



BACHELOR OF BUSINESS ADMINISTRATION

COURSE - STRUCTURE - BBA

GIIT

Professional College

Paper	Description	Total Marks	Exam Hours	
FIRST YEAR (PART - I)				
Honors Papers				
Paper - 1	Introduction to Business Accounting	100	3	
Paper - 2	Management Concepts & Organizational Behaviour	100	3	
Paper - 3	Business Economics	100	3	
Paper - 4	Business Communication	100	3	
Subsidiary Papers				
Paper - 1	Business Organisation	100	3	-
Paper - 2	Principles of Economics	100	3	-
Composition Paper				
Paper	Hindi or Non - Hindi (Bengali, Oriya, Urdu, Alt. English)	100	3	-
SECOND YEAR (PART - II)				
Honors Papers				
Paper - 5	Introduction to Marketing Management	50	3	
Paper - 6	Introduction to Financial Management	50	3	
Paper - 7	Legal Aspects of Business	50	3	
Paper - 8	Management Information System	50	3	
Subsidiary Paper				
Paper - 1	Money and Banking	100	3	
Paper - 2	Planning and Economic Development	100	3	
Composition Paper				
Paper	Hindi or Non - Hindi (Bengali, Oriya, Urdu, Alt. English)	100	3	
THIRD YEAR (PART - III)				
Honors Papers				
Paper - 9	Entrepreneurship & Small Business	100	3	
Paper - 10	Elective - I (Choose any one Finance/Marketing/Human Resource)	100	3	
Paper - 11	Elective - II (Choose any one Finance/Marketing/Human Resource)	100	3	
Paper - 12	Project Work (Any area from Finance/Marketing/Human Resource)	100	3	
ELECTIVE AREA (Candidate can select any two electives from any one Specialization Area)				
Marketing Management		Finance Management		Human Resource Management
a) Fundamentals of Buying Behaviour		a) Banking Concepts and Practice		a) Manpower Planning
b) International Marketing		b) Securities & Securities Market		b) Industrial Relation
c) Creative Advertising and Sales		c) International Finance		c) Industrial Labour Legislation
Note : A candidate shall choose either (a) or (b) for composition for				
(a) Hindi — One full paper of 100 marks for each of the Part-I and Part-II examination.				
(b) Hindi — 50 marks and any one of the following languages (50 marks) for each of the part-I and part-II				
Examination Bengali, Oriya, Urdu, Alt. English.				

Course Name : B.B.A. (Second Year)		Academic Session: 2015-2018	
<u>Paper</u>	<u>Subject Name</u>	<u>Paper</u>	<u>Subject Name</u> <u>Paper</u>
Honors Paper V	Introduction to Marketing Management	Text Book: Marketing Management Analysis, Planning & Control Reference Book: 1. Marketing Management Analysis, Planning and Control 2. Marketing Management and Administration 3. Fundamental of Marketing	Kotler P S Neelmegham Britt and Boyd Stanton, Walker Etzel
Honors Paper VI	Introduction to Financial Management	Text Book: Financial Management Reference Book: 1. Financial Accounting 2. Financial Management 3. Financial Management 4. Financial Management	B K Mehta P C Tulsian Sudhindra Bhatt. Dr R P Rastogi Dr S P Gupta
Honors Paper VII	Legal Aspects of Business	Text Book: Business Law Reference Book: 1. Mercantile Law 2. Mercantile Law	B L Gupta Chawla and Garg N D Kapoor
Honors Paper VIII	Management Information System	Text Book: Management Information System Reference Book: 1. Information System for Modern Management 2. Management Information System 3. Multimedia Systems 4. Multimedia Information	W S Jawadakar Mudic, R G & Ross J E Bluementhal John F Koegel Burford Mary Feeney & Shirley Day
Subsidiary Paper III	Money and Banking	Text Book: Money, Banking, International Trade and Public Finance Reference Book: 1. An Outline of Money 2. Modern Banking 3. Mudra, Banking Evam Antar Rashtriya Vyapar 4. Bharatiya Mudra aur Banking 5. Mudra and Maudrik Santhayen 6. Moudrik Siddhant	M L Seth (Laxmi Narayan Publication) Growther Sayers Dr R N Sharma Prof. J P Sharma Prof. L M Roy Shridhar Pandey
Subsidiary Paper IV	Planning and Economic Development	Text Book: The Economics of Development and Planning Reference Book: 1. Principles of Economic Planning 2. Indian Economy 3. Economic Growth and Development 4. Indian Economics	M L Jhingam W S Jawadakar Mudic, R G & Ross J E Bluementhal Alok Ghosh

Course Name : B.B.A. (Second Year)		Academic Session: 2015-2018	
Paper	Subject Name	Paper	Subject Name Paper
Subsidiary Paper IV	Planning and Economic Development	5. Problems of Economic Development 6. Economic Nightmare of India 7. Indian Economy 8. Bharat Ka Arthik Vikas 9. Bharat Ka Arthik Vikas 10. Bharat Ki Arthik Samasshyaon ka Bishlesion 11. Bharat Ka Arthik Vikas 12. Bharat Ki Arthneeti 13. Indian Economy	K N Prasad Charon Singh K P M Sundharam C B Memoria Saxena Krishna Sahai Dr Devendra Prasad Singh Shridhar Pandey Charon Singh K K Dwett
Compositi on	M I L Hindi	अनुशासित पुस्तक : १. रेडियो और दूरदर्शन पत्रकारिता २. जनसंचार और हिंदी पत्रकारिता	डॉ हरिमोहन डॉ अर्जुन तिवारी

Course : BBA (Old) Year : Second (Part - II)		
01)	Introduction to Marketing Management	Shishir Kumar
02)	Introduction to Financial Management	Tarini Kumar
03)	Legal Aspects of Business	Tarini Kumar
04)	Management Information System	D N Singh
05)	Money and Banking	Priti Kumari
06)	Planning and Economic Development	Priti Kumari
07)	M I L Hindi	Sabita Paul

BACHELOR OF BUSINESS ADMINISTRATION		PART – II	SECOND YEAR
HONORS THEORY PAPER			
PAPER – 5	INTRODUCTION TO MARKETING MANAGEMENT		
<ul style="list-style-type: none"> ➤ The nature & scope of marketing management. Relationship of marketing with other functional areas of management ➤ Strategic Marketing Planning. Marketing environment. Macro & Micro Variables Market Segmentation ➤ Consumer Buyer Behavior - Factors affecting buyer: behavior, the buying decision process ➤ Product Management — Product life cycles. New Product Planning & strategy, Product Mix & Product Line decisions, Bring .Packaging & labeling decisions. ➤ Price Policy — Pricing objectives ,major considerations in price fixation ,selecting a pricing method ,price adaptations ➤ Physical distribution — Channel design & channel management decisions, channel conflicts. ➤ Developing a promotion Programme. Meaning & Role of the elements of Promotion Mix Introduction to sales management, Sales forecasting & Planning Sales control ➤ Introduction to Marketing Research ➤ Introduction to Marketing audit 			
HONORS THEORY PAPER			
PAPER – 6	INTRODUCTION TO FINANCIAL MANAGEMENT		
<ul style="list-style-type: none"> ➤ Financial management: Meaning nature & scope of Finance, Financial goal, Profit vs Wealth Maximization ➤ Capital Budgeting : Nature of investment Decision ,Investment evaluation criteria Net present value, Internal rate of return , comparison between NPV & IRR ➤ Cost of Capital: Meaning & significance of cost of capital various types of cost of capital cost of borrowed capital, cost of preference capital, cost of equity share capital ➤ Capital Structure: Step in financial planning. Capitalization, one capitalization under capitalization under capitalization Designing of capital structure, optimum Capital structure ➤ Operating & Financial Leverages: The concept of leverages, Degree of operating leverage, significance of operating leverage financial leverage, Impact of different leverage on profit. Combined Financial & operating leverage ➤ Management of Working Capital — Working capital & its role operating cycle, Risk - ➤ Return Trade off ,Factors Determining the size of working capital , types & source of working capital ,Estimating working capital requirements , working capital analysis ➤ Inventory Management -: Objectives of inventory Management size & cost of inventory, Analysis of inventory, inventory turnover, inventory Control, Economic order quantity, Reorder Point Turnovers , Inventory control —Economic order Quantity Re-Order Point ,ABC analysis 			
HONORS THEORY PAPER			
PAPER – 7	LEGAL ASPECTS OF BUSINESS		
<ul style="list-style-type: none"> ➤ Nature, Meaning & Significance of Law : Society, state & rule of law, Sources of Business Law ➤ Indian Contract Act 1872 : Definition & Nature of Contracts, Offer & Acceptance, Consideration, Void Agreements, Contingent Contracts, Quasi Contracts, Remedies for Breach of Contract, Indemnity & Guarantee, Bailment & Pledge Agency ➤ Indian Partnership Act 1932 : Definition & Nature of Partnership, Relation of Partners, INTERSE with Third Parties incoming & outgoing partners, Dissolution of firm, Registration of Firm ➤ Sale of Goods Act 1930 : Nature of Contract of Sale, Classification of Goods, Conditions & warranties, passing of property, Performance of Contract, Right of an unpaid seller, Remedies for breach of Contract of sales of goods, Auction sales ➤ Negotiable Instruments Act 1881 : Definition & Character of Negotiable Instruments, Promissory Note, Bill of Exchange & Cheque, Parties to Negotiable Instruments, Presentment Negotiation Discharge From liability, Dishonor of a Negotiable Instrument, Customer 			
HONORS THEORY PAPER			
PAPER – 8	MANAGEMENT INFORMATION SYSTEM		
<ul style="list-style-type: none"> ➤ Concept, Role & importance of Management Information system ➤ MIS & decision making concepts: Herbert Simon Model of decision making ➤ Concept of Information: Classification of information, value of Information, MIS & Information concepts ➤ 			

HONORS THEORY PAPER

COMPOSITION

- Concept of System Analysis & Design (SAD) need for System Analysis, the Process of SAD, MIS & System Analysis
- Planning Designing & implementation of MIS
- Concept of philosophy of DSS
- Introduction to Enterprise Management System
- The Concept of DBMS & RDBMS
- Multimedia Information System:- Operating system support for continuous media Application, Middleware system services Architects, Multimedia devices , presentation services & the user interface Multimedia file systems & Information models, Multimedia Presentation & Authoring

SUBSIDIARY THEORY PAPER

PAPER - 3

MONEY AND BANKING

- Definition, functions & classification of money. Changes in value of money
- Theories - its measurement. Index number - simple & weighted index number. Relationship between price & value of money - quantity. Theory fishing equation-Cambridge equation - Marshall Pigon - Robertson & Keyene's view inflation - Deflation-their causes & effects on different classes of people, Method to implementation.
- Devaluation & Depreciation - Goals of monetary policy. International monetary policy. International monetary system - Foreign exchange, Determination of rate of exchange - A brief outline of Purchasing Power Parity theory. Gold Standard - working & break - down of gold Exchange standard. I.M.F. its working & present position.
- Banking: Nature of Banking — types of Banks — Unit Banking & Branch Banking Their Functions
- Commercial banks: Creation of Credit & other function of commercial Bank
- Investment policy of commercial banks
- Central Bank: Functions of Central Bank, Credit control methods & tools of monetary policy
- R.B.I. & its functions, success & failure of R.B.I & agricultural credit, NABARD

SUBSIDIARY THEORY PAPER

PAPER - 4

PLANNING AND ECONOMIC DEVELOPMENT

- Planning: Nature of Economics system Capitalism, & Mixed economy, their characteristics, Features, Significance of planned economic system. Meaning, objects, scope & importance of economic planning. Types of economic planning 7 economic planning in an underdeveloped economy. Essentials of planning - steps in planning - planning in India.
- Economic Development Of India: Concept of economic development - Basis of economic development, Characteristics of a developing economy, problems of economic development in a developing country. Role of state in growth & industrial development in country, Features of under-developed countries with special reference to India. Obstacle in development & measures for economic development, physical & economic environment & its influence on the economic development of India.
- Indian agriculture-Growth & development of agriculture of India-l& reform sub-division & consolidation of holding & co-operative farming-agricultural products-problems-rural indebtedness five year plans & agriculture-Agricultural policy of the Government of India. Problem of Industrialization n India-Iron & Steel Cement, Cotton Textile, Jute, Sugar Importance of Small Scale Industries, Industries & five years plans. Means of Transport: Development of Railways & road Transport.

COMPOSITION PAPER

COMPOSITION

MIL HINDI

- निबंध प्रभा,
- निर्धारित निबन्ध:
 1. महात्मा गाँधी : ईश्वर पर विश्वास,
 2. डॉ सम्पूर्णनंद: हमारा सांस्कृतिक पतन,
 3. डॉ राजेंद्र प्रसाद : शिक्षा और संस्कृति,
 4. भगवतशरण उपाध्याय: लिपिकी सत्ता,
 5. गुनाकर मुले: हमारा समय और विज्ञान