of services.

**UNIT-V**

CB models: Economic model, Psycho-analytic model, Sociological model, Howard & Seth model, Nicosia model, Engel-Kollat-Blackwell model.

**Suggested Books :**

1. Suja. R. Nair, Consumer Behaviour in Indian Perspective
2. Schiffman & Kanuk, Consumer Behaviour
3. Louden & Bitta, Consumer Behaviour
4. Bennet & Kasarjan, Consumer Behaviour





# Department of Business Administration

Faculty of Management

MAHATMA JYOTIBA PHULE ROHILKHAND UNIVERSITY, BAREILLY

## BBA - IV Semester

### Investment Analysis & Portfolio Management

State Paper code: Fo20403T-A

MJPRU Paper code: RU-BBA405

#### *Course outcomes:*

- *Understanding the working of Capital market and risk Components.*
- *Understanding valuation process of bonds and equity shares.*
- *Understanding fundamental, technical analysis and market efficiency.*
- *Understanding the mechanism of portfolio management*

#### **UNIT-I**

Investments: Nature, scope, objective and Process of investments analysis, concept of return and risk analysis, measurement of return and risk: Systematic and Unsystematic Risk.

#### **UNIT-II**

Investment Alternatives: Investment instrument of Capital Market and Money Market, Valuation of Fixed and Variable securities (Valuation of Bonds and Equity shares) Non Security forms of Investment, Government Securities, Mutual Fund, Real Estate and Gold.

#### **UNIT-III**

Fundamental Analysis: Economic analysis industry analysis and company analysis  
Technical Analysis: Trends, indicators, indices and moving average applied in technical analysis. Efficient Market Hypothesis: weak, semi-strong and strong market and its testing techniques.

#### **UNIT-IV**

Portfolio Management: Meaning, importance and objectives of portfolio and portfolio management, Risk and Return- Definition types and importance. Portfolio Analysis: Risk Measurement; estimating rate of return and standard deviation of portfolio returns; Effects of Combining securities; CAPM and its application in portfolio management.

#### **UNIT-V**

Performance evaluation of portfolios-different techniques.

#### **Suggested Books:**

1. Security analysis and Portfolio Management by Punithavathy Pandian





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MAHATMA JYOTIBA PHULE ROHILKHAND UNIVERSITY, BAREILLY

## BBA - IV Semester Company Law

State Paper code: Fo20403T-B

MJPRU Paper code: RU-BBA406

### *Course outcomes:*

- *Understanding provisions governing types of Companies and its formation.*
- *Understanding provisions regarding MA and AA*
- *Understanding provisions regarding share Capital, dividend and meeting.*
- *Understanding provisions regarding winding up of companies.*

### **UNIT-I**

Introduction: Definition and Kinds of Company, Promotion and Incorporation of Companies; Memorandum of Association, Articles of Association, Prospectus.

### **UNIT-II**

Provisions governing the Memorandum of Association, Article of Association and prospectus.

### **UNIT-III**

Shares, Share Capital, Members, Transfer and Transmission of shares, Directors-Managing Director, Whole Time Director-appointments, powers and removal.

### **UNIT-IV**

Capital Management; Borrowing powers, mortgages and charges, debentures, Company Meetings-kinds, quorum, voting, resolutions, minutes.

### **UNIT-V**

Majority Powers and minority rights, Prevention of oppression and Mismanagement. Winding up of companies, its Kinds and Conduct

### **Suggested Books :**

1. Grower L.C.B., Principles of Modern Company Law
2. Ramaiya A., Guide to the Companies Act
3. Singh, Avtar, Company Law
4. Kuchhal, S.C., Modern Indian Company Law
5. Kapoor, N.D., Company Law





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**BBA - V Semester**  
**Income Tax**

State Paper code: F030501T-A

MJPRU Paper code: RU-BBA501

*Course outcomes:*

- *Understanding about the Income Tax Act in students.*
- *Understanding about the gross income and taxable income in students.*
- *Understanding about the different deductions and exemptions in students.*

**UNIT-I**

Indian Income Tax Act, 1961: Basic Concepts - Income, Agriculture Income, Casual Income, Assessment Year, Previous Year, Gross Total Income, Total Income, Person, Tax Evasion, Tax Avoidance.

**UNIT-II**

Basis of Charge: Scope of Total Income, Residence and Tax Liability, Income which does not form part of Total Income.

**UNIT-III**

Heads of Income: Income from Salaries, Income from House Property.

**UNIT-IV**

Profit and gain of Business or profession, Capital Gain and income from other sources.

**UNIT-V**

Aggregation of Income, Set off and Carry forward of losses, deductions from gross total Income, Computation of total Income and Tax liability.

**Suggested Books :**

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

  
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**BBA - VSemester**  
**Marketing Communication**

State Paper code: F030501T-B

MJPRU Paper code: RU-BBA502

**Course outcomes:**

- *Understanding about the IMC approach in the development of an overall advertising and promotional plan in students.*
- *Understanding about creativity, critical thinking and analytical ability through developing an integrated marketing communication campaign in students.*
- *Understanding about the media, its types and planning in students.*

**UNIT-I**

Marketing Communication: Meaning and its objectives, Integrated Marketing Communication (IMC): concepts and process, IMC promotion Mix, Advertising - Meaning, objectives its role and functions, Classification of advertising, economic, social and ethical issues in advertising, DAGMAR approach, STP strategies in advertising, Advertising Agencies

**UNIT-II**

Process in Advertising: AIDA model, Information processing model, Advertising Budget – Top down and build up approach, methods of advertising – Affordable method, arbitrary allocation method, percentage of sales method, competitive parity method, Objective and Task method.

**UNIT-III**

Advertising Creativity: Meaning of creativity, Creative strategy, Creative tactics, Advertising Appeals, USP theory of creativity, Copywriting: Meaning and Definition of Copywriting, Copywriting guidelines, Print, Radio & TV Copywriting, Writing for the Web with Tips for good web content

**UNIT-IV**

Evaluation of media, Media Types and their characteristics, Media scheduling strategy, Setting Media objectives; Steps involved in media planning,

**UNIT-V**

Evaluation of advertising effectiveness – need and purpose of evaluation, pre-testing and post testing techniques, Advertising research, decision areas in International Advertising, Media Planning and Strategy

**Suggested Books :**

1. Chunawala & Sethia: Foundations of Advertising Theory & Practice; Himalaya PublishingHouse
2. Aaker, David A. et al., Advertising Management, PHI
3. George E Belch & Michael A Belch: Advertising and promotion- An integrated Marketing Communication Perspective-McGraw HillEducation



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**BBA - V Semester**

**Industrial Relations & Labour Laws**

State Paper code: F030501T-C

MJPRU Paper code: RU-BBA503

**Course outcomes:**

- *Understanding about the Industrial Relations, Industrial Labour and General Law in students.*
- *Understanding about Participative Management, Collective Bargaining in students.*
- *Understanding about Labour Laws in students.*
- *Understanding about Various Acts in students.*

**UNIT-I**

Industrial Relations: Role - Importance - Trade Unions – Industrial disputes and their Resolutions.

**UNIT-II**

Participative Management: Structure - Scope - Collective Bargaining – Workers Participation in Management (WPM) Works Committee - Joint Management Councils - Pre-Requisite for successful participation - Role of Government in Collective Bargaining.

**UNIT-III**

Industrial unrest: Employee dissatisfaction - Grievances - Disciplinary Action - Domestic Enquiry - Strikes - lockout - Prevention of Strikes - Lockouts. Discipline: Positive, negative discipline, disciplinary procedure, Absenteeism, Turnover, Dismissal and Discharge.

**UNIT-IV**

Factories Act: Meaning, Definition – Welfare – Safety – Health Measures. Workmen's Compensation Act and International Labor Organization - Role and Function, General provisions of Bonus Act and Gratuity Act.

**UNIT-V**

The industrial Dispute Act 1946, The Payment of Wages Act 1936: Definitions Provision & Penalties.

**Suggested Books :**

1. Sreenivasan M.R - Industrial Relations & Labor legislations.
2. Aswathappa K - Human Resource and Personnel Management.
3. Subba Rao P - Human Resource Management and Industrial Relations.
4. Monoppa - Industrial Relations.
5. S.C. Srivastava, Industrial Relation of Labour Laws.



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**MAHATMA JYOTIBA PHULE ROHILKHAND UNIVERSITY, BAREILLY**

**BBA - V Semester**  
**Entrepreneurship and Small Business Management**

State Paper code: F030502T-A

MJPRU Paper code: RU-BBA504

**Course outcomes:**

- *Understanding about concept of entrepreneur and entrepreneurship, entrepreneurial development & institutional support system in students.*
- *Understanding about Business Idea, Project and Small Business in students.*
- *Understanding about problems & prospects for entrepreneurs in students.*

**UNIT-I**

Entrepreneurship: Concept, Role & Importance in Indian Economy, Entrepreneurs – Evolution of concept, Types of entrepreneurs, Traits of Entrepreneur, problems faced by Entrepreneurs. Theories of Entrepreneurship.

**UNIT-II**

Concept and Significance, Entrepreneurial Development and Institutional Support System, Arrangement of finance and support from financial institutions, Entrepreneurial Development Programmes (EDPs), Problems faced in EDPs.

**UNIT-III**

Business Idea: Search for Business ideas, Environmental analysis, Identification of projects, Selection of project, Project formulation, Project report, Project appraisal.

**UNIT-IV**

Small Business, MSMED Act 2006, Strategic Planning and its steps for small business, Incentives and subsidies available to small business, forms of ownership, Registration formalities as SSI.

**UNIT-V**

Problems and prospects of entrepreneurs, Developing Women and Rural Entrepreneurs - Entrepreneur's Motivation.

**Suggested Books :**

1. Khanka, S.S.; Entrepreneurial Development; S. Chand and Co.
2. Kumar, Arya; Entrepreneurship; Pearson Education
3. Desai, Vasant; Dynamics of Entrepreneurial Development and Management; Himalaya Publishing



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**BBA - V Semester**  
**Sales Management**

State Paper code: F030502T-B

MJPRU Paper code: RU-BBA505

**Course outcomes:**

- *Understanding about concept of sales personnel and salesmanship in students.*
- *Understanding about personal selling and perspectives of managing sales force in students.*
- *Understanding about importance of sales force in organization in students.*
- *Understanding about the concept of distribution channels in students.*

**UNIT-I**

Introduction to Sales Management: Concept, Evolution of sales function, Objectives of sales management, Functions of Sales managers and their relation with other executives.

**UNIT-II**

Salesmanship: Theories of personal selling, Types of Sales Executives, Qualities of Sales Executives, Personal selling process, Showroom & exhibition

**UNIT-III**

Sales Organization and Relationship: Purpose of sales organization, Types of sales organization structures, Sales department external relations, Distributive network relations.

**UNIT-IV**

Sales Force Management: Recruitment and Selection, Sales Training, Sales Compensation.

**UNIT-V**

Distribution Network Management: Types of Marketing Channels, Factors affecting the choice of channel, Types of middlemen and their characteristics, Concept of physical distribution system.

**Suggested Books:**

1. Cundiff, Still, Govoni, Sales Management
2. Pradhan, Jakate, Mali, Salesmanship & Publicity
3. S.A. Chunawalla, Sales Management

  
  
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**BBA - V Semester**  
**Company Accounts**

State Paper code: F030502T-C

MJPRU Paper code: RU-BBA506

**Course outcomes:**

- *Understanding about the Joint Stock Companies in students.*
- *Understanding and knowledge about issue of shares and debentures & their redemption in students.*
- *Understanding about the accounting procedure for holding companies, liquidation, etc in students.*
- *Understanding about final accounts and accounting practices related to amalgamation in students.*

**UNIT-I**

Joint Stock Companies: Its types and share capital, Issue and forfeiture of share. Reissue of shares.

**UNIT-II**

Issue of preference share, Redemption of preference shares, Issue of Debenture and their Redemption.

**UNIT-III**

Final Accounts: Including Computation of managerial Remuneration and disposal of profit.

**UNIT-IV**

Accounting for Amalgamation of companies as per Accounting Standard 14, Accounting for Internal reconstruction, Liquidation of Company.

**UNIT-V**

Consolidated Balance Sheet of Holding Companies with one Subsidiary only. Statement of Affairs and Deficiency/Surplus, Receivers Receipt and Payment A/c.

**Suggested Books :**

6. Gupta R.L. Radhaswamy M, Company Accounts
7. Maheshwari, S.N., Corporate Accounting
8. Monga J.R., Ahuja, Girish, and Sehgal Ashok, Financial Accounting
9. Shukla, M.C., Grewal T.s. and Gupta, S.C. Advanced Accounts

  
  
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**Department of Business Administration**  
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**BBA - VI Semester**  
**Project Management**

State Paper code: FO30601T-A

MJPRU Paper code: RU-BBA601

**Course outcomes:**

- *Understanding about the characteristics of Project and Project Management in students.*
- *Understanding about the tools & techniques used in Project Management in students.*
- *Understanding about the scheduling and monitoring process in Project in students.*
- *Understanding about how optimum decisions are taken in case of risks with planned activities in project in students.*

**UNIT-I**

Definitions & Characteristics of Project, Types of Projects, Project Life Cycle, Project Management Process: Introduction, Tools & Techniques of Project Management. Project Team and Scope of Project Management, Project Organization.

**UNIT-II**

Project Identification & Selection: Identification, Generation of ideas, Approaches to Project Screening and Selection, Project Rating Index. Market & Demand Analysis Techniques: Survey & Trend Projection.

**UNIT-III**

Technical Analysis - (I) Technical Appraisal Decision tool of the project.  
(II) Key Aspects of Technology

**UNIT-IV**

Project Costing: Fundamental components of Project Cost, Types of Costs: Direct, Indirect, Recurring, Non-Recurring, Fixed, Variable, Normal, Expedite costs. Project Financing and Budgeting: Sources of Finance, Social Cost Benefit Analysis (SCBA) of Project, Project Scheduling and Network Analysis: Steps in Project Scheduling and Network design, Introduction to CPM and PERT.

**UNIT-V**

Monitoring and Control: Planning- Monitoring and Control Cycle. Project Management Information System. Milestone Analysis and Tracking Gantt chart. Earned Value Analysis (EVA): Planned Value(PV), Earned Value (EV), Cost Variance (CV), Schedule Variance (SV), Cost performance Index (CPI), Schedule performance Index (SPI). Project Termination: Types of Terminations, Project Termination Process.

**Suggested Books :**

1. Project Management- A Managerial Approach: Jack R. Meredith Broyhill Samuel J. Mantel, Jr (JohnWiley & Sons).
2. Project Management : Mr. Sanjiv Marwah- (Wiley Dreamtech).
3. Project- Preparation, Appraisal, Budgeting and Implementation: Chandra Prasanna (TMH)
4. Project Management Core Text Book : M R Gopalan (Wiley)
5. Quantitative Techniques in Management : N D Vohra (TMH)



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# Department of Business Administration

## Faculty of Management

MAHATMA JYOTIBA PHULE ROHILKHAND UNIVERSITY, BAREILLY

### BBA - VI Semester **Goods & Service Tax**

State Paper code: F030601T-B

MJPRU Paper code: RU-BBA602

#### **Course outcomes:**

- Understanding about the indirect taxes before GST in students.
- Understanding about the registration and documentation process under GST in students.
- Developing an overview about tax exemptions in students.
- Understanding about the filing of GSTR in students.

#### **UNIT-I**

Introduction: Constitutional framework of Indirect Taxes before GST (Taxation Powers of Union & State Government); Concept of VAT: Meaning, Variants and Methods; Major Defects in the structure of Indirect Taxes prior to GST; Overview of GST ; Structure of GST (SGST, CGST, UTGST & IGST); GST Council.

#### **UNIT-II**

Supply of Goods and Services - Definition of supply; Place of Supply: Intra-State and Inter-State supply; Composite and Mixed supply; Import and Export; Supplies of goods and services liable to be reverse charged; Time of supply; Nil rated supplies, Zero rated supplies, Exempted supplies & Non-GST supplies.

#### **UNIT-III**

Registration and Documentation: (A) Registration-Persons liable to registration; Compulsory registration; Procedure of Registration; Exemption from Registration; Composition Scheme. (B) Documentation- Tax Invoice; Bill of Supply; Receipt Voucher; Payment Voucher; Refund Voucher; Debit Note; Credit Note. Returns: GSTR 1 and GSTR 2, Monthly/Quarterly Return, Annual Return; Time and procedure of filing of Returns.

#### **UNIT-IV**

Input Tax Credit: Introduction, Concept of Input Service Distributor, Legal Formalities for an ISD, Distribution of Credit, Claiming Input Tax Credit for inputs goods, Claiming Input Tax Credit for Capital Goods.

#### **UNIT-V**

Payment of Tax- (a) Through Input Tax Credit (b) By cash / bank after generation of online Challan. E-Way Bill: Introduction, Preparation of E-Way Bill, Important Points for Transporter  
GST Portal: Introduction, GST Eco-system, GST Suvidha Provider (GSP), Uploading Invoices

#### **Suggested Books :**

1. Anandaday Mishra, GST Law & Procedure, Taxman.
2. Goods and Service Tax Acts.
3. Relevant Goods and Services Tax Rules.
4. Publication on GST by the Institute of Chartered Accountants of India ([www.icai.org](http://www.icai.org))
5. Publication on GST by the Central Board of Excise and Customs ([www.cbec.org](http://www.cbec.org)).
6. Nitya Tax Associates Basics of GST Taxman





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**Department of Business Administration**  
**Faculty of Management**  
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**BBA - VI Semester**  
**Strategic Management**

State Paper code: F030601T-C

MJPRU Paper code: RU-BBA603

**Course outcomes:**

- *Understanding about the strategies and tactics involved in running the business in students.*
- *Understanding about the opportunities and advantages available in the market and how to utilise them in students.*
- *Understanding about the survival and coping mechanisms of business in students.*

**UNIT-I**

What is Strategy? What are Strategic Intent; Mission; Objectives and Goals; Policies; Process of strategic management, Levels of strategy.

**UNIT-II**

Identifying strategic alternatives of business; Environmental appraisal – Internal environment; Key Success Factors; Capabilities and Core Competencies; Competitive Advantage to Competitive Strategies; VRIO Model

**UNIT-III**

External Environmental Analysis – PESTEL. SWOT Analysis; Tools and Techniques for Strategic Analysis – TOWS Matrix; Competitive Strategies - Porter's 5 Forces Model; BCG Matrix

**UNIT-IV**

Corporate Social Responsibility: Concept, process, scope and significance. Norms, control and implementation.

**UNIT-V**

Organization Structure: Leadership and corporate culture; Evaluation and Control: Process of Strategic Evaluation and Control and Feedback.

**Suggested Books :**

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



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# Department of Business Administration

## Faculty of Management

MAHATMA JYOTIBA PHULE ROHILKHAND UNIVERSITY, BAREILLY

### BBA - VI Semester Auditing

State Paper code: Fo30602T-A

MJPRU Paper code: RU-BBA604

#### *Course outcomes:*

- *Understanding about Auditing and its different types in students.*
- *Understanding about audit procedure and audit of limited companies in students.*
- *Understanding about special audit & recent trends in auditing in students.*

#### **UNIT-I**

Introduction: Meaning and objectives of Auditing, Types of Audit, Internal Audit, Audit Programme, Audit Notebook, Routine Checking and Test Checking.

#### **UNIT-II**

Internal Check System: Internal Control, Audit Procedure: Vouching, Verification of Assets and Liabilities.

#### **UNIT-III**

Audit of Limited Companies: Company Auditor - Appointment, Powers, Duties and Liabilities. Auditor's Report and Audit Certificate.

#### **UNIT-IV**

Special Audit: Audit of Banking Companies, Audit of Insurance Companies, Audits of Educational Institutions, Audit of Cooperative Societies, Efficiency Audit, Social Audit etc.

#### **UNIT-V**

Recent trends in auditing nature and significance of cost Audit Tax Audit, Organisational Audit.

#### **Suggested Books :**

1. Basu B.K., An insight with Auditing
2. Gupta Kamal, Contemporary Auditing



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**MAHATMA JYOTIBA PHULE ROHILKHAND UNIVERSITY, BAREILLY**

**BBA - VI Semester**  
**International Trade**

State Paper code: F030602T-A

MJPRU Paper code: RU-BBA605

*Course outcomes:*

- *Understanding about International Trade in students.*
- *Understanding about BoT and BoPs in students.*
- *Understanding about India foreign trade and India's trade policy in students.*
- *Understanding about international economic institutions and regional economic groupings in students.*

**UNIT-I**

Introduction: Basics of International Trade, International Trade Theories, Drivers of international trade, restraining forces, recent trends in world trade.

**UNIT-II**

Foreign trade: Foreign trade & Economic growth, Balance of Trade, Balance of Payments, Free trade, forms and restrictions.

**UNIT-III**

India's foreign trade: Composition of India's Exports and Imports, Direction of India's Foreign Trade – Export and Import partners, Recent trends in India's foreign trade.

**UNIT-IV**

Institutional infrastructure for export promotion in India, Projects & Consultancy exports. Trade Policy: India's Trade policy, export assistance, marketing plan for exports.

**UNIT-V**

International economic institutions: IMF, World Bank, WTO (in brief), Regional economic groupings - NAFTA, EU, ASEAN, SAARC.

**Suggested Books:**

1. Cherunilam, Francis – International Business(PHI)
2. Misra, S. & Yadav, P.K. – International Business(PHI)
3. Aswathapa, K – International Business (Tata McGraw Hill )
4. Sharan, Vyuptakesh – International Business (Pearson Education)
5. Varshney R.L. and Bhattacharya ,B– International Marketing Management (Sultan Chand & Sons)



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**BBA – VI Semester**  
**Training and Development**

State Paper code: F030602T-C

MJPRU Paper code: RU-BBA606

**Course outcomes:**

- *Understanding about the concept, models, interventions of training and development in students.*
- *Understanding about the need, assessment, designing, conducting & evaluating the training program in students.*
- *Understanding about the EDPs, MDPs and special issue in such programmes in students.*
- *Understanding about the relevance of coaching, counseling, mentoring & learning in students.*

**UNIT-I**

Introduction: Concepts and Rationale of Training and Development; Difference between Training, Development & Education, overview of training and development systems; organizing training department; training and development policies; Requisites of Effective Training.

**UNIT-II**

Training Needs Assessment (TNA): Meaning, Purpose and Methods, Need Assessment Process – Organizational Analysis, Task Analysis, Output of TNA. Learning Theories.

**UNIT-III**

Designing, Conducting & Evaluation of Training Program: Areas of training, Types of training, Training Methods, designing a training program, contents & scheduling, study material, selecting a trainer, deciding method of training, Types of Teaching Aids in Training, Training Evaluation & Methods of Training Evaluation, Training Effectiveness Models – Kirkpatrick Model of Training Effectiveness, CIRO Model, Trainer as a change agent.

**UNIT-IV**

Executive Development: Importance, Steps in the organization of a MDPs/ EDPs, Methods/ Techniques, Special Issues in Training & Development – Legal Issues, Cross Cultural Preparation, Managing Workforce Diversity, Sensitivity Training, Succession Planning.

**UNIT-V**

Coaching Counseling & mentoring concept, importance & process. Learning process and training.

**Suggested Books :**

1. Aswathappa, K Human Resource to personal, Tata McGrawtill.
2. Memoria C.B. and Memoria S. Personal Management, Himalaya Publishing company.
3. Noe, Raymond A., and Amitabh Deo Kodwani, Employee Training and Development, Tata McGraw Hill, 5th Edition, 2012.



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