

Integral University
B.B.A
Scheme of Evaluation 2015-2016
For the students admitted in 2015-16 onwards

YEAR-II

SEMESTER- IV

Sr. No	Subject Code	Subject	Period (Per Week)			Credit C	Evaluation Scheme				
			L	T	P		Sessional (CA)			Exam ESE	Subject Total
							CA	TA	Total		
1	BM218	Essentials of Research Methodology	3	1	0	4	15	10	25	75	100
2	BM219	Principles of Financial Management	3	1	0	4	15	10	25	75	100
3	BM220	Consumer Behaviour & Decisions	3	1	0	4	15	10	25	75	100
4	BM221	Commercial Law	3	1	0	4	15	10	25	75	100
5	BM222	Quality Management	3	1	0	4	15	10	25	75	100
6	CS 201	Basics of DBMS in Business	2	1	0	2	10	5	15	35	50
7	CS 202	Basics of DBMS in Business Lab	0	0	4	2	0	15	15	35	50
Total			17	6	2	24	85	70	155	445	600

L = Lecture,

P = Practical,

T =Tutorials,

C= Credit,

CT = Class Test,

TA =Teacher Assessment,

ESE=End Semester Examination

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

BBA - II YEAR
SEMESTER – IV
BM218
ESSENTIALS OF RESEARCH METHODOLOGY
w.e.f. 2015-16

Total Number Of Sessions-45

Max. Marks: 100

External Assessment: 75

Internal Assessment: 25

LTPC 3104

Objectives:

The objective of this paper is to understand the various aspects of research, identify the various tools available to a researcher. Research can help the marketing manager in decision making.

Unit I Introduction of Research **10**

Define research, aims and objectives. Formulating the research problem, choice of research design, types of research design, sources of experimental errors.

Unit II Sample and Sampling Design **10**

Some basic terms, advantages and limitation of sampling, sampling process, types of sampling, types of sample designs, testing of hypothesis, determining the sample size, sampling distribution of the mean.

Unit III Scaling Techniques **05**

The concept of attitude, difficulty of attitude measurement, types of scales, criteria for good test, use of scaling in marketing research.

Unit IV Data Collection: Methods of data collection **10**

Secondary data, sources of secondary data, primary data, collection of primary data observation, Questionnaire, designing of questionnaire, interviewing. Data Processing and Tabulation: Editing coding, problems in editing, tabulation.

Unit V Data Analysis & Report Writing **10**

Measurement of central tendency, dispersion, Tests of significance based on t, f and z distribution and chi-square test, Cross tabulation. Interpretation and Report Writing: Interpretation, types of research reports, guidelines for writing a report, writing a report format, evaluation of research report.

Suggested Readings:

- Beri, G.C.; Marketing Research, Tata McGraw Hill, 2003.
- Gupta, S.L., Marketing Research, Excel Books, 2004.
- Aaker; Marketing Research, John Willey & Sons, 2001.
- Tull & Hawkins; Marketing Research, Prentice Hall of India, 2000.
- Kothari, CR ; Research Methodology

BBA - II YEAR
SEMESTER – IV
BM219
PRINCIPLES OF FINANCIAL MANAGEMENT
w.e.f. 2015-16

Total Number Of Sessions-45
Max. Marks: 100
External Assessment: 75
Internal Assessment: 25
LTPC 3104

Course Objective:

The primary objective of the course is to familiarize the students with the basic accounting principles and techniques of preparing and presenting the accounts for user of accounting information.

Unit I

10

Financial Management: Meaning, Scope, objectives of Financial Management –Profit Vs. Wealth Maximization, Liquidity Vs Profitability, Methods of Financial Management .**Sources of Financing:** Classification of Sources of Finance, Security Financing, Loan Financing, Project Financing, Loan Syndication- Book Building, New Financial Institutions and Instruments (in brief)viz. Depositories, Factoring, Venture Capital, Credit Rating, Commercial Paper, Certificate of Deposit, Stock Invest, Global Depository Receipts.

Unit II

08

Concept in Valuation: Time Value of Money, Valuation Concepts, Valuation of Securities viz., Debentures, Preference shares and Equity Shares.

Unit III

10

Cost of Capital: Concept, Importance, Classification and Determination of Cost of Capital.

Capital Structure: Meaning, Factors Determining Capital Structure ,Optimum Capital Structure, Capital Structure Theories: NI approach , NOI approach , MM approach, Traditional Approach **Leverages:** Concept, Types of leverages and their significance.

Unit IV

10

Capital Budgeting: Concept, Importance and Appraisal Methods: Payback period, Post payback period, net present value, internal rate of return, Accounting rate of return

Dividend, Bonus and Rights: Dividend Policy, Relevance and Irrelevance Concepts of Dividend, Corporate Dividend Practices in India.

Suggested Readings:

1. Maheshwari S.N., "Financial Management", Principles and Practice, 9th Edition, Sultan Chand & Sons,.
2. Khan M.Y, Jain P.K., "Financial Management", , 3 rd Edition, Tata McGraw Hill,
3. Pandey I. M., "Financial Management", Revised Ed., Vikas Publishing House,

BBA - II YEAR
SEMESTER – IV
BM220
CONSUMER BEHAVIOUR & DECISIONS
w.e.f. 2015-16

Total Number of Sessions-45

Max. Marks: 100

External Assessment: 75

Internal Assessment: 25

LTPC-3104

OBJECTIVES:

The objective of this course is to provide the learner an overview of the Indian consumer behaviour practices and preferences. The aim is to provide knowledge about changing trends in the field of consumer behaviour.

Unit-I Introduction To Consumer Behaviour **10**

Consumer behaviour: Nature, Scope & application of consumer behaviour, Roles of Consumer as an individual, consumer decision making models, basic consumer research.

Unit-II Consumer As An Individual **10**

Consumer motivation: needs & goals, positive & negative motivation, types & systems of needs hierarchy & trio of needs. Personality: nature, theories; Freudian, neo Freudian & trait.

Unit-III Organizational Behaviour And Consumer **10**

Perception: sensation, absolute threshold and differential threshold. Learning: classical learning, instrumental learning and cognitive learning theories.

Unit-IV Consumer Behaviour & Group Influence **07**

Attitude: tri component attitude model and sources of influence, Consumer in social & cultural setting: Reference Groups: concepts, factors affecting reference groups, social class & its measurement.

Unit-V Consumer In Social & Cultural Setting **08**

Culture & sub culture: Definition & influence. Introduction to opinion leadership & consumer innovation

Suggested Reading:

1. Consumer Behaviour: Schiffman & Kanuk, (Pearson Education 7/e)
2. Consumer Behaviour: concept & application Loudon, David Bitta, Elbert Edition)
3. Consumer Behaviour : Hawkins, Best , Coney
4. Consumer Behaviour : Hoyer D Wyne, Maclains J, D E Borah, senage learning

BBA - II YEAR
SEMESTER – IV
BM221
COMMERCIAL LAW
w.e.f. 2015-16

Total Number of Sessions-45

Max. Marks: 100

External Assessment: 75

Internal Assessment: 25

L T P C 3 1 0 4

Course Objectives:

To understand basic legal terms and concepts used in law pertaining to business. To comprehend applicability of legal principles to situations in Business world by referring to few decided leading cases.

Unit-I

08

Negotiable Instruments Act 1881: Definition, Features and Kinds of Negotiable Instruments, Bills of Exchange, Promissory Note & Cheques. Endorsement, Presentment and Discharge of Parties, Liabilities of Banker and Dishonor

Unit-II

10

Law of Insurance: Definition and elements of insurance contract, premium and reinsurance. Basic idea about life, fire, and marine insurance. Law of carriage: Basic features of law relating to land, air, and sea carriers.

Unit-III

10

Companies Act 1956 -I: Meaning and Essential Features of Company, Types of Companies, and Formation of Company, Memorandum and Articles of Association, Prospectus.

Unit-IV

10

Companies Act 1956 –II: Share Capital, Types of shares, Allotment and Transfer and Purchase by a company of its own shares. Company Management: Appointment and Removal of Directors. Rights and Duties of directors

Unit-V

07

Meetings: Statutory Meetings, Basic knowledge of various types of resolutions. Winding up by court and voluntary winding up.

Suggested Reading:

1. S.S. Gulshan, G.K. Kapoor, Business Law Including Company Law (14th Edn. New Age Publication, 2010)
2. Shukla, M.C. Mercantile Law (S.Chand:New Delhi)
3. Mamoria, Mamoria and Gankar Dynamics of Industrial Relations in India (Himalaya: New Delhi)

BBA - II YEAR
SEMESTER – IV
BM222
QUALITY MANAGEMENT
w.e.f. 2015-16

Total Number of Sessions-45

Max. Marks: 100

External Assessment: 75

Internal Assessment: 25

LTPC 3104

Course Objectives:

The objective is to make students understand the concept and culture of total quality management and also develop skills to use SQC techniques and other quality tools in solving quality-related problems. The Course also makes students learn approaches for implementing and managing quality for product and services.

Unit-I **10**

Definition of quality. Quality as a means to success in a competitive and global environment. The rise of Japan and other eastern economies with a focus on quality. Quality costs; Quality and productivity; Quality policies and goals.

Unit-II **10**

Managing Quality, Quality starts with understanding the Needs, The customer focus, The power of the customer to choose, Need for customer care and relationship marketing.

Unit-III **10**

Quality leads to profits. Cost of poor quality, need for team work and process of rewards and recognition. Benchmarking and the concept of Kaizen. Business Process Reengineering (BPR). Six Sigma.

Unit-IV **07**

Quality Gurus: Deming, Juran, Ishikawa, Crosby and their contribution. Tools of Quality Management, Statistical Methods, problem solving tools such as – brainstorming, fishbone diagram and Pareto diagram. Need for unbiased data collection.

Unit-V **08**

Quality Systems – ISO 9000 series standards. Steps required to implement quality management systems. Documentation, elements of ISO 9000 internal audits and registration. Role of consultants in developing and implementing ISO 9000 quality systems.

Suggested Reading:

1. Besterfield, D.H., Michna, C.B., Besterfield, G.H. and Sacre, M.B.; Total Quality Management, ed.iii, Pearson Edu., Fifth impression, 2007.
2. Bank. John;The Essence of Total Quality Management:, Prentice Hall, first edition, 1992.
3. Dale, B. G.(ed); Managing Quality, Philip Allen, Hemel Hempstead.
4. Kehoe, D.F.; The Fundamentals of Quality Management, Chapman & Hall, London, 1996 edition.

BBA - II YEAR
SEMESTER – IV
CS201
BASICS OF DBMS IN BUSINESS
w.e.f. 2015-16

Total Number of Sessions-35
Max. Marks: 50
External Assessment: 35
Internal Assessment: 15
LTPC2102

Course Objectives:

To develop understanding of database management system and familiarizing students with the use of DBMS packages. The Course also provide an in-depth knowledge of database technology for System design and implementation.

Unit-I **07**

Introduction: definition of data, uses & need of data in organizations. DBMS functions, application, advantages, and disadvantages. Architecture level for DBMS. Describing and storing data in a DBMS, Queries in a DBMS, and Structure of a DBMS.

Unit-II **07**

Entity Relationship Model: Overview of Database Design, Entities, attributes, and Entity sets, Relationship and Relationship sets, additional features of the ER Model. Basic Concepts: Entities & their attributes, Data Models: The hierarchical model, the network model & the relational model.

Unit-III **07**

Relational Databases: Relations, tuples, domains & keys, Primary, Super candidate normalization – The first & second normal form of databases. Schema Refinement & Normal Forms.

Unit-IV **07**

SQL: Introduction, Characteristics advantages and Disadvantages, SDQL types and Literals. Data Protection: Recovery, concurrency, security & integrity.

Unit-V **07**

SQL commands and operators ,SQL Database creation & manipulation view & queries aggregate functions, insert update and delete operations, joins unions, intersection, minus, cursors in SQL.

Suggested Reading:

1. James Martin; Principles of Database Management, 1985, Prentice Hall of India, New Delhi
2. Naveen Prakash; Introduction to Database Management, TMH, 1993
3. Sanjay Saxena; A first course in Computers, Vikas Publishing House Pvt. Ltd.. Jungpura New Delhi, 1999
4. Ramakrishnan, R. and J. Gehrke; Database Management Systems, McGraw Hill Company, Higher Education, 2000.
5. Elmasri and Nathe; Fundamentals of Database systems, Pearson, 6 Edition, New Delhi.

BBA - II YEAR
SEMESTER – IV
CS202
BASICS OF DBMS IN BUSINESS LAB
w.e.f. 2015-16

Total Number of Sessions-45
Max. Marks: 50
External Assessment: 35
Internal Assessment: 15
LTPC0042

Course Objectives:

To develop understanding of database management system and familiarizing students with Access Objects: Tables, Queries, Forms, Reports and Modules. This Session will relate to practical topic assigned in the syllabus of Introduction to Database Management Systems.

1.General Introduction to DBMS and SQL

2. Creating Database

- A) Creating database using wizards
- B) Documenting the database
- C) Creating own database

3. Viewing Data from the table:

- A) For selective Column
- B) For Selective row
- C) Application based exercises

4. Viewing row from the table with satisfying conditions:

- A) IN operator
- B) BETWEEN operator
- C) LIKE Operator
- D) Application based exercises on operators

5. A) Creating a new table

- B) Viewing a table Structure
- C) Application based exercises
- D) Insert data into table
 - i)) Add a Row to a table
 - ii) Insert record through user interaction
- E) Update record in a table
- F) Delete any record form a table
- G) Duplicate table with new name

6. Modify table structure:

- A)Adding a new Columns
- B) Modifying existing Columns
- C) Create and design database using standard tools.