



SGT UNIVERSITY
SHREE GURU GOBIND SINGH TRICENTENARY UNIVERSITY
(UGC Approved University) GURGAON, Delhi-NCR

**Shree Guru Gobind Singh Tricentenary University
Budhera, Gurgaon (Haryana)**



1. integrated marketing communication

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

**For
1st to 6th Semester
w.e.f. 2021-22**

Date of approval in BOS:
Date of approval:

Dean

Program Coordinator

Batch Coordinator



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SHREE GURU GOBIND SINGH TRICENTENARY UNIVERSITY
(UGC Approved University) GURGAON, Delhi-NCR

SYLLABUS

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BBA First Semester
Management Concepts

1. Assessment

Internal Assessment Marks(Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective: This course is an introduction to the management function. It will focus on the theory and fundamental concepts of management including planning, organization, staffing, directing and controlling.

3. Syllabus:

Unit-1

Concept of Management: Nature, Process & Significance, Functions of management, Management V/s Administration, Principles of Management, Scientific Management, Management Thought - The Classical School, the Human Relations School, Systems Theory, Contingency Management, Developing Excellent Managers. Cross cultural issues in management

Unit-2

Planning: Nature and Purpose of Planning, The Planning Process, Principles of Planning, Types of Planning, Advantages, and Limitations of Planning. Organizing: Nature and Purpose of Organizing Span of Management, Determinants of Span of Management, Line and Staff Relationship, Line- Staff Conflict, Delegation, Kinds of Delegation and Decentralization, Methods of Decentralization

Unit-3

Staffing: Concept, Nature and Importance of Staffing; Motivation, Nature and Importance of Motivation: Types of Motivation; Leadership: Meaning and Importance, Traits of a leader. Controlling: Nature and Scope of Control, Types of Control, Process of Controlling, Controlling Techniques, Effective Control System

Unit-4

Concept and Nature of Objectives: Types of Objectives, Importance of Objectives, Setting Objectives, Management by Objective (MBO), Benefits and Weaknesses of MBO. Strategies and Policies: Concept of Corporate Strategy, Formulation of Strategy, Types of Strategies. The Strategic Planning Process, Types of Policies, Principles of Formulation of Policies, Decision Making Process, Individual Decision Making Models.

4. Suggested Readings:

1. Koontz & Weihrich, Essentials of Management. McGraw Hill
2. C.B. Gupta, Business Organization and Management. Mayur paperbacks.
3. Rao and Narayan; Principles and Practice of Management.
4. Parsad, L. M, Principles and Practice of Management. Sultan Chand, New Delhi
5. Druker, Peter F. Management Challenges for the 21st century. Butter worth Heinemann, New Delhi
6. Nirmal Singh, Principles of Management, Deep & Deep Publications Pvt. Ltd., New Delhi.

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7. Gupta & Chaturvedi, Organisation & Management, Shree Mahavir Book Depot.
8. P. Subha Rao, Management & Organisational Behaviour, Himlya Publishing House.
9. Harold Koontz & Heinz Weihrich, Essentials of Management, Tata Mcgraw Hill.
10. Stephen F. Robbins, Mary Coulter, Management, Prentice Hall of India Pvt. Ltd.

**B.B.A First Semester
Business Economics**

1. Assessment:

Internal Assessment Marks(Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation	Total Marks
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40	End Term Marks: 60	Time : 3 Hours	100
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2. Objective: The paper seeks to equip the students with the analytical tools of Economics and apply the same to rational managerial decision-making. It further seeks to develop economic way of thinking in dealing with practical business problems and challenges.

3. Sylla

Unit- 1

Scope and nature of microeconomics, Law of demand, Demand curve, Law of supply, Supply curve, Market equilibrium, Elasticities of demand and supply: Price elasticity of demand, income elasticity of demand, cross price elasticity of demand, elasticity of supply, Indifference curves, budget line, consumer equilibrium, price effect, substitution effect, income effect for normal, inferior and Giffen goods, Price consumption curve, Income consumption curve, Engels curve

Unit- 2

Production with one variable input, Total, Average and Marginal Product, Law of Diminishing Marginal Returns, Production function with two variable inputs: Isoquant curvess, iso-cost line, producer's equilibrium, Economic region of production, Economies of scale, Expansion path, Economies of scope, Short-run Total, Average and Marginal Cost, Short-Run Cost Curves and their relationships, Long-Run Average and Marginal Cost Curves

Unit- 3

Concept of Total, Average and Marginal Revenue; Nature of Revenue Curves in Various Markets and their Curves; Relationship between Average and Marginal Revenue Curves in different Market Situations, Price determination under different market situations- perfect competition, monopoly, monopolistic competition and oligopoly.

Unit- 4

Factor market: Marginal productivity theory of distribution, Determination of rent; quasi rent; alternative theories of interest and wages

4. Suggested Readings:

1. D.N Diwvedi, Economic Theory and Applications, Pearson Education, Delhi
2. H. L. Ahuja, Business Economics. S. Chand Publication
3. Petersen, Craig H., W. Chris Lewis and Sudhir K. Jain, Managerial Economics, Pearson Education, Delhi
4. Keat, Paul G. and Philip K.Y. Young, Managerial Economics, Economic tools for Today's Decision Makers. Pearson Education, Delhi

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**BBA First Semester
Business Statistics**

1. Assessment:

Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective: The overarching objective of Business Statistics is for students to describe data and make evidence based decisions using inferential statistics that are based on well-reasoned statistical arguments.

3. Syllabus:

Unit-1

Meaning & Definition of Statistics, Classification and Tabulation of Primary and Secondary data; Presentation of data: Graphical and diagrammatic. Central tendency, measures of central tendency, their properties and applications.

Unit- 2

Measures of dispersion- Range: merits and demerits, uses; Quartile: Quartile deviation, coefficient, merits and demerits; percentile ranges; Average deviation: computation of mean deviation, merits and demerit; Standard deviation: mathematical properties, merits and demerits, variance, coefficient of variation; Skewness and Kurtosis: measures of skewness, Karl Pearson's Coefficient of skewness, kurtosis.

Unit-3

Correlation-Meaning, Definitions, Types, Degree and Methods. Regression Analysis-Meaning, Uses, Difference between Correlation and Regression, Linear Regression, Regression Equations, Calculation of Coefficient of Regression.

Unit-4

Theoretical distributions- introduction; Binomial Distribution: Probability function of binomial distribution, constants of binomial distribution, mode of binomial distribution, fitting of binomial distribution; Poisson Distribution: utility of Poisson distribution, constants of Poisson distribution, mode of Poisson distribution, fitting of Poisson distribution; Normal distribution: equation of normal probability curve, standard normal distribution, relationship between binomial and normal distribution, relationship between Poisson and normal distribution, properties of normal distribution, area under standard normal probability curve, importance of normal distribution.

4. Suggested Readings:

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1. Dr.S.P.Gupta, Statistical methods, S.Chand & Co., New Delhi.
2. D.N.Elhance, Veena Elhance, B.M.Aggarwal, Fundamentals of Statistics, Kitab Mahal.
3. N.P.Aggarwal, Quantitative Techniques, Ramesh Book Depot., Jaipur.
4. R.P.Hooda, Statistics for Business and Economics, Mcmillan India Ltd., New Delhi.

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BBA Second Semester

Business Laws

1. Assessment

Internal Assessment Marks(Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective: The word ‘Law’ denotes rules and principles either enforced by state or self imposed by the members of a society to control and regulate people’s behavior with a view to securing justice, peaceful living and social security. With the increasing complexities of the modern business world, the scope of ‘Business Law’ has enormously widened. The need for the knowledge of law cannot be over-emphasized. Every person is presumed to know the law. As such it is indispensable for the people engaged in economic and commercial pursuits to acquaint themselves with the general principles of the basic business laws.

3. Syllabus:

Unit-1

The Indian Contract Act,1872 : Contract, Essentials of valid Contract, Formation of Valid contract - Offer and Acceptance, Void Agreement Capacity of Parties and Consideration Free consent, Legality of object, Discharge of a Contract, Remedies for breach of contract and Quasi contract, Indemnity and Guarantee, Bailment and Pledge, Contract of Agency

Unit-2

The Companies Act, 2013: Formation of Company, Kinds of companies, Incorporation of a company, Memorandum and Articles of Association, Prospectus – Contents, Abridged Prospectus & Red-Herring Prospectus

Consumer Protection Act, 1986: Basic concepts, Rights of Consumers, Redressal Machinery under the act

Unit-3

Negotiable Instrument Act, 1881: Kinds of negotiable instruments, Promissory Note, bill of exchange, Cheques, Crossed Cheques, Penalties in case of dishonour of Cheques Sales of Goods Act, 1930: Essentials of valid sales, Conditions and Warranties, Transfer of Ownership

Unit-4

Partnership Act, 1932: Partnership and its essentials, Rights and Duties of Partners, Types of Partners Minor as a partner, Doctrine of Implied Authority, Registration & dissolution of Firms, settlement of accounts, Limited Liability Partnership, 2008

4. Suggested Readings:

1. Ashok Sharma, Business regulatory Framework, V.K. Publications
2. N.D.Kapoor, Business Law. Sultan Chand & Co., New Delhi
3. M.C.Kuchhal, Business Laws, Sultan Chand & Co., New Delhi

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BBA Second Semester

Financial Accounting

1. Assessment:

Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective: The primary objective of the course is to familiarize the students with the basic accounting principles and techniques of preparing and presenting the accounts for user of accounting information.

3. Syllabus:

Unit-1

Introduction: Meaning, Objectives, Process, Limitations and Basic Terms of Accounting; Generally Accepted Accounting Principles; Journalizing, Posting and Preparation of trial balance.

Unit-2

Capital and Revenue Items; Reserves and Provisions; Depreciation: Meaning, Causes, Accounting Procedure; Methods of Computing depreciation, Straight line method and Diminishing balance method, Change of method.

Unit-3

Final Accounts with adjustments; Rectification of errors.

Unit-4

Accounting for Non-Profit organizations; Accounts from incomplete records.

4. Suggested Readings :

1. Gupta, R.L., Radha Swami, M., Financial Accounting, Sultan Chand and Sons., New Delhi.
2. Monga J.R., Ahuja, Girish, Sehgal, Ashok: Financial Accounting, Mayur Paper Back, Noida.
3. Shukla, M.C., Grewal, T.S. and Gupta, S.C.; Advanced Accounts, S. Chand and Company, New Delhi.
4. Goel, D.K., Financial Accounting, Arya Publications, New Delhi.

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BBA SECOND SEMESTER
Fundamentals of Business Research

Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

INTERNAL ASSESSMENT shall be based on the following components- Quiz/Assignments/Project/Class Participation/Attendance/Synergy; no component shall exceed 10 marks

Course Objective: The objective of the course is to familiarize students with techniques and practices related to application of business research methods for various research problems.

Course Content:

Unit1: Introduction and basic concepts in Research Methodology: Meaning of research, characteristics, significance & types of research, research approaches, research plan & its components, Criteria for good research & problems encountered by researchers.

Unit 2: Identification and formation of research problem: Necessity & Techniques involved in defining problem, Formulation of research question / hypothesis. Topic Selection: Problem Identification, Scope and Objectives of any Social Sciences research with special reference to selected field by student.

Unit 3: Research Design:

Concept of research design, variables and hypothesis. Case study method, descriptive & diagnostic studies, analytic studies, experimental designs- CRD, RBD, LSD & Factorial designs. Writing a research design and proposal in the selected field of research.

Unit 4: Data Collection- primary & secondary data collection, data preparations, processing, analysis & interpretation. Qualitative or Quantitative Research methods to be adopted as per field of social sciences under study.

Qualitative Research: Framework of Qualitative research using case study or coding (narrative or textual analysis) – Miles and Huberman Framework of Qualitative data analysis.

Quantitative Research: Collection, validity, reliability, variables, and constants to be prepared by the student. Dependent upon research univariate or multivariate tests to be conducted for analysis.

Unit 5: Writing of report- Types of reports, stages in preparation, Characteristics, layout structures, documentation, footnotes, Bibliography & References- various methods. Editing final report, characteristics of good report.

Suggestive Readings

1. Gupta, S.P., Statistical Methods, S. Chand & Co.
2. Kothari, C.R. Research Methodology (Methods and Techniques), New

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Age Publisher.

3. Hooda, R. P., Statistics for Business and Economics, Mcmillan India Ltd.
4. Levin, R. I., Rubin, D. S., Siddiqui, M. H. and Rastogi, S., Statistics for Management, Pearson.
5. Aggarwal, N. P., Quantitative Techniques, Ramesh Book Depot, Jaipur.
6. Gupta, S.C. and Kapoor, V. K., Fundamental of Applied Statistics, Sultan Chand & Sons.
7. Gupta, S.C. and Kapoor, V. K., Fundamental of Mathematical Statistics, Sultan Chand & Sons
9. Creswell, J. W. Research design: Qualitative, quantitative and mixed methods approaches. 5th Ed. Thousand Oaks, CA: Sage, 2018.

BBA SECOND SEMESTER
Organizational Behaviour

1. Assessment:

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Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective: To gain a solid understanding of human behaviour in the workplace from an individual, group, and organizational perspective. This course deals with human behaviour in organizations. Conceptual frameworks are applied to course topics which include: motivation, learning and development, group dynamics, leadership, communication, power and influence, change, diversity, organizational design, and culture.

3. Syllabus:

Unit -1

Changing paradigm of management—Contingency and contemporary Approach to Management, Management of strategic Change, Knowledge Management, Learning Organization. Foundations of Individual Behaviour: The organization and the individual: Personality: Determinants and Attributes, Job Attitudes, Learning and Learning Theories, Perception, Cross cultural issues.

Unit -2

Motivation: Definition and concept, theories of motivation- Maslow’s Hierarchy of Needs, Herzberg's Two Factor theory, ERG theory, Vroom's Expectancy theory, Equity theory, Reinforcement theory and Behaviour Modification.

Unit -3

Foundations of Group Behaviour: Defining and Classifying Groups, stages of group development, Group Structure, Group Processes, Group Dynamics, Group v/s Team, Team Effectiveness, Group and Inter-group Relations

Unit -4

Leadership: Nature and Significance of leadership, leadership in different cultures, leadership theories and styles: Trait theories, Behavioural theories, Contingency theories, Situational theory, Path Goal theory, emotional intelligence and leadership effectiveness, Recent developments in Leadership Theory.

4. Suggested Readings:

- 1) Griffin, Ricky W, Organizational Behaviour, Houghton Mifflin Co., Boston.
- 2) Hellreigel, Don, John W. Slocum, Jr., and Richards W. Woodman, Organizational Behavior, South Western Faculty Publishing, Ohio.
- 3) Hersey, Paul, Kenneth H. Blanchard and Dewey E Johnson, Management of Organisational Behaviour, Utilizing Human Resources, Prentice Hall, New Delhi.
- 4) Ivancevich; John and Micheol T. Matheson, Organisational Behaviour and Management, Tata McGraw, New Delhi. Hill
- 5) C.B. Gupta, Business Organization and Management, Mayur paper back

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BBA THIRD SEMESTER
Human Resource Management

1. Assessment:

Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective: The objective of the course is to familiarize students with the different aspects of managing Human Resources in the organization in order to achieve business objectives. In this course, students will learn the basic concepts of HRM, various parts of HRM, such as HR policy, organizational structure, HR systems (recruitment, selection, placement, training evaluation, compensation and development) and organizational culture.

1. Training and development programmes in different companies—manufacturing companies, service companies, IT companies etc. for different levels of employees—goals, contents, techniques and renewals.

3. Suggested Readings:

1. Dessler, Human Resource Management, Prentice Hall
2. Decenzo & Robbins, Fundamentals of Human Resource Management, Wiley India.
3. Werther and Davis: Human Resource Management, Prentice Hall
4. Chhabra, T.N., Human Resource Management, Dhanpat Rai & Co., Delhi.
5. Gupta, C.B., Human Resource Management, Sultan Chand & Sons, Delhi.

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BBA- 3rd Semester
Application of Business Research Methods

Assessment:

Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

INTERNAL ASSESSMENT shall be based on the following components-Quiz/Assignments/Project/Class Participation/Attendance/Synergy; no component shall exceed 10 marks

Course Objective: The objective of the course is to familiarize students with techniques and practices related to application of business research methods for various research problems.

Course Content:

Unit1:

Introduction and basic concepts in Research Methodology: Meaning of research, characteristics, significance & types of research, research approaches, research plan & its components, Criteria for good research & problems encountered by researchers.

Unit 2:

Identification and formation of research problem: Necessity & Techniques involved in defining problem, Formulation of research question / hypothesis. Topic Selection: Problem Identification, Scope and Objectives of any Social Sciences research with special reference to selected field by student.

Unit 3:

Research Design:

Concept of research design, variables and hypothesis. Case study method, descriptive & diagnostic studies, analytic studies, experimental designs- CRD, RBD, LSD & Factorial designs. Writing a research design and proposal in the selected field of research.

Unit 4:

Data Collection- primary & secondary data collection, data preparations, processing, analysis & interpretation. Qualitative or Quantitative Research methods to be adopted as per field of social sciences under study.

Qualitative Research: Framework of Qualitative research using case study or coding (narrative or textual analysis) – Miles and Huberman Framework of Qualitative data analysis.

Quantitative Research: Collection, validity, reliability, variables, and constants to be prepared by the student. Dependent upon research univariate or multivariate tests to be conducted for analysis.

Unit 5:

Writing of report- Types of reports, stages in preparation, Characteristics, layout structures, documentation, footnotes, Bibliography & References- various methods. Editing final report, characteristics of good report.

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Suggestive Readings

1. Gupta, S.P., Statistical Methods, S. Chand & Co.
2. Kothari, C.R. Research Methodology (Methods and Techniques), New Age Publisher.
3. Hooda, R. P., Statistics for Business and Economics, Mcmillan India Ltd.
4. Levin, R. I., Rubin, D. S., Siddiqui, M. H. and Rastogi, S., Statistics for Management, Pearson.
5. Aggarwal, N. P., Quantitative Techniques, Ramesh Book Depot, Jaipur.
6. Gupta, S.C. and Kapoor, V. K., Fundamental of Applied Statistics, Sultan Chand & Sons.
7. Gupta, S.C. and Kapoor, V. K., Fundamental of Mathematical Statistics, Sultan Chand & Sons
8. Creswell, J. W. Research design: Qualitative, quantitative and mixed methods approaches. 5th Ed. Thousand Oaks, CA: Sage, 2018.

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BBA- 3rd Semester
Financial Management

1. Assessment:

Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
	40	End Term Marks: 60	

2. Objective: The objective of the study is to expose the student to analytical framework guiding financial decision making within the business firm. Emphasis is placed on financial analysis, the evaluation of investment opportunities available to the firm, working capital management, and the analysis of alternative means of financing the firm. To be effective in finance, student must understand how supply and demand interact to determine prices and interest rates and how changes in national economic variables affect industries and firms within that economy.

3. Syllabus:

Unit-1

Financial Management: Meaning, concept, significance, objectives and scope; financial decisions. Time value of money, Risk and Return Analysis.

Unit- 2

Financial Planning: Concept and theories. Capitalization: meaning, types (over capitalization, undercapitalization and optimum capitalization). Financial forecasting: Meaning, purpose, process, types, methods and theories. Sources of finance

Unit-3

Capital Structure: Concept, patterns, point of indifference, theories, sound capital mix, capital gearing, financial distress and pecking order theory. Leverages: Meaning and types (financial leverage, operating leverage, composite leverage).

Cost of Capital: Concept, significance, computation of cost of capital (cost of debt, Inflation adjusted cost of debt, cost of preference capital, cost of equity share capital and CAPM, cost of retained earnings and weighted average cost of capital).

Unit-4

Capital Budgeting: Nature, significance and techniques. Risk and uncertainty in capital budgeting; risk adjusted discounting rate, certainty equivalent method, sensitivity technique, probability technique, standard deviation technique, co-efficient of variation method and decision tree analysis. Management of Cash and Marketable Securities: Objectives of Cash Management, Factors Determining Cash Needs, Receivables Management: Meaning, Objectives, Credit Policies. Inventory Management: Introduction, Objectives, Techniques.

4. Suggested Readings:

1. Gupta, S.K.. & Sharma, R.K., Financial Management: Theory and Practice. Sultan Chand and Sons
2. Goel, D. K., Goel, R., & Goel, S,. Accounting for Management and Financial Management. Avichal Publishing Company.
3. Pandey, I. M., Essentials of Financial Management, 4th Edition. Vikas Publishing House.

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4. Maheshwari, S. N., Financial Management: Principal and Practices. New Delhi, Sultan Chand.

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**BBA- 3rd Semester
Operation Management**

1. Assessment:

Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective: The course is designed to make the students familiar with different types of Production, plant layout and material handling, operations planning and control, inventory management, quality management etc. and to acquaint them with appropriate tools and techniques needed for understanding the operational situation.

3. Syllabus:

Unit-1

Production/Operations Management- Introduction, evaluation, objectives, difference between products and services (from POM view point), difference between manufacturing and operation. Production Systems- Types, production to order and production to stock, role of production manager.

Unit-2

Plant location- Factors affecting locations and evaluating different locations. Plant layout- Meaning, objectives, characteristics and their types, materials handling.

Unit-3

Production Planning and Control- Meaning, objectives, advantages and PPC elements, Production planning techniques- sequencing and assignment problems.

Work study- meaning, objectives, prerequisites and procedure and tools of work study, Procedure and techniques of work measurement.

Unit-4

Inventory Control- Objective, advantages and techniques (EOQ model and ABC analysis). Quality control - meaning and importance, inspection, quality control charts for variables and attributes and acceptance sampling.

4. Suggested Readings:

- Singh, S. P., Production & Operation Management, Vikas Publication
- Aswathappa, K., G. Sudarsana Reddy, B. Krishna Reddy, Production & Operation Management, Himalaya Publishing House
- Mahadevan. B, Operations Management, 2010, Pearson Education.
- Stevenson J. William, Operations Management, 2009, 9th Ed. Tata McGraw-Hill.
- James R Evans, David A. Collier, Operations Management, 2007, Cengage Learning.
- Danny Samson and Prakash J. Singh, Operations Management-An integrated approach, 2009, 1st Ed. Cambridge Press.
- Kanishka Bedi, Production and Operations Management, 2007, 2nd Ed. Oxford University Press.
- Everett. Adam, Jr. and Ronald J. Elbert, Production and Operations Management Concepts, Models and Behaviour, 2003, Prentice Hall of India, 5th Ed.

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Date of approval:



**BBA Fourth Semester
 Operations Research**

1. Assessment:

Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

1. Objective: The objective of this paper is to acquaint the students with various quantitative techniques are of great importance for business decision-making.

2. Syllabus:

Unit-1

Operations Research: Evolution, methodology and role in managerial decision making. Linear programming: Terminology; Properties and assumptions; Formulation of LP problems; Graphical method; Simplex method (Upto three variables), special cases in LPP, concept of duality.

Unit-2

Transportation problems: Concept, Methods of Initial Solution (NW Corner, Least Cost, and VAM) Optimal solution by MODI method, Stepping Stone method. Special cases in transportation problems: unbalanced problems, degeneracy, maximization objective and multiple optimal solutions. Assignment problems: Concept, Hungarian method, Special cases in assignment problems: unbalanced problems, maximization objective and multiple optimal solutions.

Unit-3

PERT/CPM: Network construction, Difference between PERT and CPM, calculating Floats, probability considerations in PERT. Decision theory: Decision making under uncertainty and risk, decision trees.

Unit-4

Game theory: Pure and mixed strategy games, principle of dominance, 2-person zero sum game and their solution. Queuing theory: concept, assumptions and applications; Poisson distributed arrivals- Exponentially distributed service time models (MM1 and MMK), Replacement Theory: Individual and Group replacement.

3. Suggested Readings:

1. Paneerselvam, Operations Research, Prentice Hall of India, N. Delhi.
2. Taha, Operations Research: An Introduction, Prentice Hall of India, N. Delhi.
3. Kapoor, V.K., Operations Research; Sultan Chand & Sons, New Delhi.
4. Sharma, J.K., Operations Research: Theory and Applications, Macmillan India Ltd, New Delhi.
5. S. Kalavathy, Operations Research, Vikas Publishing House, New Delhi

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BBA Fourth Semester
Principles of Marketing-

2. Assessment:

Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

3. Objective:

- To identify core concepts of marketing and the role of marketing in business and society.
- Inculcate ability to develop marketing strategies based on product, price, place and promotion objectives.
- Ability to create an integrated marketing communications plan which includes promotional strategies and measures of effectiveness.
- Ability to apply knowledge and skills to real-world experiences in an internship.

4. Syllabus:

Unit -1

Introduction to marketing, difference between marketing and selling, Evolution of marketing concepts, Marketing Mix, Marketing process, Marketing environment

Unit- 2

Determinants of consumer behavior, consumer purchase decision process; market segmentation-concept, importance and bases, Target marketing, Differentiation and positioning, Product differentiation v. market segmentation

Unit- 3

Product and Product line decisions; Branding, Packaging and Labelling decisions, Product life cycle, New Product Development; Pricing decisions; Pricing policies and strategies.

Unit- 4

Marketing Channels, Retailing, Wholesaling, Warehousing and Physical distribution, Conceptual introduction to supply chain management, conceptual introduction to customer relationship marketing; Promotion Mix and factors affecting promotion mix, Types of Marketing- Tele Marketing, E-Marketing- service Marketing, Rural Marketing- features and importance, suggestion for improvement of Rural Marketing.

Project work

- Supply Chain for various consumer goods e.g. fast-selling and perishable goods.
- Promotional methods and strategies of on line retailers and fixed place retailers in contrast; of automobile companies, of fresh food chains etc.

4. Suggested Readings:

- Kotler, Keller, and Jha, Marketing Management, Pearson Education
- Zikmund and D'Amico, Marketing, Thomson Learning
- Etzel, Walker, Stanton & Pandit, Marketing Concepts and Cases.
- Arun Kumar, Meenakshi, Marketing Management, Vikas Publishing House.

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5. Saxena, Rajan, Marketing Management, Mc Graw Hill
6. Chhabra and Grover: Marketing Management, Dhanpat Rai

BBA 4th Semester
Entrepreneurship Development

Date of approval in BOS:
Date of approval:

Dean

Program Coordinator

Batch Coordinator



1. Assessment:

Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective: Study of this subject provides an understanding of the scope of an entrepreneur, key areas of development, financial assistance by the institutions, methods of taxation and tax benefits, etc.

3. Syllabus:

Unit-1

Entrepreneur, Types of Entrepreneurs, Difference between Entrepreneur and Intrapreneur, Entrepreneurship in Economic Growth, Factors Affecting Entrepreneurial Growth, Entrepreneur Vs. Professional Manager, Major Motives Influencing an Entrepreneur, Achievement Motivation, Training, Entrepreneurship Development Programs- Need, Objectives

Unit-2

Medium Enterprises , Small Enterprises – Definition, Classification – Characteristics, Ownership Structures; Sickness in small business – concept, magnitude, causes and consequences, Corrective measures. Government Policy for Small Scale Enterprises. Micro, Small & Medium Enterprises (MSMEs) Policy in India

Unit-3

Steps involved in setting up a Business – identifying, selecting a Good Business opportunity, Market Survey and Research, Techno Economic Feasibility Assessment – Preparation of Preliminary Project Reports – Project Appraisal

Unit-4

Sources of finance, Term loans, Financial institutions, Capital structure, Management of working Capital, Costing. Break Even Analysis.

Institutions for Entrepreneurial Development; Role of Banks and Financial Institutions and their assistance to entrepreneurs

4. Suggested Readings:

1. S.S.KHANKA, Entrepreneurial Development, S.Chand & Co,New Delhi, 1999
2. Hisrich R D and Peters M P, Entrepreneurship, Tata McGraw-Hill
3. Vasanta Desai, Dynamics of Entrepreneurial Development and Management.
4. Balakrishnan, Financing of Small Scale Enterprises
5. Rabindra N. Kanungo, Entrepreneurship and innovation, Sage Publications, New Delhi

**BBA 5th Semester
Strategic Management**

1. Assessment:

Date of approval in BOS:

Date of approval:

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Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective: The objective of the course is to develop a holistic perspective of an organization and to enable the students to analyse the strategic situation facing the organization, to access strategic options available to the organization and to implement the strategic choices made by it.

3. Syllabus:

Unit-1

Strategic Management: Strategy concept, levels of approaches to strategic decision making, process of strategic management, roles of strategist, strategic intent- mission, objectives, and strategic business unit.

Unit-2

Environment and Organization Appraisal: Environment concept and components, ETOP and PESTEL, SWOT analysis, BCG matrix, SPACE approach

Unit-3

Strategy Formulation and Implementation: Corporate level and Business level strategies, behavioural implementation - leadership, value and ethics, functional strategies- plans and policies

Unit-4

Strategic Evaluation and Control: an overview of strategic evaluation and control, techniques of strategic evaluation and control

4. Suggested Readings :

1. Kazmi, Azhar, Business Policy and Strategic Management, Tata McGraw Hill Publishing Company Ltd., New Delhi
2. Gerry Johnson, Kevan Scholes, Richard Whittington, “Exploring Corporate Strategy”, 2009, Pearson Edition Ltd, United Kingdom, 2nd Edition.
3. Arthur A Thompson Jr, Strickland A.J., John E. Gamble and Arun K. Jain, “Crafting and Executing Strategy - The Quest for Competitive Advantage - Concepts and Cases”, Tata McGraw Hill Education Private Limited, New Delhi.
4. Michael Hitt, Ireland, Hoskission, “Strategic Management”, 2010, Cengage Learning, New Delhi.
5. Fred R. David, “Strategic Management- Concepts and Cases”, 2010, PHI Learning, New Delhi.
6. Loizos Heracleous, “Strategy and Organisation” 1st Edition, 2009, Cambridge

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BBA 5th Semester

Financial Institutions and Markets-

1. Assessment:

Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective: The Course aims at providing the students, basic knowledge about the Finance concepts, markets and various services provided in those markets. The syllabus is structured in a way which provides adequate information about the roles of intermediaries and its regulating bodies.

3. Syllabus

Unit-1

Money Market: Inter Bank call money market, Term Money; Retail & Wholesale; BSE, NSE: Instruments & Players, T Bill, dated Govt. securities, Commercial paper, certificate of deposit, Role of RBI in regulation of money market.

Unit-2

Basic Introduction to Primary & Secondary Market: Primary Market: New Issue Market, DIP Guidelines, Eligibility conditions, Red herring prospectus, green shoe option, IPO grading, book building, French option, dutch option, minimum subscription, pricing (band, floor), Settlement & Allotment, Escrow account, listing, Secondary Market: Stock market, trade operations & settlement, margin requirement, types of margin, Indices – NIFTY & SENSEX (meaning & composition)

Unit-3

Financial Services: Leasing & Hire Purchase: meaning, types, benefits of lease to lessor & lessee, methods of determining lease rental (stepped up, ballooned), difference between lease and hire purchase, Factoring & forfeiting: Concept, distinction between factoring and forfeiting, benefits of factoring, impact of factoring on balance sheet, Venture capital: Main features, venture capital process, difference between venture capital finance and conventional sources of finance, disinvestment avenues, Housing finance: Concept, role of NHB, HFCs, different schemes & limits of housing finance, risk associated with housing finance

Unit-4

Credit rating: process, evaluation of a company, benefits of credit rating to investors, reliance on credit rating for investment decision, Securitization: Concept, origin, features, process, MBS, ABS, risk associated with securitization, Merchant Banking: Introduction, evolution of merchant banking, types of merchant bankers, activities undertaken by different types of merchant bankers, Merger & Acquisition: Concept of merger and takeovers, reasons for merger & acquisitions, Steps involved in merger and amalgamation, case study on mergers, demergers. Insurance: types of insurance (life, non life), types of insurance policies.

4. Suggested Readings:

1. M. Bhole, Financial Institutions and Markets, TATA McGraw Hill
2. V. A. Avadhani, Marketing of Financial Services, Himalaya Publishers, Mumbai
3. Vasant Desai, Indian Financial Systems, Himalaya Publishers.
4. E. G. Benton, Financial Intermediaries An Introduction
5. R. D. Edminister, Financial Institution – Market and Management

Date of approval in BOS:

Date of approval:



BBA 6th Semester
Human Resource Planning & Development

1. Assessment:

Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective: The objective of the course is to make student aware of the concepts, techniques and practices of Human Resource Planning and Development. This course is intended to make students capable of applying the principles and techniques as professionals for developing human resources in an organization. To create a conceptual background required to undertake any activity to facilitate and manage the HRD functions in an organization and to acquaint the students about different HRD system, the course is divided into four units

3. Syllabus:

Unit-1

Human Resource Planning: HRP - objectives, activities, Recruitment & Selection process, Career planning & development, Training methods, Basic concept of performance appraisal and employees compensation.

Unit-2

Human Resource Development: Concept, nature, scope, significance, objectives, functions; Relationship between human resource management and human resource development; HRD and outcomes; HRD interventions; Roles and competencies of HRD professionals; Challenges in HRD

Unit-3

HRD Process: Assessing need for HRD; HRD culture and climate; Designing and developing effective HRD programs; Implementing HRD programs; Evaluating effectiveness of HRD Programs; HRD audit; HRD Culture and climate.

Unit-4

HRD Activities: Employee development activities- Approaches to employee development, leadership development, action learning, assessment and development centers; HRD mechanisms for workers; HRD in developed countries, HRD in India, HRD in Public Enterprises and small undertakings.

4. Suggested Readings:

1. Mankin, D., Human resource development, Oxford University Press India.
2. Haldar, U. K., Human resource development, Oxford University Press India.
3. Rao, T.V., Future of HRD, Macmillan Publishers India.
4. Werner J. M., De Simone, R.L., Human resource development, South Western.
5. Rao, T.V., Hurconomics for talent management: Making the HRD missionary business-driven, Pearson Education.
6. Curtis, B., Hefley, W. E., Miller, S. A., The people capability maturity model: Guidelines for improving workforce, Pearson Education.

Date of approval in BOS:

Date of approval:



BBA 5th Semester

Income Tax

1. Assessment:

Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective: The objective of the study is to expose the students to Tax environment In India. Direct tax is introduced with the aim to make the students with the Income tax law, especially the focus is to familiarizes the students with the legal terms and their meaning under the Income Tax Law.

3. Syllabus:

Unit-1

Basic concepts of income tax, residential status and its incidence on tax liability, incomes exempt from tax; income from the head salary; income from house property

Unit-2

Profits and gains of business and profession including depreciation; capital gains; income from other sources

Unit-3

Clubbing of incomes, setting off and carrying forward of losses; general deductions from gross total income, assessment of individuals and companies, computation of tax liability

Unit-4

Tax planning/avoidance/evasion; tax planning with reference to managerial decisions - own or lease, make or buy, export or local, close or continue etc; returns of income and assessment of income; deduction and collection of tax at source; income tax authorities and their powers

4. Suggested Readings:

1. Direct Taxes Law & Practice. Dr. H C Mehrotra & Dr. S P Goyal, Sahitya Bhawan Publications, Agra.
2. Direct Taxes & Practice. Dr. V K Singhania, Taxman Publications.
3. Direct Taxes Law & Practice. Dr. Bhagwati Prasad, Wishva Prakashan, New Delhi
4. Simplified Approach to Income Tax. Dr. Girish Ahuja & Dr. Ravi Gupta, Sahitya Bhawan Publishes & Distributors, Agra

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**BBA 6th Semester
Auditing**

1. Assessment:

Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective: The purpose is to provide an insight of the auditing practices and procedures prevalent in India.

3. Syllabus:

Unit-1

Auditing: Meaning, objectives, importance and types of Auditing, Audit Process: internal control, internal check & internal audit, audit programmer.

Unit-2

Audit Procedure: Routine checking, vouching, verification & valuation of assets & liabilities

Unit-3

Audit of Public company: Qualification, Appointment of company Auditors, their powers, duties and liabilities, Audit of depreciation and reserves, Divisible profits & dividends.

Unit-4

Audit Report and Investigation Audit Report: Meaning, objectives, contents and types.

Investigation: meaning, Nature and objectives.

4. Suggested Readings:

1. Sharma T.R. Principles of Auditing Sahitya Bhawan Agra.
2. Tondon B.N. Principles of Auditing, S. Chand and Co., New Delhi.
3. Gupta Kamal contemporary Auditing Tata Mc Graw Hill, New Delhi.

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BBA 5th Semester
Service Marketing

1. Assessment:

Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective:

1. Understand and explain the nature and scope of services marketing and present about this in a professional and engaging manner;
2. Use critical analysis to perceive service shortcomings with reference to ingredients to create service excellence;
3. Provide a theoretical and practical basis for assessing service performance using company examples and report on this in a professional, logical and coherent way;
4. Discuss key linkages between marketing and other business functions in the context of designing and operating an effective service system.

3. Syllabus:

Unit-1

Foundation of Service Marketing - Definition and concept of service marketing, distinctive characteristics and classification of services, growth in service, service marketing mix, emergence of service economy

Unit-2

Customer Focus - Understanding customer needs and expectations, process of market segmentation, selecting customer portfolio, creating valued relations with customer, customer loyalty, service encounters, measuring customer satisfaction, SERVQUAL and GAP Model, handling complaints, service failure and recovery

Unit-3

Designing and Delivery services - Positioning a service in the market, value addition to service product, planning and branding service product, new service development, pricing the service product, advertising, personnel selling and other communication in services industry, challenges in distribution of services, role of employees, customers and intermediaries in service industry

Unit-4

Special Issues in Service Marketing - e-services, online consumer behaviour, self service technologies, understanding specific service industries - financial, hospitality, health, telecom, retail, public utilities, NGOs, travel and tourism, professional services.

4. Suggested Readings:

1. Michael Bosworth, John Holland, Customer Centric Selling. Tata McGraw hill
2. Richard Wilson, Colion Gilligan, Strategic Marketing Management. Viva publisher
3. Rao, Steckal, Analysis for Strategic Marketing. Pearson Publisher
4. Ravi Shanker, Services Marketing: The Indian Perspective. Excel Books.
5. Lovelock, 'Services Marketing: People, Technology, Strategy', Pearson Education

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6. Zeithaml and Bitner, Services Marketing: Integrating Customer Focus Across the Firm,
Tata McGraw Hill

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BBA 5th Semester
Retail Management

1. Assessment:

Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective:

1. To provide insights on Retail Operations.
2. To provide the learner with an overview of the retail industry, concepts and processes and an opportunity to understand the areas of accountability for a Retail Manager.
3. Ability to construct written sales plans and a professional interactive oral sales presentation.
4. Conducting a competitive market analysis and learn how to use it to your selling advantage.

3. Syllabus:

Unit-1

Introduction: Meaning, nature, scope, importance, growth and present size, Career option in retailing; Technology induction in retailing; Future of retailing in India.

Unit-2

Types of Retailing: Stores classified by owners; Stores classified by merchandising categories; Wheel of retailing; Traditional retail formats vs. modern retail formats in India; Store and non- store based formats; Cash and carry business - Meaning, nature and scope; Retailing models- Franchiser franchisee, directly owned; Wheel of retailing and retailing life cycle; Co-operation and conflict with other retailers.

Unit-3

Management of Retailing Operations: Retailing management and total performance model; Functions of retail management; Strategic retail management process.

Unit-4

Retail planning - importance and process; Developing retailing strategies, objectives, action plans, pricing strategies and location strategies.

4. Suggested Readings:

1. Barry Berman and Joel R. Evans. Retail Management: A Strategic approach. Pearson Education
2. Chetan Bajaj and Rajnish Tuli. Retail Management. Oxford University Press
3. Dr. Harjit Singh. Retail Management. S. Chand Publications

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BBA 6th Semester
Human Resource Information System

1. Assessment:

Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective: create awareness in upcoming managers, of different types of information systems in an organization so as to enable the use of computer resources efficiently, for effective decision making.

3. Syllabus:

Unit-1

Evolution of Human Resource Management and Human Resource Information Systems: The Role of Information Technology, Database Concepts and Applications in Human Resource Information Systems, Systems Considerations in the Design of an HRIS: Planning for Implementation, Human Resource Information Systems Needs Analysis.

Unit-2

System Design and Acquisition, Project Management and Human Resource Management Advice for Human Resource Information Systems Implementation, HR Metrics and Workforce Analytics, Cost Justifying HRIS Investments

Unit-3

Change Management: Implementation, Integration, and Maintenance of the Human Resource Information System, Human Resources Administration and Human Resource Information Systems, Talent Management, Recruitment and Selection in an Internet Context, Training and Development: Issues and Human Resource Information Systems Applications, Performance Management, Compensation, Benefits, Payroll, and the Human Resource Information System.

Unit-4

Human Resource Information Systems and International Human Resource Management, HRIS Privacy and Security, The Future of Human Resource Information Systems: Emerging Trends in HRM and IT

4. Suggested Readings:

1. Michael Armstrong, A Handbook of Human Resource Management Practice, Kogan Page
2. Gueutal & Stone, The Brave New World of Her, Jossey-Bass
3. Monk & Wagner, Concepts in Enterprise Resource Planning, Thomson
4. Dr. Michael Hammer, The Agenda: What Every Business Must Do to Dominate the Decade, Hammer and Company, One Cambridge Center, Cambridge, MA, 02142.
5. Michael Armstrong, A Handbook of Human Resource Management Practice, Kogan page.

Date of approval in BOS:

Date of approval:

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Batch Coordinator



BBA 5th Semester
HR Audit

1. Assessment:

Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective: This course would enable the students to gain knowledge about a systematic methodology for evaluating HRD. At the end of this course, students are expected to demonstrate knowledge in examining the adequacy and appropriateness of the HRD systems, structures, styles, culture, and competencies.

3. Syllabus:

Unit-1

Introduction and Overview, Changing Role of HR, HR as a Strategic Partner, The Need for Measuring HR

Unit-2

Approaches to Measuring HR, Competitive Benchmarking, HR Accounting, HR Auditing, HR Cost Monitoring, HR Effectiveness Index, HR Key Indicators, HR MBO, HR Profit Centre, HR Reputation, Return on Investment, Surveys

Unit-3

Measuring Specific Impact, Measuring HR's Contribution to Enterprise Goals, Cost Benefit Analyses for HR Interventions, Measuring HR's Impact on Processes, Measuring HR's Value Added, Balanced Scorecard and HR Scorecard

Unit-4

Special Issues in Measurement Process, Principle of Good Measurement, Integrating Alternative Measures of Behavioural and Performance Outcomes, End-to-end HR Value Report, Measuring HR Alignment Conclusion: The Next Generation HR Valuation, Human Resource Valuation Strategy for Inventing Future

4. Suggested Readings:

1. Rao, T.V. (2010). HRD Audit - Evaluating the Human Resource Function for Business Improvement, 1/e; New Delhi: Response Books
2. Rao, T.V. 2008. HRD Scorecard 2000, 1/e; New Delhi: Response Books
3. Udai Pareek and Rao T V (2003). Designing and Managing Human Resource Systems, 3/e; New Delhi: Oxford & IBH Publishing Co.

Date of approval in BOS:

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BBA (G)-7th Sem

CORPORATE GOVERNANCE-

1. Assessment:

Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

Objectives:

- To introduce students to the concepts of corporate governance.
- To inculcate ethical standards and its principles among the students.

UNIT I – INTRODUCTION

Corporate Governance (CG): Concept, objectives and significance of CG, Difference between Governance & Management, Theories & Principles of CG-Consequences of Poor Corporate Governance.

UNIT II - EMERGENCE OF CG

Recommendations of Kumar Mangalam Birla Committee, J.J. Irani Committee, Naresh Chandra Committee and Narayan Murthy Committee; Listing agreement and stock exchange, Role of SEBI, Constitution of Board and its roles and responsibilities; Various Board Committees and its Constitution.

UNIT III - CORPORATE SCAMS & REGULATORY FRAMEWORK

Case studies on various scams in India and abroad – Enron, World.com (USA); Satyam computer services ltd; Sahara (India); Kingfisher ltd (India); Common governance problems noticed in various corporate failures.

Regulatory Framework of CG in India.

UNIT IV – CG AND RELATED CONCEPTS

Business Ethics, Insider trading, Corporate Philanthropy, Corporate Sustainability; Corporate Social Responsibility: Meaning, CSR provisions under the Companies Act 2013, Relation between CSR & Corporate Governance; Whistle Blower: Concept, Whistle blower policy.

Related case studies.

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REFERENCE BOOKS:

1. Corporate Governance, Business Ethics & CSR - J. P. Sharma, Ane Books Pvt. Ltd., New Delhi.
2. Politics Ethics and Social Responsibilities of Business - Bhanu Murthy, K. V. and Usha Krishna, Pearson Education, New Delhi.
3. Corporate Governance-Theory and Practice - D Geeta Rani & R K Mishra, Excel Books, New Delhi
4. Corporate Governance (Indian Edition) - Christine A Mallin, Oxford University Press, New Delhi.
5. Corporate Governance-Principles, Policies, and Practice (Indian Edition) - Bob Tricker, Oxford University Press, New Delhi
6. Jayati Sarkar & Subrata Sarkar (2012) Corporate Governance in India, Sage Publications.

BBA 8th Semester

Date of approval in BOS:

Date of approval:

Dean

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Project Management

1. Assessment:

Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective: To develop understanding of project planning. To develop ability to monitor and control projects and risk involved. To become familiar with tools and techniques used in managing projects. .

3. Syllabus:

Unit- 1

Introduction to Project: Project concept, Characteristics, Types, Project life cycle, Project phases, Project selection, Technical analysis and technology selection, Market potential analysis and techniques of long term forecasting

Unit-2

Project Feasibility: Financial feasibility, Project cost determinants, Project financing, Project Appraisal, Financial feasibility with risk, Types of risk, techniques of risk evaluation and its mitigation.

Unit-3

Network Analysis: Construction of networks, CPM, various types of floats and their application, PERT and its applications, Time cost relationship, crashing for optimum cost and optimum time

Unit-4

Project Monitoring: Earned Value Analysis, abandonment analysis, Reasons for failure, project manager's skills and functions, matrix organization, Social Cost Benefit Analysis, UNIDO approach, shadow pricing.

4. Suggested Readings:

1. Gido, Effective project management, 3rd Edition. 2008, Cengage Learning
2. Gray & Larson, Project Management: The Managerial Process, 3rd Edition. 2010, TMH
3. Pinto, Project Management: Achieving Competitive Advantage, Pearson,2010
4. Sunil Abrol, Cases in Project Management, 2010, Excel Books
5. Maylor, Project Management, 3rd Edition, 2010, Pearson
6. McManus, Information Systems Project Management, 2010, Pearson
7. Kloppenborg, Contemporary Project Management, 1st Edition, 2008 Cengage Learning
8. Gopalakrishnan – Textbook of Project Management,2005 – Macmillan Publishers
9. Joy- Total Project Management,2005 , Macmillan Publishers

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