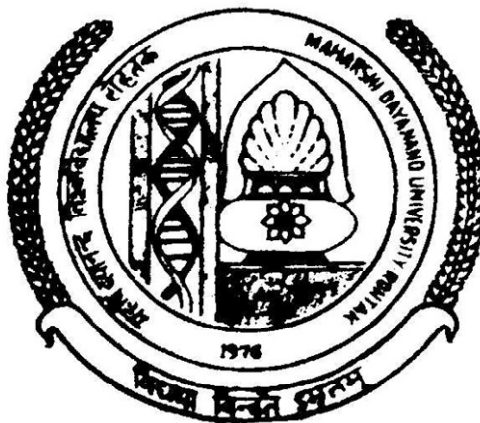


**SCHEME OF EXAMINATION**  
**&**  
**SYLLABI**  
**of**  
**BACHELOR OF BUSINESS ADMINISTRATION**



**FROM THE ACADEMIC SESSION 2014-15**

**MAHARSHI DAYANAND UNIVERSITY  
ROHTAK (HARYANA)**

**CURRICULUM AND SCHEME OF EXAMINATIONS OF  
BBA PROGRAMME FROM THE SESSION 2014-15**

**THIRD YEAR**

**Fifth Semester**

<b>Paper No</b>	<b>Title of Paper(s)</b>	<b>External Marks</b>	<b>Internal Assessment/ Work-shop Marks</b>	<b>Practical Marks</b>	<b>Total Marks</b>
BBAN501	Production and Materials Management	80	20	-	100
BBAN502	Company Law	80	20	-	100
BBAN503	Indian Business Environment	80	20	-	100
BBAN504	Computer Networking & Internet	50	-	50	100
BBAN505	Presentation Skills and Personality Development	80	20	-	100
BBAN506	Cyber Security	80	20	-	100
BBAN507	Summer Training Report	100	-	-	100
	TOTAL				700

**Sixth Semester**

<b>Paper No</b>	<b>Title of Paper(s)</b>	<b>External Marks</b>	<b>Internal Assessment/ Work-shop Marks</b>	<b>Practical Marks</b>	<b>Total Marks</b>
BBAN601	Income Tax	80	20	-	100
BBAN602	System Analysis & Design	80	20	-	100
BBAN603	Foundations of International Business	80	20	-	100
BBAN604	Consumer Protection	80	20	-	100
BBAN605	E-Commerce	50	-	50	100
BBAN606	Project Report	100	-	-	100
BBAN607	Comprehensive Viva-voce	100	-	-	100
	TOTAL				700

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

## **PRODUCTION AND MATERIALS MANAGEMENT**

**PAPER CODE: BBAN-501**

### **UNIT-I**

Production economics: introduction, evaluation, major long term and short term decisions; objectives, importance and activities, differences between products and services. Meaning and types of production systems: production to order and production to stock; plant location; factors affecting location and evaluating different locations.

### **UNIT-II**

Production planning and control, objectives, advantages and elements. PPC and production systems, sequencing and assignment problems.

Inventory control: objectives, advantages and techniques (EOQ model and ABC analysis); quality control: meaning and importance, inspection, quality control charts for variables and attributes.

### **UNIT-III**

Materials Management: meaning, objectives, importance, functions and organization materials information system; standardization, simplification and variety reduction; value analysis and engineering.

### **UNIT-IV**

Stores Management: meaning, objectives, importance and functions, stores layout; classification and codification; inventory control of spare parts; materials logistics-warehousing management, materials handling, traffic and transportation; disposal of scrap, surplus and obsolete materials.

### **SUGGESTED READINGS:**

1. Dobler & Burt, Purchasing and Supply Management: Text & Cases, Tata McGraw Hill Publishing Company Ltd., New Delhi
2. Nair, Purchasing and Material Management, Vikas Publishing House, New Delhi
3. Gopal Krishnan, P., Handbook of Materials Management, Prentice Hall of India Pvt. Ltd., New Delhi
4. Gopalakrishnana, P. & Sundarshan, M., Materials Management: An Integrated Approach, Prentice Hall of India Pvt. Ltd., New Delhi
5. Bhat, K. Shridhara, Materials Management, Himalaya Publishing House

### **Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

**COMPANY LAW**  
**PAPER CODE: BBAN-502**

**UNIT-I**

Company – meaning and features, kinds of companies, registration and incorporation, memorandum of association, article of association, prospectus

**UNIT-II**

Share Capital – Shares, issue and allotment of shares, transfer of shares, types of shares, alteration of share capital, buy-back of shares, surrender and forfeiture of shares, bonus shares  
Debentures – Meaning and kinds, debenture trust deed and duties of trustee

**UNIT-III**

Company Administration and Meetings – Board of Directors – qualification, appointment, duties and remuneration

Meetings – Statutory meeting, annual general meeting, extra – ordinary general meeting

**UNIT-IV**

Prevention of oppression and mismanagement

Winding up – types of winding up, appointment of liquidator, powers of liquidator, conduct of winding up

**SUGGESTED READINGS:**

1. Singh, Avtar, Company Law, Eastern Book Company, Lucknow
2. Kapoor, N D, Elements of Company Law

**Note:**

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2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

## **INDIAN BUSINESS ENVIRONMENT**

**PAPER CODE: BBAN-503**

### **UNIT-I**

Nature, components and determinants of business environment; basic nature of Indian economic system; growth of public and private corporate sector; social responsibility of business; economic reforms since 1991 – an overview.

### **UNIT-II**

Review of industrial policy developments and pattern of industrial growth since 1991; industrial licensing policy; public sector reforms; privatization and liberalization trends; growth and problems of SMEs; industrial sickness.

### **UNIT-III**

Development banking: an overview and current developments; regulation of stock exchanges and the role of SEBI; banking sector reforms; challenges facing public sector banks; growth and changing structure of non-bank financial institutions.

### **UNIT-IV**

Trend and pattern of India's foreign trade and balance of payments; latest foreign trade policy; India's overseas investments; policy towards foreign direct investment; globalization trends in Indian economy; role of MNCs; impact of multilateral institutions (IMF, World Bank and WTO) on Indian business environment.

### **SUGGESTED READINGS**

1. F. Cherunilum, Business Environment, Himalaya Publishing House, New Delhi
2. Biswanath Ghosh, Economic Environment & Business, Vikas Publishing House, New Delhi
3. N.K. Sengupta, Government and Business, Vikas Publishing House, New Delhi
4. K. Ashwathappa, Business Environment for Strategic Management, Himalaya Publishing House, New Delhi
5. Govt. of India, Economic Survey (latest year)
6. Bedi, Suresh, Business Environment, Excel Books, New Delhi

### **Note:**

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2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 50  
 Practical Marks: 50  
 Time: 3 hrs.

## **COMPUTER NETWORKING AND INTERNET**

### **PAPER CODE: BBAN-504**

#### **UNIT-I**

Introduction to network, advantages and disadvantages of network, network topologies, analog and digital signal, analog and digital transmission, transmission media, network categories, wireless networks.

#### **UNIT-II**

OSI model and TCP/IP model, protocols and their classification, flow control and cryptography, ranking, Firewall.

#### **UNIT-III**

Overview of internet, internet service provider, setting windows environment for dial up networking, search engine, searching web using search engine, audio on internet, newsgroup, subscribing to news groups.

#### **UNIT-IV**

Intranet concepts and architecture, building corporate world wide web, HTTP protocol, intranet infrastructure, fundamental of TCP/IP, intranet security design, intranet as a business tools, future of intranet, protocols of communication.

**Lab:** HTML and Surfing with Internet

#### **SUGGESTED READINGS:**

1. Forouzan , Data Communication & Networking, TMH, N.Delhi.
2. Miller, Data and Network Communication, Vikas Publishing House, New Delhi.
3. Shay, Understanding Data Communication and Networks, Thomson Learning, Vikas Publishing House, New Delhi.
4. Tannenbaum, Computer Networks, PHI, N.Delhi.
5. Uyles Black, Computer Networks, PHI, N.Delhi.

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2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80  
Internal Marks: 20  
Time: 3 hrs.

## **PRESENTATION SKILLS & PERSONALITY DEVELOPMENT**

### **PAPER CODE: BBAN-505**

#### **UNIT-I**

Introduction – Meaning, types of presentation: presentation that deeply involves the audience, presentation that creates excitement, persuasive presentation, presentation evoking emotional appeal, presentation that sells a new idea, humorous presentation. Planned and unplanned presentation, planning a presentation – analyzing the audience, location of presentations, objective of presentation, researching the topic; structuring the presentation, presentation notes and session plan.

#### **UNIT-II**

Methods of presentation – Fish bowl, role plays, group discussion, conference, seminar, workshop, clinics, brainstorming, simulations, games, questionnaire; delivering presentation – presenter effectiveness, difficult situations and nerves, motivation and attention. Outcomes of presentation – inspiring presentation, presentation that builds trust, presentation that offers a solution, value added presentation, presentation that facilitates decision making.

#### **UNIT-III**

Concept of personality, personality consciousness, personality patterns, personality syndrome; symbols of self, clothing, names and nicknames, speech, age, success, reputation, moulding the personality pattern, persistence and change. Personality determinants – physical intellectual, emotional and social determinants, aspirations and achievements, educational determinants and family determinants.

#### **UNIT-IV**

Personality development – healthy personalities, developing self-awareness, managing personal stress, solving problems analytically and creatively; grooming – appearance, dress sense, personal hygiene, etiquettes and body language; time management, public speaking.

#### **SUGGESTED READINGS:**

1. Gordon, Josh, Presentations that Change Minds, Tata McGraw Hill, New Delhi
2. Kaul, Asha, The Effective Presentation, Response Books, New Delhi
3. Krachnert, Gary, Basic Presentation Skills, Tata McGraw Hill, New Delhi
4. Hurlock, Elizabeth B, Personality Development, Tata McGraw Hill, New Delhi

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2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

## **CYBER SECURITY**

### **PAPER CODE: BBAN-506**

#### **UNIT-I**

Concept of information society, knowledge society, cyber space, digital economy, critical infrastructure. Critical information infrastructure, internet as global Information infrastructure.

#### **UNIT-II**

Cyber terrorism, terrorist atrocities, the role of IT by terrorist, the power of cyber terrorism, characteristic of cyber terrorism, factors contributing to the existence of cyber terrorism, real examples of cyber terrorism, political orientation of terrorism, economic consequences.

#### **UNIT-III**

Cybercrime, types of cybercrime: hacking, virus, worm, Trojan horse, mail ware, fraud and theft, cyber homicide, current cyber-attack methods, criminal threats to IT infrastructure, web security, basic cyber forensics, internal penetration, external penetration, your role on cyber-attacks. Cybercrimes and law, cyber jurisdiction, Indian IT ACT.

#### **UNIT-IV**

Fundamental concepts of information security, information warfare, levels of information war, cost of information warfare, cyber disaster planning, why disaster planning, companywide disaster planning, business impact analysis.

#### **SUGGESTED READINGS:**

1. Walter Laqueur, Yohana Alexander, "the terrorism reader: a historical methodology".
2. "Cyber terrorism and information warfare: threats and responses" by Yohana Alexander & Micheal S. Swethan.

#### **Note:**

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2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.



External Marks: 80

Internal Marks: 20

Time: 3 hrs.

**INCOME TAX**  
**PAPER CODE: BBAN-601**

**UNIT-I**

Basic concepts of income tax, residential status and tax incidence, income exempted from tax.

**UNIT-II**

Income from salaries, income from house property and income from profits and gains of business and profession.

**UNIT-III**

Income from capital gains, income from other sources, set off and carry forward of losses, clubbing of income, deduction of tax at source.

**UNIT-IV**

Deductions from gross total income, assessment of individuals.

**SUGGESTED READINGS:**

1. Malhotra H.C., Income Law and Practice, Sahitya Bhawan Publication
2. Singhania V.K, Student Guide to Income Tax, Taxmann's Publication
3. Lal B.B., Income Tax Law and Practice

**Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

**SYSTEM ANALYSIS AND DESIGN****PAPER CODE: BBAN-602****UNIT-I**

Introduction to analysis and design: - System and its characteristics, components, environment and classification, SDLC, Case tools for analyst, role of system analyst, ER data models, feasibility study – economic, technical, operational.

**UNIT-II**

Design of Application: - DFDs, form design, screen design, report design, structure chart, data base definition, equipment specification and selection, personnel estimates, I-O design.

**UNIT-III**

Implementation:- data dictionary, decision tables, decision trees, logical design to physical implementation.

**UNIT-IV**

Introduction to distributed data processing and real time system:- evaluating distributed system, designing distributed data base, event based real time analysis tools, state transition diagrams.

**SUGGESTED READINGS:**

1. James A., Analysis and Design of Information System, McGraw Hill
2. Len, Fertuck, System Analysis and Design, McGraw Hill
3. Powers, Cray, System Analysis and Design, McGraw Hill
4. Elias, M., System Analysis and Design, Prentice Hall of India

**Note:**

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2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80  
Internal Marks: 20  
Time: 3 hrs.

**FOUNDATIONS OF INTERNATIONAL BUSINESS**  
**PAPER CODE: BBAN-603**

**UNIT-I**

Types of international business; basic structure of international business environment; risk in international business; motives for international business; barriers to international business; global trading and financial system – an overview.

**UNIT-II**

Foreign market entry modes; factors of country evaluation and selection; decisions concerning foreign direct and portfolio investment; control methods in international business.

**UNIT-III**

Basic foreign manufacturing and sourcing decisions; product and branding decisions for foreign markets; approaches to international pricing; foreign channel and logistical decisions.

**UNIT-IV**

Accounting differences across countries; cross cultural challenges in international business; international staffing and compensation decisions; basic techniques of risk management in international business.

**SUGGESTED READINGS:**

1. Daniels, J.D., and H.L. Radebaugh, International Business: Environment and operations, Pearson Education, New Delhi
2. Hill, Charles W.L., International Business, Tata McGraw Hill, New Delhi
3. Sharan, V., International Business: Concept, Environment and Strategy, Pearson Education, New Delhi
4. Bennett, Roger, International Business, Pearson Education, New Delhi

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2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80  
Internal Marks: 20  
Time: 3 hrs.

## **CONSUMER PROTECTION**

### **PAPER CODE: BBAN-604**

#### **UNIT-I**

Concept and types of consumer, need for consumer protection; approaches to consumer protection; consumer buying motives; doctrines of caveat emptor and caveat venditor; concept of consumer's sovereignty; basic consumer rights.

#### **UNIT-II**

Measures for consumer protection in India; basic provisions of the Consumer Protection Act.(CPA)1986; organizational set up for consumer protection under CPA; procedure of filing a complaint; relief available.

#### **UNIT-III**

Competition Act – Provisions relating to consumer protection; Role of voluntary consumer organizations; formation and registration of a voluntary consumer organization, business self-regulation, consumer awareness – role of media and government.

#### **UNIT-IV**

Recent developments in consumer protection movement; consumer information and knowledge as means of protection; sources of consumer information, ethical marketing as an instrument of consumer protection, Role of Advertising Standard Council of India in consumer protection.

#### **SUGGESTED READINGS:**

1. Aaker and Day (eds.), Consumerism: Search for the Consumer Interest
2. Gulshan, Consumer Protection and Satisfaction: Legal and Managerial Dimensions
3. Aggarwal, Consumer Protection in India
4. Verma Y.S. and C. Sharma, Consumerism in India, Anamika Prakashan, Delhi

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2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 50  
 Practical Marks: 50  
 Time: 3 hrs.

**E-COMMERCE**  
**PAPER CODE: BBAN-605**

**UNIT-I**

Introduction – meaning, nature, concepts, advantages and reasons for transacting online, categories of e-commerce; planning online business: nature and dynamics of the internet, pure online vs. brick and click business, assessing requirement for an online business, designing, developing and deploying the system, one to one enterprise.

**UNIT-II**

Technology for online business – internet, IT infrastructure; middleware contents: text and integrating e-business applications; mechanism of making payment through internet: online payment mechanism, electronic payment systems, payment gateways, visitors to website, tools for promoting website; plastic money: debit card, credit card; laws relating to online transactions.

**UNIT-III**

Applications in e-commerce – e-commerce applications in manufacturing, wholesale, retail and service sector.

**UNIT-IV**

Virtual existence – concepts, working, advantages and pitfalls of virtual organizations, workforce, work zone and workspace and staff less organization; designing on E-commerce model for a middle level organization: the conceptual design, giving description of its transaction handling, infrastructure and resources required and system flow chart; security in e-commerce: digital signatures, network security, data encryption secret keys, data encryption.

**SUGGESTED READINGS:**

1. Murty, C.V.S., E-Commerce, Himalaya Publications, New Delhi
2. Kienam, Managing Your E-Commerce business, Prentice Hall of India, N.Delhi.
3. Kosiur, Understanding E-Commerce, Prentice Hall of India, N.Delhi.
4. Kalakota, Whinston, Frontiers of Electronic Commerce, Addison Wesley.

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2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
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