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ABBREVIATIONS/DEFINITIONS

1. "AC" means, Academic Council of the University.
2. "BOM" means, the Board of Management of the University.
3. "BOS" means, the Board of Studies of the Department.
4. "CAU/AUC-option" CAU/AUC means change from Credit to Audit option / change from Audit to Credit option
5. "Class/Course Committee" means, the Class/Course Committee of a class/course.
6. "Course" means, a specific subject usually identified by its course-number and course-title, with a specified syllabus / course-description, a set of references, taught by some teacher(s) / course- instructor(s) to a specific class (group of students) during a specific academic-semester.
7. "Course Instructor" means, the teacher or the Course Instructor of a Course.
8. "Curriculum" means the set of Course-Structure and Course-Contents.
9. "DAA" means, the Dean of Academic Affairs.
10. "DAAB" means Departmental Academic Appeals Board.
11. "DEC/PEC" means Dissertation Evaluation Committee / Project Evaluation committee.
12. "Department" means a group in the University devoted to a specific discipline also called a School. Department and School are used interchangeably.
13. "DSA" means, Dean Student Affairs.
14. "ESE" means End Semester Examination.
15. "Faculty Advisor/Class Counsellor" means, the Faculty Advisor or the Panel of Faculty Advisors, in a Parent Department, for a group (admission-batch) of students. Also known as Class Counsellor.
16. "Grade Card" means the detailed performance record in a semester/ programme.
17. "He" means both genders "he" and "she"; similarly "his" and/or "him" includes "her" as well, in all the cases.
18. "HOD" means, the Head of the Department.
19. "MES" means Make-up End Semester.
20. "MLC" means Mandatory Learning Course.
21. "MSE" means Mid Semester Examination.
22. "Parent Department" or "Degree Awarding Department" means, the department that offers the degree programme that a student undergoes.
23. "Project Guide" means, the faculty who guides the Major Project of the student.
24. "Regulations" means, set of Academic Regulations.
25. "University" or "LU" means, Lingaya's University, Faridabad
26. "VC" means, the Vice Chancellor, Lingaya's University, Faridabad.

CODE OF CONDUCT AND ETHICS FOR STUDENTS

1. Wear decent dress respecting his/her modesty as well as that of others.
2. Expected to respect and show regard for teachers, staff and fellow students.
3. Inculcate civic sense and sensitivity for environment protection.
4. Not to resort to collection of funds for any use without written permission of VC.
5. To exhibit exemplary behaviour, discipline, diligences, and good conduct and are a role model to other students.
6. Not to indulge in offences of cognizable nature.
7. Not to practice casteism, communalism.
8. Not to indulge in any other conduct unbecoming of a professional student of the University.
9. Not to outrage the status, dignity and honour of any person.
10. Not to get involved in physical assault or threat, and use of physical force against any body.
11. Not to expose fellow students to ridicule and contempt that may affect their self esteem.
12. Not to form any kind of student's Union, etc.
13. Not to take active or passive part in any form of strikes/protests.
14. To observe all safety precautions while working.
15. Not to disfigure/damage the University property, building, furniture, machinery, library books, fixtures, fittings, etc. (Damage / loss caused shall have to be made good by the students).
16. Use of mobile/video camera phones is strictly prohibited inside the examination halls, class rooms, laboratories and other working places. LU has the right to confiscate the mobile phones in case of any violation.
17. Not to indulge in ragging/teasing, smoking, gambling, use of drugs or intoxicants, drinking alcohol, rude behavior, and use of abusive language.
18. Not to resort to violence, unruly travel in buses, bullying, threatening and coercing others for undesirable act, such as preventing from attending classes, writing exam. / tests, etc.
19. All the students of the LU shall be under the disciplinary control of the VC.
20. Students are deemed to be under the care and guidance of parents. It is obligatory for the former to appraise their progress (given by the CC) to the parents.
21. Fine, if ever imposed, is only to improve discipline and shall be paid promptly.
22. While on campus, students have to take care of their belongings and no responsibility for any loss or damage can be held by the University.
23. Every student shall produce the I-Card on demand, and if lost, get a duplicate issued.
24. The students must attend all lectures, tutorials and practical classes in a course punctually (The attendance will be counted course-wise).
25. To abide by the rules and regulations of the University stipulated from time to time.

IMPORTANT ACADEMIC RULES BBA/MBA (Integrated) Degree Programme

GENERAL

- The Regulations may evolve and get revised/refined or updated or amended or modified or changed through approvals from the Academic Council from time to time, and shall be binding on all parties concerned, including the Students, Faculty, Staff, Departments, University Authorities and officers. Further, any legal disputes shall be limited to the legal jurisdiction determined by the location of the University and not that of any other parties.
- If, at any time after admission, it is found that a candidate had not in fact fulfilled all the requirements stipulated in the offer of admission, in any form whatsoever, including possible misinformation etc., the matter will be reported to the AC, recommending revoking the admission of the candidate.
- The LU reserves the right to cancel the admission of any student at any stage of his study programme in the University on the grounds of unsatisfactory academic performance or indiscipline or any misconduct.
- Medium of instruction shall be English.

PROGRAMME

- The duration of study shall be a minimum of four and half years (8 Semesters + 6 months' internship) and a maximum duration of study shall be 7 years. However, a student can leave the programme after completion of three years if he/she so desires. Such a student will be awarded BBA degree and for this maximum duration of study shall be five years.
- The course content for an. BBA/MBA (Integrated) Programme will typically consist of the following components:
 - (a) Two-Letter Grade Courses
 - (i) Programme Core Courses
 - (ii) Elective Courses*
 - (iii) Industrial Training/Field Training/Internship-I
 - (iii) Internship – Evaluation is through Dissertation etc.
 - (b) Non-Two-Letter Grade Courses
 - (i) Minor Project
 - (ii) Seminar
 - (iii) Professional Development Courses
 - (iv) Environmental Science & Ecology

* Some electives may be pre-requisite for another elective course.

Note: A student has to register for the above courses at the appropriate time to be decided by BOS.

- The exact credits offered for the programme for the above components, the semester-wise distribution among them, as well as the syllabi of all postgraduate courses offered by the department are given in the 'Scheme of Studies and Syllabus'.

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- The Minimum Credit Requirement for the BBA/MBA (Integrated) Degree is 190. However, a student can leave the programme after completion of three years if he/she so desires. Such a student will be awarded BBA degree for which the minimum credit requirement is 145.

INTERNSHIP (DISSERTATION)

- The Internship carries 15 credits.
- The dissertation will be based on the work undertaken by the students during the six months compulsory internship in industry after four years.
- A candidate shall submit 5 copies of the Dissertation duly recommended by the guide after assessment by the committee to the chairman, DAA, on or before the specified date. The Report shall be in the format prescribed by the University.
- The candidate must submit the report within the period of 6 months compulsory internship.
- Extension of time beyond the announced last date for submission of the Dissertation may be granted by the DAA on recommendation from the HOD.
- The final evaluation is done by a Dissertation Evaluation Committee (DEC) constituted by the concerned BOS. There shall be an open seminar followed by a viva-voice examination as part of the final evaluation. After the final evaluation, appropriate double-letter grade is recommended to DAA, for necessary action.
- If in the opinion of DEC, the Dissertation needs some minor modifications DEC will report to DAA along with recommended grade. The DAA shall instruct the candidate suitably to incorporate the necessary modifications and to resubmit it to the Chairman, DEC. After such resubmission, the Chairman, DEC will certify that the necessary modifications have been incorporated and recommend to DAA for the acceptance and award of the grade as recommended by DEC.
- The title of the Dissertation shall be indicated in the Transcript.
- The dissertation grades will be considered for SGPA and CGPA calculation.

NON TWO-LETTER GRADE COURSES

- These are courses that must be completed by the student at appropriate time as suggested by the Faculty Advisor. The 'S' grade is awarded for satisfactory completion of the course and 'N' grade is awarded for non-completion of the course. In case 'N' grade is awarded, the student has to re-register for the same course wherein he has no alternative options. However, he can opt for other courses if he has been provided with multiple options. The 'S' and 'N' grades do not carry grade-points and hence not included in the SGPA, CGPS computations.

MINOR PROJECT AND SEMINAR

- **Minor Project:**
This involves essentially to develop a case-study after collecting/going through the relevant material/ data pertaining to an organization. This course is a 2 credit course to be completed at appropriate time stipulated by BOS.

- **Seminar:**

This course is a one credit course to be completed at appropriate time stipulated by BOS. The student will make presentations on topics of academic interest.

ASSOCIATION

- Every student of the University shall be associated with the Parent Department, throughout his study period.
- The schedule of academic activities for a semester, including the dates of registration, mid-semester examinations, end-semester examination, inter-semester vacation, etc. shall be referred to as the Academic Calendar of the semester, and announced at least two weeks before the closing date of the previous semester.

PRE-REGISTRATION

- In order to facilitate proper planning of the academic activities of a semester, it is essential for the students to declare their intent to register for a course well in advance, before the actual start of the academic session, through the process of Pre-Registration, which is mandatory for all those students of second or subsequent semester who propose to deviate from recommended scheme of studies.
- Pre-registration is an expression of intention of a student to pursue particular course(s) in the next semester. It is an information for planning for next semester. Every effort will be made to arrange for a course opted by the student. However, it is not obligatory on the part of the university to offer the course(s) and no course may be offered if the number of students opting for the course is less than 15 or 25 percent of the admission strength whichever is less.
- If a student fails to pre-register it will be presumed that he will follow suggested normal scheme of studies provided that he is progressing at a normal pace. For remaining students the HOD of the parent department will plan for courses as per the convenience of the department.

REGISTRATION TO COURSES

- Every Student after consulting his Faculty-Advisor is required to register for the approved courses with the HOD of parent department at the commencement of each semester on the days fixed for such registration as notified in the academic calendar.
- A student shall register for courses from amongst the courses being offered in the semester keeping in mind the minimum and maximum credits allowed for a degree and other requirements i.e. pre-requisite, if any, SGPA and CGPA after consulting the Faculty Advisor. No registration will be valid without the consent of HOD of the parent department.
- A student will be permitted to register in the next semester as per the suggested normal scheme only if he fulfills the following Conditions:
 - (a) Satisfied all the Academic Requirements to continue with the programme of studies without termination.

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- (b) Cleared all university, library and hostel dues and fines (if any) of the previous semester.
- (c) Paid all required advance payments of the university and hostel for the current semester.
- (d) Not been debarred from registering on any specific ground by the university.
- The students will be permitted to register for course(s) being offered in a semester other than his normal suggested scheme provided that the time table permits.
- The registration in the critical cases will be done as per the priority given below:
 - (a) Fulfillment of minimum credit requirement for continuation,
 - (b) The completion of programme in minimum period needed for degree, (Those who need to improve SGPA/CGPA)
 - (c) The fulfillment of pre-requisite requirement of courses.
- Students who do not register on the day announced for the purpose may be permitted LATE REGISTRATION up to the notified day in academic calendar on payment of late fee.
- REGISTRATION IN ABSENTIA will be allowed only in exceptional cases with the approval of the DAA after the recommendation of HOD through the guardian of the student.
- Credits will be awarded in registered courses only.

CREDIT LIMITS

- A student of the BBA/MBA (Integrated) degree programme must register for a minimum of 15/10 credits, and up to a maximum of 30/21 credits in a Semester. However, the minimum / maximum credit limit can be relaxed by the DAA on the recommendation of the HOD, only under exceptional circumstances. The maximum credits that a student can register in a Summer Term are 10.
- Professional Development courses are one credit courses each, with multiple options, to be completed at student's convenience. Some of them may be mandatory and others two-letter grade category. However, registration has to be done for all courses.

REGISTRATION- REVISION

- A student has the option to ADD courses for registration till the date specified for late registration in the Academic Calendar.
- On recommendation of the Teaching Department as well as the Parent Department, a student has the option to DROP courses from registration until two weeks after the commencement of the classes in the semester, as indicated in the Academic Calendar.
- A student can register for auditing a course, or a course can be converted from credit to audit or from audit to credit, with the consent of the Faculty Advisor and Course Instructor within two weeks after the commencement of

the classes in the semester as indicated in the Academic Calendar. However, CORE Courses shall not be available for audit.

ATTENDANCE REQUIREMENTS

- LU academic programmes are based primarily on the formal teaching-learning process. Attendance in classes, participating in classroom discussions and participating in the continuous evaluation process are the most essential requirements of any academic programme.
- Attendance will be counted for each course scheduled teaching days as per the academic calendar.
- The attendance requirement for appearing in end-semester examination shall be a minimum of 75% of the classes scheduled in each course.

LEAVE OF ABSENCE

- The leave of absence must be authorized as per regulations.
- A student short of attendance in a course (less than needed after leave of absence and condonation by VC) will be awarded 'FF' grade in the course.
- All students must attend all lecture, tutorial and practical classes in a course. The attendance will be counted course wise.
- To account for approved leave of absence e.g. representing the University in sports, games or athletics; professional society activities, placement activities, NCC/NSS activities, etc. and/or any other such contingencies like medical emergencies, etc., the attendance requirement shall be a minimum of 75% of the classes scheduled in each course to appear in the examination.
- A student with less attendance in a course during a semester, in lectures, tutorials and practicals taken together as applicable, shall be awarded 'FF' grade in that course, irrespective of his academic performance, and irrespective of the nature of absence.
- If the period of leave is more than three days and less than two weeks, prior application for leave shall have to be submitted to the HOD concerned, with the recommendation of the Faculty-Advisor, stating fully the reasons for the leave requested, along with supporting documents.
- If the period of leave is two weeks or more, prior application for leave shall have to be made to the DAA with the recommendations of the Faculty-Advisor, HOD concerned stating fully the reasons for the leave requested, along with the supporting documents. The DAA may, on receipt of such application, grant leave or decide whether the student be asked to withdraw from the course for that particular semester because of long absence.
- If a student fails to apply and get sanction for absence as in two cases above, his parent/guardian may apply to the VC with reasons duly recommended by the faculty advisor, HOD and DAA and explain in person to the VC the reasons for not applying in time. The VC will consider on merit and decide to grant the leave or withdrawal from the course for that particular semester subject to any condition that he may like to impose. The decision of the VC shall be final and binding.

ABSENCE DURING EXAMINATIONS

- A student who has been absent during Mid-semester Examination due to illness and/or any exigencies may give a request for make-up examination within one week after the Mid-semester Examination to the HOD with necessary supporting documents in person. The HOD may consider such requests depending on the merits of the case, and after consultation with the course instructor, may permit the Make-up examination for the Student concerned. However, no makeup examination will be permitted if the attendance in the course is less than 60% till the date of examination.
- In case of absence from End-Semester Examination of a course(s) on Medical ground and/or other special circumstances, the student can apply for award of 'I' grade in the course(s) with necessary supporting documents and certifications by an authorized person to the HOD within one week after the End-Semester Examination. The HOD may consider the request, depending on the merit of the case, and after consultation with the Course(s) Instructor(s)/ faculty advisor may forward the case to DAA with his recommendation for the award of 'I' grade. After permission by DAA in writing, the 'I' Grade is converted into a regular double letter grade on the basis of the students' marks in Mid-semester Test and Class Work. However, if a student has scored 50% or more marks in Mid-Semester Examination plus Class work his/her marks will be increased by 50% before awarding the grade. This applies to both theory and practical courses.

COURSE CREDIT ASSIGNMENT

- Every Course comprises of specific Lecture-Tutorial-Practical (L-T-P) Schedule. The credits for various courses are shown in the Schemes of Studies & syllabus.
- The Academic Performance Evaluation of a Student shall be according to a Letter Grading System, based on the Class Performance Distribution.
- The double-letter grade (AA, AB, BB, BC, CC, CD, DD, EE, FF) indicates the level of academic achievement, assessed on a decimal (0-10) scale.

Letters-Grade and Grade-Points

LETTER-GRADE	GRADE-POINTS	REMARKS
AA	10	
AB	9	
BB	8	
BC	7	
CC	6	
CD	5	
DD	4	
EE	2	
FF	0	Fail
I	-	Incomplete
U	-	Audited
W	-	Withdrawal
S	-	Satisfactory
N	-	Unsatisfactory

EARNED CREDITS

- This refers to the credits assigned to the programme in which a student has obtained either 'S' grade or any one of the double-letter grades 'AA', 'AB', 'BB', 'BC', 'CC', 'CD', 'DD' (but not 'EE' or 'FF'). While "0" credits will be earned in respect of a course, where obtained grade is 'FF'; it will be half the credits assigned to the course, in which obtained grade is 'EE'.

DESCRIPTION OF GRADES

- An 'AA' grade stands for outstanding performance, relative to the class which may include performance with previous batches. The Course Instructor is supposed to take utmost care in awarding of this highest double-letter grade.
- The 'DD' grade stands for marginal performance, pass in individual course but not adequate for SGPA / CGPA requirement.
- An 'EE' grade indicates that the student has attended the course but obtained less than pass marks. In this case he will earn half the credits assigned to the course.
- The 'FF' grade denotes very poor performance, i.e. failure in a course, and the Course Coordinator/Instructor is supposed to take utmost care while awarding this lowest double-letter grade.
- A student, who obtains 'FF' grade in a core course due to detention in attendance, has to repeat (re-register) course in subsequent semesters/sessions whenever the course is offered. In other cases of 'FF' Grade, a student has three options as follows:
 - a) Repeat the course,
Or
 - b) Only appear in End-Semester Examination in a subsequent semester and evaluated out of 70 marks for new grade computation.
The new grade will be computed out of 100 marks as follows:
ESE/ETE = 70 (against 50 marks for the regular students)
CW = 30, to be brought forward from the earlier Semester.
Or
 - c) Get the course converted into a partially dropped course to earn two grade points but earn only half the credits meant for that course. It could be termed as two letter grade 'EE'.
- There are four possible ways of clearing backlog courses and improvement of grades: Subsequent Semester; Summer Term; Week Ends; after University hours with the following overriding conditions – (i) There will be minimum 60% of contact hours of a regular course in a semester for doing backlog in any mode, (ii) The attendance requirement shall be a minimum of 75% of the classes scheduled in each course without any condonation.
- An 'I' grade denotes incomplete performance in any course due to absence at the End-Semester Examination (see Section "Absence during Examination").
- 'U' grade is awarded in a course that the student opts to register for audit. It is not mandatory for the student to go through the entire regular process of

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evaluation in an audit course. However, the student has to go through some process of minimal level of evaluation and also the minimum attendance requirement, as stipulated by the Course Instructor and approved by the corresponding BOS, for getting the 'U' grade awarded in a course, failing which that course will not be listed in the Grade Card.

- A 'W' grade is awarded when the student withdraws from the course. Withdrawal from a course is permitted only under extremely exceptional circumstances (like medical emergencies, family tragedies and/or other unavoidable contingencies) and has to be recommended by the HOD and approved by the DAA. However, no withdrawal is permitted after the finalization of the grades in the semester.
- 'S'/'N' These grades are awarded for the Mandatory Learning Courses. The 'S' grade denotes satisfactory performance and completion of a course. The 'N' grade is awarded for non-completion of course requirements and the student will have to register for the course until he obtains the 'S' grade.

FEEDBACK TO STUDENTS

- A student requires feedback on the progress of his learning. For this purpose, the Instructor will conduct three quizzes for a theory course in a semester 1st before MSE-1, 2nd between MSE-1 and MSE-2 and 3rd after MSE-2. The quizzes will form a component of class work, the other components being tutorials, home assignments or any other mode.
- For a laboratory course, the continuous assessment's feed back will be given through the laboratory records which are required to be submitted after performing the experiment in the next laboratory class.

EVALUATION

Theory Course:

- The double-letter grade awarded to a student in a course other than a practical course i.e. 0-0-P course for which he has registered, shall be based on his performance in quizzes, tutorials, assignments etc., as applicable, in addition to one Mid-Semester Examination and end-semester examination. The weightage of these components of continuous evaluation may be as follows:

End-Semester Examination (ESE) (3 hrs)	:	40%
Mid-Semester Examinations (MSE) (2×10%;1 ½ hrs each)	:	20%
3Quizzes (3×5), Tutorials, Assignments, etc. (Several over the semester)	:	30%
Attendance	:	10%
Total		<hr/> 100%

Any variation, other than the above distribution, requires the approval of the pertinent BOS.

Laboratory Course

- The double letter grade awarded to the student in a practical course i.e. 0-0-P course is to be based on his performance in regular conduct of experiments, viva voce, laboratory report, quizzes etc. The weightage of the components of continuous evaluation may be as follows:

Conduct of Experiments (as per syllabus)	: 50%
Lab Record	: 20%
Quizzes/Viva Voice	: 30%
Total	: 100%

Each experiment may be considered as a unit and evaluated to assess formative and cumulative performance say each of the experiments which carries 10 marks with distribution 5+2+3. Finally, the teacher looks at attendance and total earned marks in the experiments done in a Semester and awards the grades relatively.

Any variation, other than the above distribution, requires the approval of the pertinent BOS.

- **Project**

The weightage of the components of continuous evaluation may be as follows:

Professional work	: 50%
Report	: 25%
Presentation & viva-voce	: 25%
Total	: 100%

- **Internship:**

The student will have an industry linked exposure during this internship period of 6 months reproduce now.

The internship will be treated as Major Project for Evaluation purpose. The grade awarded to the student in internship will be based on his performance in professional work pertaining to the solution of real life problem, Project Report, Presentation and defending in a viva-voce. The weightage of the components of continuous evaluation may be as follows:

Professional work	: 50%
Report	: 25%
Presentation & viva-voce	: 25%
Total	: 100%

- Continuous assessment and feedback is to be through seminar professional diary and entering report at the place of work
- The University shall conduct the End-semester examination for all theory courses being taught in the semester.
- The answer books of all Mid-semester Examination and End- semester Examination will be shown to the students within three days of the last paper. It is the responsibility of the student to check this evaluation and affix his signature in confirmation.

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- If the student finds some discrepancy, he should bring it to the notice of the Course Coordinator. The Course Coordinator will look into the complaint and remove the doubts of the student and proceed with the work of grading.
- If a student is not satisfied with the award of the grade after the announcement of the grades, he may appeal on a Grievance Form duly filled in along with the fee receipt for this purpose to the HOD of the parent department within one week of the following semester. The HOD will forward the form along with his recommendation based on the records of the case to DAAB within the date specified in the Academic Calendar.

SCHEME OF EXAMINATION

- The duration of examination for a theory course will be 3 hours for End-semester Examination 1½ hours for Mid- semester Examination.
- The pattern of question paper/examination will be as under:

Theory Courses:

The University shall conduct the ESE for all theory courses being taught in the semester.

- i) There will be eight questions in all distributed over all the units in a course syllabus. The question paper will be in two parts with weightage 20 percent and 80 percent respectively. The paper setter must set the questions such that each question can be answered in about 35 minutes and the paper can be solved in 3 hours by an average student.
 - ii) Part-A will have one question of objective types with multiple choices, covering all the units in the syllabus, which will be compulsory.
 - iii) Part-B will consist of seven questions, one question from each of the seven units, and the students are required to solve any four. Out of seven any three questions will have long answers of comprehensive/ derivation/description type and the remaining four questions will be of problem solving type in order to measure ability on analysis/ synthesis/application.
If any special instruction(s) is/are required for a particular course, it/they is/are to be specified by the concerned HOD with prior approval of DAA.
- Students are allowed in the examination the use of single memory, non-programmable calculator. However, sharing of calculator is not permitted.

Laboratory Courses:

Each experiment may be considered as a unit and evaluated to assess formative and cumulative performance say each of the experiments which carries 10 marks with distribution 5+2+3. Finally, the teacher looks at attendance and total earned marks in the experiments done in a Semester/ Year and awards the grades relatively.

Mid-Semester Examination:

- The question paper for Mid-Semester Examination will be made by the Course Coordinator from the topics covered till then (Test-1: from start of semester till Test-1 and Test-2, from after Test-1 till Test-2). Each Mid-

Semester Examination question paper should have three questions all of which are to be solved but the questions will have internal choice and at least one of these questions must be of analytical type.

- **Note:** The Mid-Semester examination will not have multiple choice question (mcq)..

TRANSPARENCY

- The answer books of all Mid- semester Examination & End- semester Examination will be shown to the students within three days of the last paper. It is the responsibility of the student to check this evaluation and affix his signature in confirmation.
- If the student finds some discrepancy, he should bring it to the notice of the Course Coordinator. The Course Coordinator will look into the complaint and remove the doubts of the student and proceed with the work of grading.
- The entire process of evaluation shall be transparent, and the course instructor shall explain to a student the marks he is awarded in various components of evaluation.

RESULT

- The final marks and grades shall be displayed on the notice board and a student can approach the Course Instructor(s) concerned for any clarification within the period stipulated in the Academic Calendar. The process of evaluation shall be transparent and the students shall be made aware of all the factors included in the evaluation. In case of any correction, the Course Instructor shall have to incorporate the same before finalization of the grades.
- The Student's Grade Card shall contain the Letter-Grade for each registered course; along with the SGPA at the end of the semester, and the CGPA at the completion of the programme.

APPEAL FOR REVIEW OF GRADE

- The entire process of evaluation shall be transparent, and the course instructor shall explain to a student the marks he is awarded in various components of evaluation.
- In case of any grievance about the grades, the student may appeal for review of grades to the Departmental Academic Appeals Board (DAAB) before the date specified in Academic Calendar.
- The fee for such an appeal will be decided from time to time. If the appeal is upheld by DAAB, then the fee amount will be refunded to the student without interest.
- VC shall have power to quash the result of a candidate after it has been declared, if
 - (a) he is disqualified for using malpractice in the examination;
 - (b) a mistake is found in his result;
 - (c) he is found ineligible to appear in the examination

AWARD OF DIVISIONS

- The overall performance of a student will be indicated by two indices:
 - (i) **SGPA** which is the Semester Grade Point Average

(ii) **CGPA** which is the Cumulative Grade Point Average

SGPA for a Semester is computed as follows:

$$SGPA = \frac{\sum C_i G_i}{\sum C_i}$$

Where,

C_i denotes credits assigned to i^{th} course with double-letter grade, and G_i denotes the grade point equivalent to the letter grade obtained by the student in i^{th} course with double-letter grade, including all 'FF' grades in that semester.

CGPA is computed as follows:

$$CGPA = \frac{\sum C_i G_i}{\sum C_i}$$

Where,

C_i denotes credits assigned to i^{th} course with double-letter grade, and G_i denotes the grade point equivalent to the letter grade obtained by the student in i^{th} course for all courses with double-letter grades, including all 'FF' grades in all semester at the end of the programme.

For CGPA calculation, the following grades are to be counted:

- (i) Grades in all core courses,
 - (ii) The best grades in the remaining eligible courses to fulfill the minimum credits requirement for a programme.
- The degree will be awarded only upon compliance of all the laid down requirements for programme as under:
 - (i) There shall be University requirement of earning a minimum credits for a degree, satisfactory completion of mandatory learning courses and other activities as per the course structure.
 - (ii) There shall be a minimum earned credit requirement on all Departmental core courses, Elective course and Major Project as specified by BOS.
 - (iii) There shall be a maximum duration for complying to the degree requirement.
 - (iv) The candidate will be placed in First Division with Honours / First Division with Distinction/First Division/Second Division which will be mentioned on the degree certificate as under:

DIVISION	CONDITIONS TO BE FULFILLED
First Division with Honours	CGPA \geq 8.5 No 'FF', N or W grade in any course during the programme and total 195 credits
First Division with Distinction	CGPA \geq 8.5
First Division	CGPA \geq 6.75
Second Division	CGPA \geq 5.0 but $<$ 6.75

Note: Although, there is no direct conversion from grades to marks,

however, for comparison purposes percentage of marks may be assumed to be CGPA multiplied by nine.

DEGREE REQUIREMENTS

- The requirements for the BBA, MBA (Integrated) programme are as follows:
 - (a) **University Requirements:**
 - (i) Minimum Earned Credit Requirement for BBA, MBA (Integrated) degree is 190.
 - (ii) Securing a CGPA of at least 5.50 in the Course Work.
 - (iii) Satisfactory completion of Project / Seminars
 - (b) **Programme Requirements:** Minimum Earned Credit Requirements on all Core Courses, Elective Courses and dissertation as specified by the BOS.
 - (c) The maximum duration for a student for complying to the degree requirement from the date of registration for his first semester, is SEVEN years.
 - (d) Notwithstanding above, a student can leave the programme after completion of three years if he/she so desires. Such a student will be awarded BBA degree for which the minimum credit requirement is 145.

GRADE IMPROVEMENT

- A student may be allowed to improve CGPA in an appropriate semester if his CGPA falls below 5.5.

TERMINATION FROM THE PROGRAMME

- A student shall be required to leave the University without the award of the Degree, under one or more of the following circumstances:
 - (a) If a student fails to earn the minimum credits specified below:

CHECK POINT	PERCENTAGE OF CREDITS** (%)
End of FIRST year	55*
End of SECOND year	60*
End of THIRD year	65
End of FOURTH year	70

Note 1:

* A student may be given one more chance to cover the shortfall in the threshold at the end of first two years during the following summer terms if s/he can fulfill the requirement by doing two courses. In case s/he fails to clear the threshold even after the summer term he has to leave the course.

** If at any stage, a student fails to cross the threshold with a minimum of 5.0 SGPA in any semester, he will be treated as critical case and will be advised to improve the grades.

Note 2: The period of temporary withdrawal (refer: Clause No.

BBA/MBA (Integrated)

G8.1) is not to be counted for the above Credit Threshold.

- (b) If a student is absent for more than 4 (four) weeks in a semester without sanctioned leave.
- (c) Based on disciplinary action to this regard approved by the AC, on the recommendation of the appropriate committee.
- Under any circumstances of termination, the conditions specified in Permanent Withdrawal shall also apply.

WITHDRAWAL FROM PROGRAMME

Temporarily:

- A student who has been admitted to a degree programme of the University may be permitted to withdraw temporarily, for a period of one semester or more, on the grounds of prolonged illness or grave calamity in the family, etc., provided:
 - (i) He applies to the LU stating fully the reasons for withdrawal together with supporting documents and endorsement from his parent / guardian
 - (ii) There are no outstanding dues or demands, from the Departments / LU/ Hostels / Library and any other centers;
 - (iii) Scholarship holders are bound by the appropriate Rules applicable to them.
 - (iv) The decision of the VC of the LU regarding withdrawal of a student is final and binding.
- Normally, a student will be permitted only one such temporary withdrawal during his tenure as a student and this withdrawal will not be counted for computing the duration of study.

Permanently:

Any student who withdraws permanently admission before the closing date of admission for the Academic Session is eligible for the refund of fee as per the University rules. Once the admission for the year is closed, the following conditions govern withdrawal of admission:

- A student who wants to leave the LU for good, will be permitted to do so (and take Transfer Certificate from the LU, if needed), only after clearing all the dues for the remaining duration of the course.
- A student who has received any scholarship, stipend or other form of assistance from the LU shall repay all such amounts, in addition, to those mentioned in clause No. G8.2 (a) above.
- The decision of the VC regarding all aspects of withdrawal of a student shall be final and binding.

**Department of Business Administration
BBA/MBA (Integrated) Degree Programme**

DEGREE OBJECTIVE

- In the wake of globalization the expectations of the corporates in the business world have steadily increased over the years. Keeping in view the growing need to man various functional areas in the domain of management, a management programme of longer duration which covers different facets of the management world in depth starting from its abinitio level has become a requirement of present times.
- The objective of this integrated program is to strengthen and transform the innate ability of students to become effective corporate leaders by creating a simulated business environment.
- The transformation takes place in the following three areas:
 1. **AS HR MANAGER:**

The student is equipped in areas of recruitment and selection, training, retraining, talent management, industrial relations so as to deal with all the functions of an HR Manager.
 2. **AS FINANCE MANAGER:**

The student is equipped in the areas of financial management viz. capital budgeting, working capital management, security analysis and portfolio management, project appraisal, social cost benefit analysis, Banking and insurance so as to deal with a multifarious finance function of an organization.
 3. **AS MARKETING MANAGER:**

The student is equipped in the areas of Marketing management, service marketing, consumer behaviour, retail management, logistics, operations and supply chain management so as to provide a full backup in marketing functions of an organization.

SCHEME OF STUDIES
BBA/MBA (Integrated) Degree Programme

2nd Year				
(SEMESTER –III)				
THEORY				
Sl.No.	Course Code	Course Name	Periods L-T-P	Cr
1	BA2201	Organizational Behavior	3-1-0	4
2	BA2202	Indian Economy	3-1-0	4
3	BA2203	Marketing Management	3-1-0	4
4	BA2204	Management Accounting	3-1-0	4

PRACTICAL/DRAWING/DESIGN				
1	BA2251	Case Study lab (Organizational Behavior)	0-0-2	1
2	BA2253	Case Study lab (Marketing Management)	0-0-2	1
3	BA2281	Personality Development and Communication Skills- III Minor Project Report	0-0-6	3
4	BA2254	Case Study lab (Management Accounting)	0-0-2	1
5	BA2282	Case Study lab (Organizational Communication)	0-0-2	1
6	PD291	Co-Curricular Activities		1*
TOTAL CONTACT HOURS			TOTAL CREDITS	
12-4-14(30)			23	

FINAL EVALUATION IN GRADES

(L-T-P-Cr) - Lectures-Tutorials-Practical-Credits

MSE – Mid-Semester Examination

ESE – End-Semester Examination

- * One credit to be earned in Semester-IV through Co-Curricular Activities outside contact hours. However, a student is to register for this course in both the Semesters of second year.

**SCHEME OF STUDIES
BBA/MBA (Integrated) Degree Programme**

2nd Year				
(SEMESTER – IV)				
THEORY				
Sl.N o.	Course Code.	Course Name	Periods L-T-P	Cr
1	BA2205	Human Resource Management	3-1-0	4
2	BA2206	Business Environment	3-1-0	4
3	BA2207	Marketing Research	3-0-0	3
4	BA2208	Computer Applications-II	3-0-0	3
5	BA2209	Business Laws	3-0-0	3
6	BA2210	Taxation Law	3-0-0	3
PRACTICAL/DRAWING/DESIGN				
1	BA2258	Computer Application Lab- II	0-0-6	3
2	BA2257	Case Study Lab (Marketing Research)	0-0-2	1
3	BA2255	Case Study Lab (Human Resource Management)	0-0-2	1
4	PD291	Co-Curricular Activities		1*
TOTAL CONTACT HOURS			TOTAL CREDITS	
18-2-10(30)			25+1*	
1	BA2391	Summer Training Project**	0-0-2	1

FINAL EVALUATION IN GRADES

(L-T-P-Cr) - Lectures-Tutorials-Practical-Credits

MSE – Mid-Semester Examination

ESE – End-Semester Examination

- * One credit to be earned in Semester-IV through Co-Curricular Activities outside contact hours. However, a student is to register for this course in both the Semesters of second year.

Course BA2391 is to be evaluated in Semester – V (3rd Year).

IMPORTANT NOTES

1. Laboratory Courses are being offered as distinct courses (0-0-P) without being mixed with lecture components.
2. Conduct of Lab Courses:
 - a. At least ten experiments/programs are to be performed in a semester.
 - b. It is expected that more experiments/programs are designed and set as per the scope of the syllabus, which may be added to the above list.
 - c. One or more than one experiments/programs may be performed in one lab period in order to utilize the time properly.
 - d. The scheme of operation is to be approved by HOD.
3. Students are allowed in the examination the use of single memory, non-programmable calculator. However, sharing of calculator is not permitted.

DETAILED SYLLABUS

BA-2201	ORGANIZATIONAL BEHAVIOUR	L T P	Cr
		3-1-0	4

OBJECTIVE

The course aims to provide an understanding of basic concepts, theories and techniques in the field of human behaviour at the individual, group and organizational levels in the changing global scenario. The course must be taught using case study method.

1. **Introduction:** Concept and nature of Organizational behaviour; Contributing disciplines to the field of O.B.; O.B. Models; Need to understand human behaviour; challenges and opportunities.
2. **Individual & Interpersonal Behaviour:** Biographical Characteristics; Ability; Values; Attitudes- Formation, Theories, Organisation Related Attitude, Relationship between Attitude and Behavior; Personality – determinants and traits; emotions..
3. **Learning:** Learning Theories and Reinforcement Schedules, Perception – Process and Errors. Interpersonal Behaviour: Johari Window; Transactional Analysis – Ego States, Types of Transactions, Life Positions, Applications of T.A..
4. **Group Behaviour & Team Development:** Concept of Group and Group Dynamics; Types of Groups; Formal and Informal Groups; Stages of Group Development, Theories of Group Formation; Group Norms, Group Cohesiveness; Group Think and Group Shift.
5. **Group Behaviour:** Group Decision Making; Inter Group Behaviour; Concept of Team Vs. Group; Types of Teams; Building and Managing Effective Teams.
6. **Organization Culture and Conflict Management:** Organizational Culture- Concept, Functions, Socialization; Creating and sustaining culture; Managing Conflict – Sources, Types, Process and Resolution of Conflict.
7. **Managing Change:** Change Management, Resistance to Change, Planned Change. Managing Across Cultures; Empowerment and Participation.

TEXT BOOK

1. Robbins, S.P. and Sanghi, S., (2009), Organizational Behaviour; 13th edition, Pearson Education.
2. Singh, Kavita, (2010), Organizational Behaviour: Text and Cases, 1st edition, Pearson Education.

REFERENCE BOOKS

1. Luthans, Fred, (2008), Organizational Behavior, 11th Edition, McGraw Hill Education.
2. Mirza, S., ((2003)), Organizational Behavior, 1st Edition, McGraw Hill Education.

3. Mcshane, Steven, Von, Glinow and Sharma, Radha, (2008), Organisational Behaviour, 4th Edition, McGraw Hill Education.
4. Kinicki, Angelo and Kreitner, Robert, ((2005)), Organisational Behaviour, 2nd Edition, McGraw Hill.

BA-2202	INDIAN ECONOMY	L T P	Cr
		3-1-0	4

OBJECTIVE

Objective of this course is to acquaint students of the Indian Economy, present and future of Indian Economics, and how the Indian Economy is influencing the business environment in India context.

1. **Structure of Indian Economy:** Concept of Economic Growth and Economic Development, Growth and Development. Basic Characteristics of Indian Economy.
2. **Changes in structure of Indian Economy:** (Primary Sector, Secondary Sector & Tertiary Sector). Trends in National Income in India, , Work Force Participation and Changes in Occupational Structure in India.
3. **Planning and Economic Development and Problems in Indian Economy:** Objective of Economic Planning in India, Current Five Year Plan. Industrial Policy-1991, Disinvestments of Public Enterprises.
4. **Economic Problems:** Economic problems; poverty; inequality; parallel economy; Unemployment; concentration of economic power; balanced regional development; low capital formation and industrial sickness.
5. **Indian Economy & Foreign Trade:** Concept, Significance, Foreign Exchange Reserve, Balance of Payment, Balance of Trade, Current Foreign Policy, Foreign Exchange Management Act (FEMA), Export Promotion.
6. **Indian Economy – Emerging Issues:** WTO and various agreement & Indian Economy (Emerging Areas), GATT, TRIMS, TRIPS.
7. **Role of FDIs:** Foreign Direct Investment, Foreign Institutional Investment.

TEXT BOOK

1. Datt, and Sundhram, R., (2009), Indian Economy, 61st edition, Sultan Chand & Sons.
2. Prakash, B. A., (2009), The Indian Economy since 1991 – Economic Reforms & Performances, 1st edition, Pearson Education.

REFERENCE BOOKS

1. Dhingra, I C., (2009), Indian Economy, Sultan Chand & Sons.
2. Jaiganta, Sarkar, (2007), Indian Economy: Policies and Practices, 1st edition, Pearson Education.
3. Mishra, S.K., and Puri, V.K., (2007), Problems of Indian Economy, Himalya Publishing House.

BA-2203	MARKETING MANAGEMENT	L T P	Cr
		3-1-0	4

OBJECTIVE

The objective of this paper is to identify the foundation terms and concepts that are commonly used in marketing. It also identifies the essential elements for effective marketing practice. This course will give complete relationship between marketing and other management functions.

1. **Introduction to Marketing:** Nature, Scope and Importance of Marketing, Basic concepts, Marketing Environment, Market Segmentation, Targeting and Positioning.
2. **Product:** Product Levels, Product Mix, Product Strategy, Product innovation and Diffusion, Product Development.
3. **Product Lifecycle:** and Product Mix, Pricing Decisions: Designing Pricing Strategies and Programmes, Pricing Techniques.
4. **Place:** Meaning & importance, Types of Channels, Channels Strategies, Designing and Managing Marketing Channel.
5. Managing Retailing, Physical Distribution, Marketing Logistics and Supply Chain Management.
6. **Promotion:** Promotion Mix, Push vs. Pull Strategy; Promotional Objectives, Advertising-Meaning and Importance, Types, Media Decisions, Promotion Mix.
7. **Personal Selling :** Nature, Importance and Process, Sales Promotion – Purpose and Types; Publicity and Public Relations- Definition, Importance and Methods.

TEXT BOOK

1. Kotler, Armstrong, Agnihotri and Haque, (2010), Principles of Marketing- A South Asian Perspective, 13th edition, Pearson Education.
2. Ramaswamy and Namkumar, S., (2009), Marketing Management Global Perspective: Indian Context, McMillan, Delhi.

REFERENCE BOOKS

1. Saxena, Rajan, (2008), Marketing Management, 3rd edition, McGraw Hill Education.
2. Kumar, Arun and Meenakshi, N., (2009), Marketing Management, Vikas Publishing House.
3. Russel, Winer, (2007), Marketing Management, 3rd edition, Pearson Education.
4. Kotler, Koshi Jha, (2009), Marketing Management, 13 edition, Pearson Education.

BA-2204	MANAGEMENT ACCOUNTING	L T P	Cr
		3-1-0	4

OBJECTIVE

The objective of the course is to familiarize the students with the basic management accounting concepts and their applications in managerial decision making.

1. **Management Accounting:** Nature and Scope, Financial Accounting, Cost Accounting and Management Accounting, Advantages and Limitations of Management Accounting, Role of Management Accountant.
2. **Financial Analysis:** Financial Statements and their Limitations, Concepts of Financial Analysis, Tools of Financial Analysis: Comparative Financial Statements, Common Size Financial Statements, Trend Percentages, Ratio Analysis, Fund Flow and Cash Flow Analysis
3. **Ratio Analysis:** Nature and Interpretation, Classification of Ratios, Profitability Ratios, Turnover Ratios, Financial Ratios, Utility and Limitations of Ratios, DUPONT Control Chart.
4. **Funds & Cash Flow Analysis:** Concept of Funds Flow Statement, Sources and Uses of Funds, Managerial Uses of Funds Flow Analysis, Construction of Funds Flow Statement, Distribution of Cash from Funds, Utility of Cash Flow Statement, Accounting Standard 3 (AS 3: Revised), Construction of Cash Flow Statement
5. **Budgets and Budgetary Control:** Concept of Budgets and Budgetary Control, Advantages and Limitations of Budgetary Control, Establishing a System of Budgetary Control, Preparation of Different Budgets, Fixed and Flexile Budgeting, Performance Budgeting and Zero Base Budgeting, Concept of Responsibility Accounting – Types of Responsibility Centres.
6. **Standard Costing and Variance Analysis:** Meaning of Standard Cost, Relevance of Standard Cost for Variance Analysis, Significance of Variance Analysis, Computation of Material, Labour Variances.
7. **Marginal Costing and Profit Planning:** Marginal Costing Differentiated from Absorption Costing, Direct Costing, Differential Costing, Key Factor, Break-even Analysis, Margin of Safety, Cost-Volume-Profit Relationship, Advantages, Limitations and Applications of Marginal Costing , Decisions Involving Alternative Choices: Concept of Relevant Costs, Steps in Decision Making, Decisions Regarding Determination of Sales Mix, Exploring new Markets, Discontinuance of a Product Line, Make or Buy, Equipment Replacement, Change Versus Status Quo, Expand or Contract and Shut-Down or Continue.

TEXT BOOK

1. Bhattacharya, (2010), Management Accounting, 1st edition, Pearson Education.
2. Maheshwari, S.N., (2009), Principles of Management Accounting, Sultan Chand & Sons.

REFERENCE BOOKS

1. Khan, M.Y, and Jain, P.K., (2009), Management Accounting, 5th Edition, McGraw Hill Education.
2. Gurusamy Murthy S (2009) Management Accounting, 2nd Edition, McGraw Hill.
3. Pandey I M (2008) Management Accounting, 3rd Edition, Vikas Publishing House New Delhi.

BA-2205	HUMAN RESOURCE MANAGEMENT	L T P	Cr
		3-1-0	4

OBJECTIVE

The objective of the course is to familiarize students with the different aspects of managing Human Resources in the organization through the phases of acquisition, development and retention.

1. **Introduction:** Concept, Nature, Scope, Objectives and Importance of HRM; Evolution of HRM; Challenges of HRM; Personnel Management vs HRM; Strategies for the New Millennium.
2. **Role of HRM in Strategic Management:** Human Capital; Emotional Quotient; Mentoring; ESOP; Flexi-time; Quality Circles; Kaizen; TQM and Six Sigma.
3. **Acquisition of Human Resources:** HR Planning; Job Analysis – Job Description and Job Specification; Recruitment – Sources and Process; Selection Process – Tests and Interviews.
4. **Placement and Induction:** Job Changes – Transfers, Promotions/Demotions, Separations Training and Development: Concept and Importance of Training; Types of Training; Methods of Training; Design of Training Programme.
5. **Evaluation of Training Effectiveness:** Executive Development – Process and Techniques; Career Planning and Development.
6. **Compensation and Maintenance:** Compensation: Job Evaluation – Concept, Process and Significance; Components of Employee Remuneration – Base and Supplementary; Performance and Potential Appraisal – Concept and Objectives; Traditional and Modern Methods.
7. **Limitations of Performance Appraisal Methods:** 360 Degree Appraisal Techniques; Maintenance: Overview of Employee Welfare, Health and Safety, Social Security.

TEXT BOOK

1. Aswathappa, K., (2010), Human Resource Management, McGraw Hill Education.
2. DeCenzo, D. A. and Robbins, S.P. (2007), Fundamentals of Human Resource Management, 9th edition, John Wiley.

REFERENCE BOOKS

1. Durai, Praveen, (2010), Human Resource Management, Pearson Education.

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2. Monappa, A. and Saiyadain, M., ((2001)), Personnel Management, McGraw-Hill Education.
3. Dessler, Gary, ((2004)) Human Resource Management, Pearson Education.
4. Jyothi, P. and Venkatesh, D.N, (2006), Human Resource Management, Oxford Higher Education.

BA-2206	BUSINESS ENVIRONMENT	L T P	Cr
		3-1-0	4

OBJECTIVE

The basic objective of this course is to familiarize the students with the nature and dimensions of evolving business environment in India to influence managerial decisions.

1. **An Overview of Business Environment:** Type of Environment-Internal, External, Micro and Macro Environment, Competitive Structure of Industries, Environmental Analysis and Strategic Management.
2. **Managing Diversity:** Scope of Business, Characteristics of Business, Objectives and the Uses of Study, Process and Limitations of Environmental Analysis.
3. **Economic Environment:** Nature of Economic Environment, Economic, Nature and Structure of the Economy, Monetary and Fiscal Policies, Competition Act, 2000 Socio-Cultural Environment, Nature and Impact of Culture on Business.
4. **Responsibilities of Business:** Culture and Globalization, Social Responsibilities of Business, Business and Society, Social Audit, Business Ethics and Corporate Governance
5. **Political Environment:** Functions of State, Economic Roles of Government, Government and Legal Environment.
6. **Constitutional Environment:** Rationale and Extent of State Intervention, Natural and Technological Environment: Innovation, Technological Leadership and Followership.
7. **Sources of Technological Dynamics:** Various sources of Technological dynamics, Technology Transfer, Time Lags in Technology Introduction, Status of Technology in India. Management of Technology, Features and Impact of Technology.

TEXT BOOK

1. Shaikh, Saleem, (2010), Business Environment, 2nd edition, Pearson Education.
2. Cherunilam, Francis, (2007), Business Environment - Text and Cases, Himalaya Publishing House

REFERENCE BOOKS

1. Aswathappa, K., (2000), Essentials of Business Environment, 7th edition, Himalaya Publishing House.

2. Gupta C. B., (2008), Business Environment, 4th edition, Sultan Chand.
3. Bedi, Suresh, ((2004)), Business Environment Excel Book.
4. Ian Worthington, Chris Britton, (2009), Business Environment, Pearson Education.

BA-2207	MARKETING RESEARCH	L T P	Cr
		3-0-0	3

OBJECTIVE

The objective of this paper is to understand the various aspects of marketing research, identify the various tools available to a marketing researcher. Marketing research can help the marketing manager in decision making.

1. **Introduction of Marketing Research:** Define Marketing Research, Aims and Objectives of Marketing Research. Applications of Marketing Research, Marketing Information System, Evaluation and Control of Marketing Research.
2. **Value of Information in Decision Making:** Steps in Marketing Research. Research Design: Formulating the Research Problem, Choice of Research Design.
3. **Research Design:** Types of Research Design, Sources of Experimental Errors, Sample and Sampling Design: Some basic terms, Advantages and Limitation of Sampling, Sampling process, Types of Sampling, Types of Sample Designs.
4. **Sampling:** Determining the Sample Size, Sampling Distribution of the Mean, Scaling Techniques: The concept of Attitude, Difficulty of Attitude Measurement, Types of Scales, Applications of Scaling in Marketing Research.
5. **Data Collection:** Secondary Data, Sources of Secondary Data, Primary Data, Collection of Primary Data, Methods of Data Collection- Observation, Questionnaire, Designing of Questionnaire.
6. **Data Processing and Tabulation:** Editing, Coding and Tabulation, Data Analysis, Testing of Hypothesis, Measurement of Central Tendency, Dispersion, Univariate Analysis.
7. **Interpretation and Research Report Writing:** Multiple Regression, Factor Analysis, Cluster Analysis, Multidimensional Scaling, Conjoint Analysis; Interpretation and Report Writing, Types of Research Reports, Guidelines for Writing a Report, Writing a Report Format, Evaluation of Research Report

TEXT BOOK

1. Beri, G.C., (2007), Marketing Research: Research Design, 4th Edition, McGraw Hill Education.
2. Malhotra, Naresh, (2008), Marketing Research, 5th edition, Pearson education.

REFERENCE BOOKS

1. Nargundkar, Rajendra, (2008), Marketing Research: Text and Cases, 3rd Edition, McGraw Hill Education.

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2. Sekaran, Uma, (2003), Research Methods for Business, 4th edition, Wiley.
3. Kumar, Ranjit, (2005), Research Methodology: A step by step guide for Beginners. Pearson Education.
4. Levin, Richard and Rubin, DS, (2009), Statistics for Management, 7th edition, Pearson Education.

BA-2208	COMPUTER APPLICATIONS – II	L T P	Cr
		3-0-0	3

OBJECTIVE

To familiarize the students with various Web based packages to develop customize web site.

1. **An Introduction to the World Wide Web:** Concepts of Web Technology, Web Browsers, Internet Explorer, Netscape Navigator, Internet and Intranet, Windows NT Server (IIS) Versus Linux (Apache) as a Web Server.
2. **Planning your Web Site:** Doing Business on the Web, An Overview of Internet Service Providers (ISP), A Search Engine, Types of search engine, Working of a Basic Search Engine, Searching Techniques, Making a Web Site Plan, Forming a Project Team, Setting Goals and Objectives, Developing the Right Business Strategy.
3. **Designing and constructing your Web site:** Developing Content, Designing Individual Pages, Designing & Constructing your Web Site, Implementing your Web Site, Netscape Extensions and HTML, HTML Tools, CGI Concepts.
4. **Creating your Web Site with FrontPage:** Introducing FrontPage, Editing Documents In the FrontPage Editor, Formatting Pages, Linking Pages to the World, Displaying Images in Pages.
5. **HTML:** What is HTML?, HTML Basics, Document Tags, Container and Empty Tags, Entering Paragraph Text on your Web page, The
 Tag, The Comment Tag Working with HTML Text: Working with HTML Text
6. **Lists in Web Document:** Emphasizing Text Implicitly And Explicitly, The <BLOCKQUOTE> Element, Pre-formatting Text, The <DIV> Tag, The Tag, The <BASEFONT> Tag, Using Lists in Web Document, Nested Ordered, Unordered Lists, Menu List, Directory Lists, Definition Lists.
7. **Graphics for web pages:** Choosing the correct Graphics File Format, Color in images, Loss of image quality due to compression, Adding inline image to web page, Scaling down an image, Alternative Text for the tag, Understanding Image maps. Working with links, Relative and absolute links, Providing links for internet services, Link tag Tables, Frames and Forms: Creating Borderless Tables, Frames, Forms Cascading Style sheets: What is Style Sheet, Types of Style Sheets, Using Style Sheet with HTML.

TEXT BOOKS

1. C. Xavier, World Wide Web Design with HTML, McGraw Hill Education.
2. HTML-4.0 Complete Reference-BPB Publication.

REFERENCE BOOKS

1. Internet Complete Reference- Tata McgrawHill.
2. HTML-4.0 unleashed – Techmedia Publication.
3. HTML,DHTML –Ivan Bayross.

BA-2209	BUSINESS LAW	L T P	Cr
		3-0-0	3

OBJECTIVE

To acquaint the student with a basic and elementary knowledge of the subject.

1. Indian Contract Act, 1872 (Fundamental Knowledge): Essentials of Valid Contract, Discharge of Contract, Remedies for Breach of Contract; Contracts of Indemnity.
2. Guarantee, Bailment, Pledge and Agency, Sale of Goods Act 1930: Meaning of Sale and Goods, Conditions and Warranties, Transfer of Property, Rights of an unpaid seller.
3. The Negotiable Instruments Act 1881 – Essentials of a Negotiable Instruments, Kinds of Negotiable Instrument.
4. Holder and Holder in Due Course, Negotiation by Endorsements, Crossing of a Cheque and Dishonour of a Cheque.
5. The Companies Act 1956 (Basic elementary knowledge): Essential characteristics of a Company, Types of Companies, Memorandum and Articles of Association, Prospectus.
6. Shares – Kinds, Allotment and Transfer, Debentures, Essential conditions for a valid Meeting, Kinds of Meetings and Resolutions.
7. Directors and Remuneration, Directors, Managing Directors-their Appointment, Qualifications, Powers and Limits on their Remuneration, Prevention of Oppression and Mismanagement.

TEXT BOOKS

1. Pathak, Akhileshwar, (2009), Legal Aspects of Business, 4th Edition, McGraw Hill Education.
2. Kuchhal, M. C., (2006), Business Law, Vikas Publishing House, New Delhi.

REFERENCE BOOKS

1. Singh, Avtar, (2006), Company Law, Eastern Book Co. Lucknow, Bharat Law House, Delhi.
2. Bagrial, Ashok, (2008), Company Law, Vikas Publishing House.
3. Kapoor, N. D., (2006), Elements of Mercantile Law, Sultan Chand & Sons, New Delhi.
4. A.Ramaiyya, Guide to the Companies Act, 16th edition, Lexis Nexis Butterworths.

BA 2210	TAXATION LAW	L T P	Cr
		3 0 0	3

OBJECTIVE

The course aims to help students to comprehend the basic principles of the laws governing Direct and Indirect taxes. Students are expected to have only elementary knowledge of the topics specified in the syllabus.

- 1. Introduction to Income Tax Act 1961:** Salient Features and Basic Concepts – Previous Year, Assessment Year, Person, Gross Total Income and Agricultural Income.
- 2. Incidence of Income Tax:** Residential Status and Incidence of Tax, Fully Exempted Incomes, Heads of Income – Salary, House Property.
- 3. Capital Gains:** Business or Profession, Capital Gains, Other Sources, Clubbing of Income, Deductions Under Chapter VI (related to individuals and firms).
- 4. Assessment of Individuals and Firms (simple problems):** Relief's, Set off and Carry Forward of Losses, Deduction of Tax at Sources.
- 5. Payment of Tax:** Payment of Advance Tax, Central Sales Tax Act 1956 – Introduction; VAT.
- 6. Collection of Tax and Penalties:** Registration of Dealers, Levy and Collection of Tax and Penalties.
- 7. Service Tax (Finance Act 1994) – Note:** Assessment Year (Current) Introduction to procedure for Service Tax Return.

TEXT BOOKS

1. Lal, B.B., (2009), Income Tax and Central Sales tax Law, and Practice, 30th edition, Pearson Education.
2. Singhania, V. K and Singhania, Monica, Students Guide to Income Tax, latest edition, Taxman Publications.

REFERENCE BOOKS

1. Ahuja, Girish and Gupta, Ravi, Systematic Approach to Income Tax, Latest Edition, Bharat Law House.
2. Datey, V.S., Indirect Taxes-Law and Practice, latest edition, Taxmann Publications.
3. Government of India, Bare Acts (Income Tax, Service Tax, Excise and Customs).
4. Vashisht, Nitin and Lal, B.B., (2009), Direct Taxes: Income Tax, Wealth Tax and Tax Planning, 30th edition, Pearson Education.

BA-2251	ORGANIZATIONAL BEHAVIOUR LAB	L T P	Cr
		0-0-2	1

OBJECTIVE

The objective of this Case Study Lab is essentially to apply the conceptual knowledge of the subject Organizational Behaviour to the analogous real life

situations, so as to fully reinforce the appreciation of the subject. Case Studies relating to the following areas will be focus of discussion.

1. Case Studies on role and relevance of Organizational Behaviour.
2. Case Studies on Perception and Attitude.
3. Case Studies on Organizational Culture with respect to Corporate World.

REFERENCE BOOKS

1. Zikmund, Millan G, Business Research Methods, Prentice Hall of India, Delhi.
2. Robbins S.P, Organizational Behavior, Prentice hall of India, New Delhi.
3. Pareel Udai, Understanding organizational Behavior, Oxford University Press.
4. Luthans Fred, Organisational behaviour, McGraw Hill, New York.

BA-2253	MARKETING MANAGEMENT LAB	L T P	Cr
		0-0-2	1

OBJECTIVE

The objective of this Case Study Lab is essentially to apply the conceptual knowledge of the subject Marketing Management-I to the analogous real life situations so as to fully reinforce the appreciation of the subject.

Case Studies relating to the following areas will be focus of discussion

1. Case Studies on Marketing Environment.
2. Case Studies on Understanding Consumer Buying Behaviour.
3. Case Studies on Market Segmentation and Positioning.

REFERENCE BOOKS

1. Kotler, Philips, "Principles of Marketing", Prentice Hall of India.
2. Stanton, "Fundamentals of Marketing", McGraw Hill, New Delhi.
3. Ramaswami & Namakumari, "Marketing Management", McMillan India.
4. Saxena, Rajan, "Marketing Management-Indian Perspective", Tata McGraw Hill, New Delhi.

BA-2254	MANAGEMENT ACCOUNTING LAB	L T P	Cr
		0-0-2	1

OBJECTIVE

The objective of this Case Study Lab is essentially to apply the conceptual knowledge of the subject Management Accounting to the analogous real life situations so as to fully reinforce the appreciation of the subject. Case Studies relating to the following areas will be focus of discussion.

1. Case Studies on Applications of Management Accounting.
2. Case Studies on Applications of Ratio Analysis.
3. Case Studies on Profit Planning.

REFERENCE BOOKS

1. Pandey I M, Management Accounting, Vikas Publishing House, New Delhi.
2. Ghosh Roy H.J, Singhal A.K, Textbook of Accounting for Managers.

BA-2255	HUMAN RESOURCE MANAGEMENT LAB	L T P	Cr
		0-0-2	1

OBJECTIVE

The objective of this Case Study Lab is essentially to apply the conceptual knowledge of the subject Human Resource Management to the analogous real life situations so as to fully reinforce the appreciation of the subject.

Case Studies relating to the following areas will be focus of discussion

1. Case Studies on Google's Organizational culture
2. Case Studies on Human Resource Management- Best Practices at Infosys
3. Case Studies on Flexible work options.

REFERENCE BOOKS

1. Holt, David H, "International Management–Text and Cases", Dry Den Press, Thomson Learning, Bombay.
2. Memoria, C.B., "Personal Management", Himalaya, Publications, New Delhi.
3. Flippo, Edwin B., "Personal Management" Tata McGraw Hill.
4. Aswathappa, K., "Human Resource Management", Tata McGraw Hill.
5. Yoder, Dale, "Personnel Management & Industrial, Relations", Tata McGraw Hill, New Delhi

BA-2257	MARKETING RESEARCH LAB	L T P	Cr
		0-0-2	1

OBJECTIVE

The objective of this Case Study Lab is essentially to apply the conceptual knowledge of the subject Marketing Research to the analogous real life situations so as to fully reinforce the appreciation of the subject .

Case Studies relating to the following areas will be focus of discussion.

1. Case Studies on Competitive Strategies.
2. Case Studies on Market Research during pre-launch stage.
3. Case Studies on Market Research during post Launch stage.

REFERENCE BOOKS

1. Bernhardt and Kinnear , "Cases in Marketing Management", Tata Mc Graw Hill.
2. Kotler, Philips, "Principles of Marketing", Prentice Hall of India.
3. Stanton, "Fundamentals of Marketing", McGraw Hill.
4. Ramaswami & Namakumari, "Marketing Management", McMillan India.

BA-2258	COMPUTER APPLICATIONS LAB – II	L T P	Cr
		0-0-6	3

FRONT PAGE

Orientation to the Front Page environment and building web sites

1. Create a new site. Start with a web page using Your Name to name the page. Make it the home page and view the web in navigation and folder. View record your observation.
2. On the home page, give a brief description about yourself & type the following sub heading "qualification", "Hobbies", & "Interest", "Future Plans", & "Address for communication".
3. Apply the most appropriate theme at the web page and the web site.
4. Apply font and color styles on to your web page and preview.
5. Create a new web paged using the Front Page explorer and write your academic and professional qualification. Places a bookmark at an appropriate place and save the page as "qualification".
6. Link the page, qualification.htm, with the sub-heading "qualification" in the home page.
7. Create a new page using the front page editor and write your hobbies and interest on it. Save the page as "Hobbies.htm".
8. Link the page, Hobbies.htm, with the sub-heading "hobbies" & "interest" in the home page.
9. Create a new page and write a few lines on your future plans and save the page as "future plan".
10. Link the page. Future-plan.htm, with the sub heading "future plan" in the home page.
11. Create a new page, write your address for communication & save the page as "address".
12. Link the page, "address.htm" to the sub-heading "address" for communication page in the page.
13. Interest a navigation bar in the page.
14. Test all hyperlink in the front page editor and record your observation. Adding Images and special feature to web.
15. Import an image, if it is not available on the local drive. Use clipart on each page and use image to link to the home page.
16. Make the image brighter and lower the contrast.
17. Make the color transparent and assign alternate text with a suitable caption to the image.
18. Open the web page "future.htm" and insert a background sound file into the page.
19. Open the web page "hobbies.htm" and apply animation (as animated GIF) to the image or clipart (if inserted) Working with tables and frame.
20. Open the page, "hobbies.htm" and insert a table of at least column and fire rows, with column and fire rows, with column heading as Name, Address,

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- Phone no and date of Birth. Align the table to the center of the webpage and text flow at center.
21. Enter data into the table and adjust the font as book antiqua and font size as "12".
 22. Insert "Address Book" as caption for the table.
 22. Split the column named cell phone no into two and name them as "off" and "Resi" Creating Forms and connecting to the database.
 23. Open the page, bearing your name and insert a form. Assign the base name as "personal details" and save the file as "personal.txt" format.
 24. The form should contain the following fields as mentioned below
Personal Profile
Name:
Address:
Phone_Off:
Phone_Resi:
Mobile:
E_Mail:
Fax:
Passport no.:
Driving License No.:
Insurance Policy No:
Blood Group:
Credit Cards:
 25. Assign a drop down menu for the credit cards fields.
 26. Assign a one line text driving license No Advanced Topics.
 27. Open the page, bearing your name and insert marque to display the message "Welcome to my site"..
 28. Open each and every page "apply suitable page transitions and animations.

BA-2281	PERSONALITY DEVELOPMENT AND COMMUNICATIONS SKILLS – III	L T P	Cr
		0-0-6	3

OBJECTIVE

The student will have the opportunity to explore the current management literature so as to develop an individual style and sharpen his skills in the area of leadership communication, decision making, motivation and conflict management.

Minor Project and Presentation Minor projects are tasks that add to the knowledge of the students. A topic shall be given to each student in the beginning of the semester in various areas of management. The Presentation Project comprises of either of the following

Project Presentation

OR

*Case Study Presentation

Suggested Topics for Minor Projects

1. Goals of an organization.
2. Work Values
3. Character Ethics.
4. Working Conditions
5. Decision making Strategies
6. Goal Setting
7. Customer Satisfaction

* Case study can be chosen by the students in their respective areas of interest.

TEXT BOOK

1. Lather, A.S. & Handa, M (2009). Cases in Management, Wisdom Publications.
2. McGrath. (2009). Basic Managerial Skills for All, 8th ed. Prentice Hall India.

REFERENCE BOOKS

1. Ellis. (2009). Management Skills for New Managers. Prentice Hall India.

BA-2282	ORGANIZATIONAL COMMUNICATION LAB	L T P	Cr
		0-0-2	1

OBJECTIVE

The objective of this Case Study Lab is essentially to apply the conceptual knowledge of the subject Business Communication to the analogous real life situations, so as to fully reinforce the appreciation of the subject.

Case Studies relating to the following areas will be focus of discussion

1. Case Studies on Application and Importance of Business Communication.
2. Case Studies on Non Verbal Communication.
3. Case Studies on Application and Usage of Technology enabled Communication in Corporate World.

REFERENCE BOOKS

1. Flatley, Lesikar, "Basic Business Communication-Skills for Empowering the Internet Generation.
2. Hewings, Martin, "Advanced English Grammar", Cambridge University Press..
3. Lesikar, R.V., Petit, J.D., "Business Communication, All India Traveler booksellers".

PD-291	CO-CURRICULAR ACTIVITIES	L T P	Cr
			1

OBJECTIVE

To help the students in their holistic growth and acquire attributes like team spirit, organizational ability, leadership qualities, etc.

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OPERATION

1. The students are to take part in Extra / Co-curricular activities, National Association for Students of Architecture (NASA) outside contact hours through clubs / societies etc
2. The students performance will be evaluated in the fourth semester in second year. Students are required to register for this course in both the semesters of second year.

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