

Integral University, Lucknow
Department of Commerce & Business Management
Study and Evaluation Scheme
Choice Based Credit System
BBA
w.e.f.Session 2020-21

YEAR -II

SEMESTER- IV

S.N.	Subject Code	Subject	Period (Per Week)			Credit	Evaluation Scheme				
			L	T	P		C	Sessional (CA)			Exam ESE
						CA		TA	Total		
1	BM218	Essentials of Research Methodology	3	1	0	4	40	20	60	40	100
2	BM219	Principles of Financial Management	3	1	0	4	40	20	60	40	100
3	BM220	Consumer Behaviour & Decisions	3	1	0	4	40	20	60	40	100
4	BM221	Commercial Law	3	1	0	4	40	20	60	40	100
5	BM222	Quality Management	3	1	0	4	40	20	60	40	100
6	CS 201	Basics of DBMS in Business	2	1	0	3	40	20	60	40	100
7	CS 202	Basics of DBMS in Business Lab	0	0	4	2	40	20	60	40	100
Total			17	6	4	25	280	140	420	280	700

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

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

BBA

YEAR -II

SEMESTER – IV

Course Code : **BM218** Title of The Course : **ESSENTIALS OF RESEARCH METHODOLOGY**

Pre-Requisite : NONE Co-Requisite : NONE

L	T	P	C
3	1	0	4

Objective : 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.

Course Outcomes	
CO 1	To describe the meaning and role of Research Methodology.
CO 2	To formulate the research problem and understanding the major research designs.
CO 3	To demonstrate the understanding of attitude, its measurement and its scaling.
CO 4	To understand various sampling techniques and develop understanding of data collection and fieldwork, and determine data sources and learn the art of designing a questionnaire.
CO 5	To enable students to analyze data using various techniques and to learn how to communicate the results and follow up.

UnitNo	Title of The Unit	Content of Unit	Contact Hrs
1	Introduction of Research	Define research, aims and objectives. Formulating the research problem, choice of research design, types of research design, and sources of experimental errors.	10
2	Sample and Sampling Design	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.	10
3	Scaling Techniques	The concept of attitude, difficulty of attitude measurement, types of scales, criteria for good test, use of scaling in marketing research.	5
4	Data Collection: Methods of data collection	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.	10
5	Data Analysis & Report Writing	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.	10

References Books:
Beri, G.C.; Marketing Research, Tata McGraw Hill, New Delhi, India, 2003
Gupta, S.L., Marketing Research, Excel Books, India, 2004.
Aaker; Marketing Research, John Willey & Sons, United States, 2001.
Tull & Hawkins; Marketing Research, Prentice Hall of India, New Delhi, India, 2000
Kothari, C.R. Research Methodology – Methods and Techniques , New Age: New Delhi, 2004

BBA

YEAR -II

SEMESTER – IV

Course Code: **BM219** Title of The Course:**PRINCIPLES OF FINANCIAL MANAGEMENT**

Pre-Requisite : NONE Co-Requisite : NONE

L	T	P	C
3	1	0	4

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.

Course Outcomes	
CO1	To comprehend the meaning, scope and objective of financial management and to evaluate various source of finance.
CO2	To provides basic understanding of valuation of securities and impact of time on potential earning capacity of money.
CO3	To describe the concept, classification and determinant of cost of capital and capital structure of a company.
CO4	To explain alternative sources of finance and investment decisions and their feasibility.
CO5	To pronounce the determinants of dividend decision in relation to various models of dividend policy

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	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.	10
2	Concept in Valuation	Time Value of Money, Valuation Concepts, Valuation of Securities viz., Debentures, Preference shares and Equity Shares.	8
3	Capital Structure	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.	10
4	Capital Budgeting	Concept, Importance and Appraisal Methods: Payback period, Post payback period, net present value, internal rate of return, Accounting rate of return	10
5	Dividend Policy	Dividend Policy, Relevance and Irrelevance Concepts of Dividend, Corporate Dividend Practices in India.	7

References Books:
Maheshwari S.N., “Financial Management”, Principles and Practice, 9th Edition, Sultan Chand&Sons,
Khan M.Y, Jain P.K., “Financial Management”, , 3 rd Edition, Tata McGraw Hill,
Pandey I. M., “Financial Management”, Revised Ed., Vikas Publishing House
Anil Kumar Dhagat , Financial Management. Dreamtech Press, 2011
Stanley Block , Geoffrey Hirt and Bartley Danielsen,Foundations of Financial Management, McGraw Hill,2017

BBA

YEAR -II

SEMESTER – IV

Course Code : **BM220** Title of The Course : **CONSUMER BEHAVIOUR & DECISIONS**

L	T	P	C
3	1	0	4

Pre-Requisite : NONE Co-Requisite : NONE

Objective : To familiarize and acquaint the student with an overview of the Indian consumer behaviour practices and preferences Theaim is to provide knowledge about changing trends in the field of consumer behaviour.

Course Outcomes	
CO 1	To know about the concept and the importance of consumer behavior. It will help them to know the different models associated with the consumers.
CO 2	To understand the fundamentals of the individual as the consumer. It will help them to know the influence of the motivation and personality.
CO 3	To describe the individual consumer knowledge. It will help them to understand the concepts of consumer learning and personality of the consumers.
CO 4	To learn about the concept of the consumer behavior in terms of attitude and group.
CO 5	To provide insights into the influence of social and cultural setting over consumer in the present business world.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Introduction To Consumer Behaviour	Consumer behaviour: Nature, Scope & application of consumer behaviour, Roles of Consumer as an individual, consumer decision making models, basic consumer research.	10
2	consumer As An Individual	Consumer motivation: needs & goals, positive & negative motivation, types & systems of needs hierarchy & trio of needs. Personality: nature, theories; Freudian, neo Freudian & trait.	10
3	Organizational Behaviour And Consumer	Perception: sensation, absolute threshold and differential threshold. Learning: classical learning, instrumental learning and cognitive learning theories.	10
4	Consumer Behaviour & Group Influence	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.	7
5	Consumer In Social & Cultural Setting	Culture & sub culture: Definition & influence. Introduction to opinion leadership & consumer innovation	8

References Books:
Consumer Behaviour: Schiffman & Kanuk, (Pearson Education 7/e).2012
Consumer Behaviour: concept & application Loudon, David Bitta, Elbert Edition),2010
Consumer Behaviour : Hawkins, Best , Coney,2016
Consumer Behaviour : Hoyer D Wyne, Maclains J, D E Borah, senage learning.2010
Consumer Behaviour : Hoyer D Wyne, Maclains J, D E Borah, senage learning.2014

BBA

YEAR -II

SEMESTER – IV

Course Code: **BM221** Title of The Course : **COMMERCIAL LAW**

L	T	P	C
3	1	0	4

Pre-Requisite : NONE Co-Requisite : NONE

Objective : 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 case.

Course Outcomes	
CO1	To provide conceptual knowledge about various legal aspects about negotiable instruments.
CO2	To acquire basic understanding of law of insurance including life and general insurance.
CO3	To provide comprehensive knowledge of various provision regarding formation of a company in India.
CO4	To describe various provision regarding issue of shares and general management of a company in India.
CO5	To demonstrate various provision relating to meeting and winding up of a company under companies act 2013.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	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.	8
2	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, an sea carriers.	10
3	Companies Act 2013 -I	Meaning and Essential Features of Company, Types of Companies, and Formation of Company Memorandum and Articles of Association, Prospectus	10
4	Companies Act 2103 –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.	10
5	Meetings	Statutory Meetings, Basic knowledge of various types of resolutions. Winding up by court and voluntary winding up.	7

References Books:

Ratan Nolakha, Company Law and Practice, Vikas Publishing House, Pvt. Ltd, Noida, 2015

J. Sethi & N. Bhatia, Elements of Banking and Insurance, PHI Learning Pvt. Ltd., New Delhi, 2012

Mamoria, Mamoria and Gankar Dynamics of Industrial Relations in India ,Himalaya: New Delhi,, 2010.

S.S. Gulshan, G.K. Kapoor, Business Law Including Company Law (,4th Edn. New Age Publication, 2010

Shukla, M.C. Mercantile Law (S.Chand:New Delhi)

BBA

YEAR -II

SEMESTER – IV

Course Code : **BM222** Title of The Course : **QUALITY MANAGEMENT**

Pre-Requisite : NONE Co-Requisite : NONE

L	T	P	C
3	1	0	4

Objective : 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.

Course Outcomes	
CO 1	Evaluate the principles of quality management and to explain how these principles can be applied within quality management systems.
CO 2	Develop and understanding on Quality Management (QM) philosophies and frameworks.
CO 3	Critically analyze the strategic issues in quality management, including current issues and developments, and to devise and evaluate quality implementation plans.
CO 4	Identify the key aspects of the quality improvement cycle and to select and use appropriate tools and techniques for controlling, improving and measuring quality.
CO 5	Explain the regulation and the phases of a Quality system Certification process.

UnitNo	Title of The Unit	Content of Unit	Contact Hrs
1	Introduction to Quality Management	Definitions – QM framework, benefits, awareness and obstacles. Quality – vision, mission and policy statements. Customer Focus – customer perception of quality, Translating needs into requirements, customer retention. Dimensions of product and service quality. Cost of quality.	10
2	Principles and Philosophies of Quality Management	Overview of the contributions of Deming, Juran, Crosby, Ishikawa, Taguchi techniques – introduction, loss function, parameter and tolerance design, Concepts of Quality circle, Japanese 5S principles and 8D methodology.	10
3	Statistical Process Control and Process Capability	Meaning and significance of statistical process control (SPC) – construction of control charts for variables and attributed. Process capability – meaning, significance and measurement – Six sigma concepts of process capability. Reliability concepts – definitions, reliability in series and parallel, product life characteristics curve. Total productive maintenance (TMP), Business process re-engineering (BPR).	10
4	Tools and Techniques for Quality Management	Quality functions development (QFD) – Benefits, Voice of customer, information organization, House of quality (HOQ), building a HOQ, QFD process. Failure mode effect analysis (FMEA) – requirements of reliability, failure rate, FMEA stages, design, process and documentation. Seven old (statistical) tools. Seven new management tools. Bench marking and POKA YOKE.	7
5	Quality Systems Organizing and Implementation	Introduction to ISO – quality management systems – guidelines for performance improvements. Quality Audits. TQM culture, Leadership – quality council, employee involvement, motivation, empowerment, recognition and reward.	8

References Books:

Dale H. Besterfield ,Total Quality Management (Old Edition) 2011, Pearson Publications

D.R. Kiran ,Total Quality Management,2016, Butterworth-Heinemann Publication

John S Oakland , TQM: Text with Cases Paperback , 2003, Routledge

David Hoyle, Quality Management Essentials. 2006, Routledge

Besterfield Dale H., Total Quality Management (TQM) by Pearson .2018

BBA

YEAR -II

SEMESTER – IV

Course Code : **CS201** Title of The Course : **BASICS OF DBMS IN BUSINESS**

Pre-Requisite: NONE Co-Requisite : NONE

L	T	P	C
2	1	0	3

Objective : 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 No	Title of The Unit	Content of Unit	Contact Hrs
1	Introduction	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	7
2	Data base management system	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	7
3	Relation Database	Relational Databases: Relations, tuples, domains & keys, Primary, Super candidate normalization – The first & second normal form of databases. Schema Refinement & Normal Forms	7
4	SQL	SQL: Introduction, Characteristics advantages and Disadvantages, SDQL types and Literals. Data Protection: Recovery, concurrency, security & integrity.	7
5	SQL commands	SQL commands and operators ,SQL Database creation & manipulation view & queries aggregate functions, insert update and delete operations, joins unions, intersection, minus, cursors in SQL	7

References Books:
James Martin; Principles of Database Management, 1985, Prentice Hall of India, New Delhi
Naveen Prakash; Introduction to Database Management, TMH, 1993
Sanjay Saxena; A first course in Computers, Vikas Publishing House Pvt. Ltd.. Jungpura New Delhi, 1999.
Ramakrishnan, R. and J. Gehrke; Database Management Systems, McGraw Hill Company, Higher Education, 2000.
Dr. Shagun Prasad, V .Rama Rao DBMS, HP Publication 2nd, Edition, 2011.

BBA

YEAR -II

SEMESTER – IV

Course Code : **CS202** Title of The Course : **BASICS OF DBMS IN BUSINESS LAB**

Pre-Requisite: NONE Co-Requisite : NONE

L	T	P	C
0	0	4	2

Objective : 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 Systemdesign and implementation using practical practices.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Introduction	General Introduction to DBMS and SQL	10
2	Creating Database	A) Creating database using wizards B) Documenting the database C) Creatingown database	10
3	Viewing Data from the table	A) For selective Column B) For Selective row C) Application based exercises	10
4	Viewing row from the table with satisfying conditions:	A) IN operator B) BETWEEN operator C) LIKE Operator D) Application based exercises on operators 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	7
5	Modify table structure	A) Adding a new Columns B) Modifying existing Columns C) Create and designdatabase using standard tools.	8

References Books:

James Martin; Principles of Database Management, 1985, Prentice Hall of India, New Delhi

Naveen Prakash; Introduction to Database Management, TMH, 1993

Sanjay Saxena; A first course in Computers, Vikas Publishing House Pvt. Ltd.. Jungpura New Delhi, 1999.

Ramakrishnan, R. and J. Gehrke; Database Management Systems, McGraw Hill Company, Higher Education, 2000.

Dr. Shagun Prasad, V .Rama Rao DBMS, HP Publication 2nd, Edition, 2011.