

Integral University

DEPARTMENT OF COMMERCE AND BUSINESS MANAGEMENT

PROGRAMME: BBA

PROGRAMME SPECIFIC OUTCOMES (PSO):

- Graduates can join a professional career in fields of banking, finance service, research and consultancy in private as well as Govt. owned companies of repute in India and abroad.
- Enable students to take up higher education such as MBA, MFC and other professional courses to become business professionals, researchers, consultants and teachers with core competencies and skills
- Demonstrate ability to recognize and identify ethical conflicts, apply ethical reasoning and assess response options relative to the needs and interests of relevant stakeholders to address issues in a business context.
- Demonstrate the understanding and ability to apply professional standards, theory, and research to address business problems within specific concentrations.

PROGRAMME EDUCATIONAL OBJECTIVES (PEO):

- To provide basic infrastructure and instructional facilities to the students to imbibe in them knowledge of Commerce and Management subject's basic principles and practices.
- To sharpen the inbuilt skill of the students to match with Global Graduates & Post Graduates in the area of Commerce and Management along with producing corporate managers.
- To provide on the job training to the students to get industrial exposure and acquaintance to the real life business situations.
- To acquaint students with modern teaching pedagogy by teaching case studies and organizing brainstorming sessions.
Organizing curricular and co-curricular activities for developing multifaceted growth and development of personality of students.
- To teach values and ethics of Management and Corporate Social Responsibility of business to meet the current day national and global corporate challenges.

PROGRAMME OUTCOMES (PO):

- To produce Commerce and Management graduates equipped with modern communication skills.
- To develop philosophical, legal and ethical awareness to solve the present day problems prevalent in the society.
- Updating Information Technology development by equipping the students with newer ICT mechanism.
- Inculcate the habit of living in groups by forming association/councils for the individual and social causes as well as to organize different functions during the program period.
- To impart ecological and environmental subjects for developing and understanding of health and hygiene by striking a balance between professional job culture and living conditions.
- Apply concept of Commerce & Management subject in developing critical thinking for taking rational decision to solve day to day problems by minimizing uncertainties.

Integral University
B.B.A
Scheme of Evaluation -2015-16

YEAR -II

SEMESTER- III

| S.N. | Subject Code | Subject | Period (Per Week) | | | Credit C | Evaluation Scheme | | | | |
|--------------|--------------|---|-------------------|----------|----------|-------------|-------------------|-----------|------------|------------|---------------|
| | | | L | T | P | | Sessional (CA) | | | Exam | Subject Total |
| | | | | | | CA | TA | Total | ESE | | |
| 1 | BM213 | Indian Economy | 3 | 1 | 0 | 4 | 15 | 10 | 25 | 75 | 100 |
| 2 | BM214 | Mercantile Law | 3 | 1 | 0 | 4 | 15 | 10 | 25 | 75 | 100 |
| 3 | BM215 | Cost & Management Accounting | 3 | 1 | 0 | 4 | 15 | 10 | 25 | 75 | 100 |
| 4 | LN 201 | Advance Professional Communication | 3 | 1 | 0 | 4 | 15 | 10 | 25 | 75 | 100 |
| 5 | BM216 | Basics of Production & Operation Management | 3 | 1 | 0 | 4 | 15 | 10 | 25 | 75 | 100 |
| 6 | BM273 | Warehouse & Distribution Management | 3 | 1 | 0 | 4 | 15 | 10 | 25 | 75 | 100 |
| 7 | BM274 | Work Shop (SAFE EDUCATE)* | 0 | 0 | 2 | 1 | 25 | 15 | 25 | 75 | 100 |
| TOTAL | | | 18 | 6 | 2 | 25 | 90 | 60 | 150 | 450 | 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

YEAR -II

SEMESTER – III

Course Code : BM213

Title of The Course : INDIAN ECONOMY

Approved On : 23/05/2015

| | | | |
|---|---|---|---|
| L | T | P | C |
| 3 | 1 | 0 | 4 |

Pre-Requisite: NONE Co-Requisite : NONE

Objective : The objective of this course is to acquaint students with Indian economy and its various aspects. It aims to make the students aware of how Indian economy is influencing the business environment in Indian context.

| Course Outcomes | |
|-----------------|---|
| CO 1: | Understand and evaluate the structure and characteristics of Indian economy since independence |
| CO 2: | Understand and analyze the significance of planning for the development & progress of the nation. |
| CO 3: | To understand , analyze and evaluate the role of agriculture sector in economic growth and development, analyze the progress and changing nature of agricultural sector and its contribution to the economy as a whole. |
| CO 4: | To understand , analyze and evaluate the concept of industrial growth and its impact of various sectors |
| CO 5: | To understand , analyze and evaluate the reasons and causes of numerous economic problems prevailing in the society & understand the recent trends of trade. |

| Unit No | Title of The Unit | Content of Unit | Contact Hrs |
|---------|---|--|-------------|
| 1 | National Income and Infrastructure | Concept of economic growth and economic development, Basic characteristics of Indian economy, National Income of India: Growth, structure, and interstate variation, Changes in structure of Indian economy (Primary sector, Secondary sector and Tertiary sector). Infrastructure: Physical and Social, Role of infrastructure in economic development. | 10 |
| 2 | Planning and economic development | Indian planning: Objectives, priorities, and basic strategy. Achievements of economic planning, latest five year plan. | 8 |
| 3 | Agriculture and Land reforms | Agriculture: Production and productivity trends, Green revolution, land reforms, rural credit | 8 |
| 4 | Industrial Growth | Industrial sector: Industrial growth during planning period, industrial policy (Liberalization, Globalization and Privatization), Changing profile of public sector. | 9 |
| 5 | Major economic problems and Foreign Trade | Major economic problems: Population, unemployment, Poverty, inequality, inflation, regional imbalances .Recent trends in foreign trade of India, WTO and Indian economy, Export Import Policy (2002 2007), GATT, FEMA, TRIPS, TRIMS.. | 10 |

| References Books: |
|--|
| Basu, K., The Oxford Companion to Economics in India, Oxford University Press, New Delhi, 2007 |
| Government of India Planning Commission, Eleventh Five Year, 2007-12, Volume 1, New Delhi, 2008 |
| Jalan, B., The Indian Economy: Problems and Prospects, Viking, Delhi, 1992 |
| Parthasarthy, G., Economic Reforms and Rural Development in India, Academic Foundation, New Delhi, 2003. |
| Debraj Ray, Development Economics, Oxford University Press, Delhi, 1998. |

BBA

YEAR -II

SEMESTER – III

Course Code : BM214

Title of The Course : MERCANTILE LAW

| L | T | P | C |
|---|---|---|---|
| 3 | 1 | 0 | 4 |

Approved On : 23/05/2015

Pre-Requisite: NONE Co-Requisite : NONE

Objective : To provide general introduction to the legal environment that affects individuals, business and business transactions.

| Course Outcomes | |
|-----------------|--|
| CO 1: | To create understanding for the legal aspects of contracts. |
| CO 2: | To equip the students about the performance, discharge and remedies for breach of a contract under the Contract Act. |
| CO 3: | To provide a comprehensive knowledge about the establishment and functioning of a partnership firm under Indian Partnership Act. |
| CO 4: | To make them understand about sales and remedies of unpaid seller under Sales of Goods Act. |
| CO 5: | To provide insights and sensitize students about the environmental concerns and related laws. |

| Unit No | Title of The Unit | Content of Unit | Contact Hrs |
|---------|--------------------------------|---|-------------|
| 1 | Indian Contract Act | Indian Contract Act 1872: Definition and Meaning of Contract, Essentials of a Valid Contract: Offer and Acceptance Consideration, Free consent, and capacity of parties. Legality of Object Void Agreements. | 10 |
| 2 | Indian Contract Act | Performance of Contract and Discharge of Contract, Remedies for Breach of Contract, Basic Concepts of Contract of Indemnity and Guarantee. | 07 |
| 3 | Indian Partnership Act | Indian Partnership Act 1932: Definition and Nature of Partnership, Rights and Duties of a Partner, Dissolution of Partnership Firm. | 08 |
| 4 | Sale of Goods Act | Sale of Goods Act 1930: Definition of Sales, Essentials for Contract of Sale. Meaning of Conditions and Warranties. Implied warranties – Caveat Emptor. Transfer of Ownership, Rights of Unpaid seller and other remedial measures. | 10 |
| 5 | Environmental (Protection) Act | Dimensions of Environmental Problems, Pollution and its kinds. The Environmental (Protection) Act, 1986, The water (Prevention & Control of Pollution) Act, 1974, The Air (Prevention & Control of Pollution) Act, 1981. | 10 |

| References Books: |
|--|
| Chawla, Garg, and Sareen.: Mercantile Law, 7th Ed. Kalyani,2010 |
| Robert W, Emersion, Barron’s Educational Series,2007 |
| Gulshan, S.K.: Business Law, ed. iii, 2007, Excel Books,2009 |
| Parthasarthy, G., Economic Reforms and Rural Development in Indian Contract Act, Academic Foundation, New Delhi, 2003. |
| Debraj Ray, Mercantile Law, Oxford University Press, Delhi, 1998. |

BBA

YEAR -II

SEMESTER – III

Course Code : BM215 Title of The Course : COST AND MANAGEMENT ACCOUNTING

| | | | |
|---|---|---|---|
| L | T | P | C |
| 3 | 1 | 0 | 4 |

Approved On : 23/05/2015

Pre-Requisite: NONE Co-Requisite : NONE

Objective : The primary objective of the course is to familiarize the students with the basic cost concepts, allocation and control of various costs and methods of costing.

| Course Outcomes | |
|-----------------|---|
| CO1 | To give in-depth knowledge of Cost and Cost Accounting, its elements and detailed classification of cost. |
| CO2 | To acquire better understanding of cost analysis and budgetary control. |
| CO3 | To provide conceptual knowledge of marginal costing, its application and techniques. |
| CO4 | To acquire in-depth understanding of standard costing and variance analysis. |
| CO5 | To describe management accounting in the light of Funds Flow and Cash Flow Statement. |

| Unit No | Title of The Unit | Content of Unit | Contact Hrs |
|---------|--------------------------------------|--|-------------|
| 1 | Introduction | Introduction: Cost and Cost Accounting, Scope, Objectives, Advantages and disadvantages, Cost Control and Cost Reduction; Elements of Cost , Components of total Cost, classification of cost: fixed, variable, semi variable, Product , and Period costs, Direct and Indirect costs, Relevant, Irrelevant costs; S h u t -d own , and Sunk costs; controllable and uncontrollable cost : avoidable and unavoidable cost ; imputed and hypothetical cost ; out of pocket cost , opportunity cost ; expired and Unexpired cost. | 10 |
| 2 | Cost Sheet & Budget | Analysis of Cost – Preparation of cost sheet, estimate, tender and quotation. , Budgetary Control: Meaning, classification, types of budget. | 10 |
| 3 | Marginal Costing | Marginal Costing: Marginal cost vs. marginal costing; contribution, P/V ration; Break even analysis, margin of safety, application of marginal costing. | 8 |
| 4 | Standard costing & variance analysis | Standard Costing and Variance Analysis: material variances, labour variances. | 7 |
| 5 | Management accounting | Funds Flow Statement. Cash Flow Statement (as per AS14) | 10 |

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| References Books: |
| Maheshwari,S.N; Principles of Management accounting, Sultan Chand and Sons,2018 |
| M. Ravi Kishore, Cost and Management Accounting, Taxman's, 2011 |
| Shukla & Grewal's, Cost & Management Accounting, S.Chand, 2019 |
| K. Dhanesh Khatri , Accounting for Management, Mc Graw Hill publishing house, 2017 |
| Khan and Jain ; Management Accounting, Tata Mc Graw Hill publishing house , 2006. |

BBA

YEAR -II

SEMESTER – III

Course Code : LN201 Title of The Course : ADVANCE PROFESSIONAL COMMUNICATION

Approved On : 23/05/2015

Pre-Requisite: NONE Co-Requisite : NONE

| L | T | P | C |
|---|---|---|---|
| 3 | 1 | 0 | 4 |

Objective : Ways to improve the speed and efficiency of Reading, Importance of Skim reading, Note Making, Linear Note- Making & Patterned Note- Taking, Listening Skills & Features of Effective Listening, Benefits of Effective Listening.

| Unit No | Title of The Unit | Content of Unit | Contact Hrs |
|---------|---------------------------------------|--|-------------|
| 1 | Reading and Listening Comprehension | Ways to improve the speed and efficiency of Reading, Importance of Skim reading, Note Making, Linear Note- Making & Patterned Note- Taking, Listening Skills & Features of Effective Listening, Benefits of Effective Listening. | 8 |
| 2 | Writing Skills | C V & resume writing, Job application letter/Covering Letter, Precise making: Principles of condensation, Rules of writing précis Paragraph writing, Development of paragraph | 8 |
| 3 | Group Discussion and Interview Skills | Group Discussion : Meaning & Significance, How to prepare & practice for GD, Common Pitfalls in a GD Seminars: Definition & Conventions of a Seminar Interview: Definition, Skills & Techniques, Preparation, Negative Interview Factors & Interview Tips. | 8 |
| 4 | Presentation Skills | Presentation strategies: Purpose, Audience and locale, Organizing contents, Audio-Visual aids, Nuances of Delivery, Body Language, Voice Dynamics. | 8 |
| 5 | Project Work | After the commencement of the semester, the student would be assigned a topic by the teacher/Instructor. They will research it & submit a duly documented report of about 20-40 pages by the end of the semester | 8 |

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| References Books: |
| Raman, Meenakshi& Sharma, Sangeeta Technical Communication: Principles and Practice, Oxford University Press -2013 |
| Konar, Nira. Communication Skills for professionals, PHI Learning Pvt. Ltd – 2011. |
| Board of Editors, Written and Spoken Communication in English, University Press-2007 |
| O'Connor, J.D. BetterEnglish Pronunciation, universal Books Stall-1991 |
| Laws, Anne-Presentations, Orient Black Swan-2011 |

Course Code : BM216 Title of The Course : BASICS OF PRODUCTION AND OPERATIONS MANAGEMENT

Approved On : 23/05/2015

Pre-Requisite: NONE Co-Requisite : NONE

| L | T | P | C |
|---|---|---|---|
| 3 | 1 | 0 | 4 |

Objective : To develop basic understanding of concepts, theories and techniques of production process and operation management.

| Course Outcomes | |
|-----------------|--|
| CO 1: | Understand the role of operations in both manufacturing and service organizations and the significance of operations strategy in the overall business. |
| CO 2: | Identify the goals and objectives of inventory management and Understand the various selective inventory control techniques and its applications. |
| CO 3: | Learn different quality tools and the tools of statistical process control for analyzing a process in terms of quality and also develop an understanding of six sigma quality. |
| CO 4: | Understand the importance of facilities location decision in the whole supply chain in globalized operations and learn the tools relating to facilities location also study the problems related to the various facility layout. |
| CO 5: | Understand the latest concept of technology management and its relevance to Production and Operations management |

| Unit No | Title of The Unit | Content of Unit | Contact Hrs |
|---------|--|--|-------------|
| 1 | Introduction to Operation Management and Forecasting of Demand | Why study OM, Five P's of Production, Types of Transformation: Forecasting, Quantitative & Qualitative Techniques in Forecasting. | 5 |
| 2 | Waiting Line & Inventory Management | Economics of Waiting Line, Queuing System, Four Waiting Line Models along with application: Inventory management and analysis, Inventory Models. | 10 |
| 3 | Quality Management & Statistical Quality Control | TQM, Quality Specification, Design Quality, Quality at Source, Zero Defects, Cost of Quality, Continuous Improvement, Benchmarking, Poka –Yokes, Quality Awards; Statistical Quality Control: Acceptance Sampling, AQL & LTPD, P–Chart, X & R Chart. | 12 |
| 4 | Facility Location and Layout | Issue in Facility Location, Plant Location Methods, Factor Rating, Centre of Gravity Methods, Analytic Delphi Method, Four Basic Lay Out Formats, Assembly Line Balancing, splitting Tasks, Problems in Facility Layout. | 12 |
| 5 | Latest Concepts of POM | Latest Concepts: A brief introduction to JIT, computer aided manufacturing, TQM and ISO quality systems. | 5 |

References Books:

Adam Jr Everetl E. R J – Production and Operations Management (Prentice-Hall, 2000, 5th Edition)

Haleem A- Production and Operations Management (Galgotia books, 2004)

Bedi Kanishka - Production & Operations Management (Oxford University Press, 2nd Edition)

Adam Jr Everetl E. R J – Production and Operations Management (Prentice-Hall, 2000, 5th Edition)

R.V.Badi& N.V. Badi - Production & Operation Management (Vrinda Publications 3rd Edition)

BBA

YEAR -II

SEMESTER – III

Course Code : BM273 Title of The Course : Warehouse and Distribution Management

Pre-Requisite: NONE Co-Requisite : NONE

| | | | |
|---|---|---|---|
| L | T | P | C |
| 3 | 1 | 0 | 4 |

Objective : The basic objective of this Subject is to get familiar with warehousing its functions

| Course Outcomes | |
|-----------------|--|
| CO 1: | Understand the concept of warehousing and elements of warehousing design |
| CO 2: | Differentiate between Centralized and Decentralized storage |
| CO 3: | Learn about the various warehouse processes |
| CO 4: | Practice warehouse value added services |
| CO 5: | Discuss about the warehouse safety and ergonomic material handling methods.Learn about the warehouse quality control systems |

| Unit No | Title of The Unit | Content of Unit | Contact Hrs |
|---------|--|---|-------------|
| 1 | Introduction | Introduction to Warehousing, Evolution of Warehousing, Strategic Warehousing.Types of Warehouses & Storage Policy, Elements & Principle of Warehouse Design, Significance of Warehouse in SCM | 8 |
| 2 | Functions & Operations of warehousing and Cold Chain SCM | Functions of Warehouse, Warehouse Operations, Centralized and Decentralized, Storage Systems, Receiving and Put Away, Order Management System, Discussion on Picking, Packaging and Storage, Waste Management | 8 |
| 3 | Cold Chain SCM | Fundamentals of Cold Supply Chain, Segments of Cold Supply Chain, Classification of Cold Chain, Cold Supply Chain Trends in India, Process and Kew activities, Challenges of Cold Supply Chain | 8 |
| 4 | Warehousing Value-Added Services | Pick and Pack , Packaging and Labelling, Kitting and Assembling, 3PL, VMI, FF & E-FF, Repacking, Other VAS | 8 |
| 5 | Warehouse Management System | Introduction of WMS,WMS Activities, WMS Live by Operations Team | 8 |

References Books:

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|---|
| Adam Jr Everetl E. R J – Warehouse Management (Prentice-Hall, 2000, 5th Edition) |
| Haleem A- Supply Chain Management (Galgotia books, 2004) |
| Bedi Kanishka -Marketing Management (Oxford University Press, 2nd Edition) |
| Adam Jr Everetl E. R J – P Warehouse and Distribution Management (Prentice-Hall, 2000, 5th Edition) |
| R.V.Badi& N.V. Badi - Warehouse and Distribution Management (Vrinda Publications 3rd Edition) |

BBA

YEAR -II

SEMESTER – III

Course Code : BM274

Title of The Course : Workshop

Pre-Requisite: NONE Co-Requisite :NONE

| L | T | P | C |
|---|---|---|---|
| 0 | 0 | 2 | 1 |

Objective : The objective of the of the workshop is to indulge student into a practical session while make them aware about the real world work

The Workshop will be conducted at the safeducate warehouse this workshop will be conducted and arranged by safeducate resource in which student will be getting the practical session at the Warehouse and attendance and their marks will be allotted on the basis of their practical examination.