

# 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- IV

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	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

YEAR -II

SEMESTER – IV

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

Approved On : 23/05/2015

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.

Unit No	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

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

Approved On : 23/05/2015

L	T	P	C
3	1	0	4

Pre-Requisite : NONE Co-Requisite : NONE

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:

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|---|
| 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

Approved On : 23/05/2015

Pre-Requisite : NONE Co-Requisite : NONE

Objective : To familiarize and acquaint the student with 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.

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  
Approved On : 23/05/2015

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 cases

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)

Course Code : BM222 Title of The Course : QUALITY MANAGEMENT

Approved On : 23/05/2015

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:	Critically analyse the strategic issues in quality management, including current issues and developments, and to devise and evaluate quality implementation plans
CO 3:	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 4:	Develop and understanding on Quality Management (QM) philosophies and frameworks.
CO 5:	Explain the regulation and the phases of a Quality system Certification process.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Fundamentals of Quality	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.	10
2	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.	10
3	Quality Awards	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.	10
4	Quality Management Philosophies	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.	7
5	Quality Certification	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.	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

L	T	P	C
2	1	0	2

Approved On : 23/05/2015

Pre-Requisite : NONE Co-Requisite : NONE

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.

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

Approved On : 23/05/2015

L	T	P	C
0	0	4	2

Pre-Requisite : NONE Co-Requisite : NONE

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 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) Creating own 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 design database 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.