

Detailed Course Scheme  
**Bachelor of Business Administration**  
**(BBA)**

**(Finance, Marketing & Human Resource  
Management)**

**Semester II - Examination**  
**(2016-2019)**

DOC201612020006



**RNB GLOBAL UNIVERSITY**

RNB Global City, Ganganagar Road,  
Bikaner, Rajasthan 334601

## **OVERVIEW**

RNB Global University follows Semester System along with Choice Based Credit System as per the latest guidelines of University Grants Commission (UGC). Accordingly, each academic year is divided into two semesters, **Odd (July-December) and Even (January-June)**. Besides this, the university follows a system of continuous evaluation along with regular updating in course curricula and teaching pedagogy.

The curriculum for BBA program for Even (January- June) Semester, 2017 along with examination pattern is as follows:

### **Course Scheme**

#### **Semester - II**

<b>S. No</b>	<b>Course Code</b>	<b>Course Name</b>	<b>Credits</b>
1.	11009500	Principles of Macro Economics	4
2.	11009600	Cost Accounting	4
3.	11002700	Business Mathematics and Statistics	4
4.	11011500	Organizational Behavior	4
5.	11011600	Marketing Management	4
6.	99001900	Environmental Studies(AECC)	4
7.	11003600	Ability & Skill Enhancement Module-II	3
8.	99002000	NCC/NSS/ Similar activities	-
9.	99002100	Club Activities	-
<b>Total Credits</b>			<b>27</b>

## **EVALUATION SCHEME**

The evaluation of the BBA program would be based on Internal and External Assessments. Internal Assessment would consist of 50% of the marks (50 marks) and external assessment (in form of End Term Exam) would consist of remaining 50% marks (50 marks). Detailed scheme of Internal and External Assessments as follows:

### **Internal Assessment**

<b>Type</b>	<b>Details</b>	<b>Marks</b>
Sessional I	As per marks obtained	10
Sessional II	As per marks obtained	10

Marks obtained in various, assignments, presentations, quizzes etc.	Average of marks obtained	15
Discipline	To be decided by concerned faculty	5
Attendance	80% - 5 marks and 0.25 percent for every one percent above 80 %	10
<b>TOTAL</b>	<b>50</b>	

### **External Assessment**

Type	Marks
Theory	50

### **EVALUATION SCHEME- NCC/NSS AND CLUB ACTIVITIES**

1. NCC/NSS will be completed from Semester I – Semester IV. It will be evaluated internally by the institute. The credit for this will be given after IV<sup>th</sup> Semester.
2. The students have to join club/clubs with the active participation in different activities of club. The students would be continuously assessed from Semester-I to Semester-IV and credits and marks would be given after IV<sup>th</sup> Semester.

### **CURRICULUM**

**Course Name: Principles of Macro Economics**

**Course Code: 11009500**

#### **Course Outline**

**Unit I Introduction :** Concepts and variables of macroeconomics, income, expenditure and the circular flow, components of expenditure., Static macroeconomic analysis short and the long run determination of supply, determination of demand, and conditions of equilibrium

**Unit II Economy in the short run:** IS–LM framework, fiscal and monetary policy, determination of aggregate demand, shifts in aggregate demand, aggregate supply in the short and long run, and aggregate demand- aggregate supply analysis

**Unit III Inflation, Unemployment and Labour market Inflation:** Causes of rising and falling inflation, inflation and interest rates, social costs of inflation; Unemployment – natural rate of unemployment, frictional and wait unemployment. Labour market and

its interaction with production system; Phillips curve, the trade-off between inflation and unemployment, sacrifice ratio, role of expectations adaptive and rational.

**Unit IV Open Economy** - flows of goods and capital, saving and investment in a small and a large open economy, exchange rates, Mundell – Fleming model with fixed and flexible prices in a small open economy with fixed and with flexible exchange rates, interest-rate differentials case of a large economy.

**Unit V Behavioural Foundations:** Investment determinants of business fixed investment, effect of tax, determinants of residential investment and inventory investment. Demand for Money, Portfolio and transactions theories of demand for real balances, interest and income elasticities of demand for real balances. Supply of money

**Suggested Readings:**

1. Mankiw, N. Gregory. *Principles of Macroeconomics*. Cengage Learning
2. Robert J Gordon, *Macroeconomics*, Pearson Education
3. Branson, William H. *Macroeconomic Theory and Policy*. HarperCollins India Pvt. Ltd.
4. Rudiger Dornbusch and Stanley Fischer, *Macroeconomics*. McGraw-Hill Education.
5. Rudiger Dornbusch, Stanley Fischer, and Richard Startz, *Macroeconomics*. McGraw-Hill Education
6. Oliver J. Blanchard, *Macroeconomics*, Pearson Education
7. G. S. Gupta, *Macroeconomics: Theory and Applications*, McGraw-Hill Education Shapiro, *Macroeconomic Analysis*,
8. Paul A Samuelson, William D Nordhaus, and Sudip Chaudhuri, *Macroeconomic*, McGraw-Hill Education
9. Deepashree, *Macro Economics*, ANE Books Pvt. Ltd. New Delhi.
10. Salvatore, Dominick. *International Economics*. John Wiley & Sons Singapore

**Course Name: Cost Accounting**

**Course Code: 11009600**

**Course Outline**

**Unit I** Introduction: Objectives, Importance, Nature, Scope and Advantages of Cost Accounting; Cost Concept; Methods and Techniques of Costing; Installation of Cost Accounting; Difference between Cost, Financial and Management Accounting.

**Unit II** Element of Cost, Classification of Cost, Overhead Allocation, Primary Apportionment, Secondary Apportionment, Cost Ascertainment.

**Unit III** Cost Ascertained: Accounting for Material: Material Purchase Procedure, storage and inventory control; Accounting for Labor: Classification, Principles of Labour, Methods of Remuneration, Overtime and incentives; efficiency rating

procedures Accounting for Overhead: Meaning, Classification, allocation, apportionment and absorption; Accounting of overheads.

**Unit IV** Out-put Costing: UNIT costing - Preparation of statement of cost and cost sheet (Including Tender Price / Quotation price); Reconciliation of Cost accounting profit and financial accounting profit, Operating Costing.

**Unit V** Method of Costing: Contract and Job Costing; Process Costing, Uniform Costing and Inter-firm Comparison Neo Concepts: Activity Based Costing, Target Costing, Life Cycle Costing.

**Suggested Readings:**

1. Introduction to Cost Accounting, Charles T. Horngren, PHI, 2005.
2. Cost Accounting, JawaharLall & SeemaSrivastava, TMH, 4th edition.
3. Cost and Management Accounting, Arora M N, Vikas Publishing, 8<sup>th</sup> edition.
4. Cost Accounting, S.N .Maheshwari, S.Chand Publications, 2008

**Course Name: Business Mathematics & Statistics**

**Course Code: 11002700**

**Course Outline**

**Unit I Statistical Data and Descriptive Statistics:** Measures of Central Tendency: Mathematical averages including arithmetic mean, geometric mean and harmonic mean. Properties and applications, Positional Averages: Mode and Median (and other partition values including quartiles, deciles, and percentiles) (including graphic determination), Measures of Variation: absolute and relative, Range, quartile deviation, mean, deviation, standard, deviation, and their Coefficients.

**Unit II Simple Correlation and Regression Analysis:** Correlation Analysis: Meaning of Correlation: simple, multiple and partial; linear and non-linear correlation, Scatter diagram, Karl Pearson's coefficient of correlation, calculation & properties (proof not required). Correlation & probable error, Rank Correlation Regression Analysis: Principal of least square & regression lines, Regression equations and estimation; Properties of regression coefficients; Relationship between Correlation and Regression coefficients

**Unit III Matrices and Determinants: Algebra** of matrices, Inverse of a matrix, Matrix Operation – Business Application, Solution of system of linear equations (having unique solution and involving not more than three variables) using matrix inversion Method and Cremer's Rule

**Unit IV Linear Programming:** Formulation of linear programming problems (LPP) Graphical solution to LPPs, cases of unique and multiple optimal solutions, Solution to

LPPs using Simplex method – maximization and minimization case,. Identification of Degeneracy, The dual problem: Formulation of the Dual, Primal- Dual Solutions

**Unit V Probability:** Theory of Probability, Approaches to the calculation of probability, calculation of event probabilities. Addition and multiplication laws of probability (Proof not required), Conditional probability and Bayes' Theorem, Expectation

**Suggested Readings:**

1. Berenson and Levine. *Basic Business Statistics: Concepts and Applications*, Pearson Education.
2. Vohra N. D., *Business Statistics*, McGraw Hill
3. Gupta, S.P., and Archana Gupta. *Statistical Methods*. Sultan Chand and Sons, New Delhi.
4. Mizrahi and John Sullivan. *Mathematics for Business and Social Sciences*. Wiley and Sons.
5. Wikes, F.M. *Mathematics for Business, Finance and Economics*. Thomson Learning.
6. Prasad, Bindra and P.K. Mittal. *Fundamentals of Business Mathematics*. Har-Anand Publications.
7. Thukral, J.K. *Mathematics for Business Studies*. Mayur Publications.
8. Vohra, N.D. *Quantitative Techniques in Management*. Tata McGraw Hill Publishing Company
9. Soni, R.S. *Business Mathematics*. Pitambar Publishing House.
10. Singh J. K. *Business Mathematics*. Himalaya Publishing House
11. Levin & Rubin, *Statistics for Business*, Prentice Hall of India, N.Delhi.
12. Gupta S.P. & Gupta M.P. *Business Statistics*, Sultan Chand & Sons, Delhi.
13. Anderson, *Quantitative Methods in Business*, Thomson Learning, Bombay.
14. Anderson, *Statistics for Business & Economics*, Thomson Learning, Bombay.
15. B. S. Grewal, *Higher Engineering Mathematics*
16. S.P Gupta, *Operation Research*

**Course Name: Organizational Behaviour**

**Course Code: 11011500**

**Course Outline**

**Unit I : The Concept of Organizational Behavior** Disciplines Contributing to the Field of Organizational Behavior ,The OB Model, Challenges and Opportunities for OB, Diversity in Organizations

**Unit II: Organizational Culture and Climate** Managerial Communication, Attitudes and Values, Emotions and mood

**Unit III : Behavioral Dynamics** Perceptions, Learning , Personality , Motivation , Stress & Stress Management

**Unit IV : Group Dynamics and Work Teams** Creating Effective Teams, Types of Teams , Stages of Group Development ,Group Think, Group Shift Social Loafing, Group Decision Making Techniques, Power and Politics,

**Unit V :** Change Management , , Change and Organizational Development, Resistance to Change.

**Suggested Readings:**

1. Stephen P Robbins. Organisational Behaviour. Prentice Hall International, Inc.
2. Harold Koontz. Essentials of Management. 2010: Tata McGraw-Hill Education.
3. Stewart R Clegg. Organizational Behaviour. SAGE Handbook
4. Luthans, Organizational Behaviour, 12 th edition ,Tata Mc Graw Hill, 2013
5. Parikh and Gupta, Organizational Behaviour, Tata Mc Graw Hill, 2010
6. Mohanty Chitale and Dubey, Organizational Behaviour: Text and Cases, PHI Learning, Delhi, 2013

**Course Name: Marketing Management**

**Course Code: 11011600**

**Course Outline**

**Unit I : Introduction** Meaning, Nature and Scope of Marketing , Core Marketing Concepts, Marketing Philosophies, Concept of Marketing Mix, Understanding Marketing Environment, Consumer and Organisation Buyer Behaviour, Market Segmentation, Targeting and Positioning

**Unit II: Product Planning and Pricing** Product Concept, Types of Products, Major Product Decisions, Product Life Cycle, New Product Development. Pricing Decisions, Determinants of Pricing, Pricing Process, Policies and Strategies

**Unit III : Promotion and Distribution Decisions** Communication Process, Promotion Tools-Advertising, Personal Selling, Publicity and Sales Promotion, Distribution Channel Decisions-Types and Functions of Intermediaries, Selection and Management of Intermediaries

**Unit IV : Emerging Trends and Issues in Marketing** Consumerism, Rural Marketing, Social Marketing, Direct Marketing , Green Marketing

**Unit V : Digital Marketing** Online and Social Media Marketing, Tele marketing, Event Marketing, Viral Marketing, Non- profit Marketing, Industrial Marketing, Marketing Ethics, CRM.

**Suggested Readings**

1. Philip Kotler, K.L. Keeler, A. Koshy, M. Jha, *Marketing Management: A South Asian Perspective*, Pearson Education, Delhi. 13<sup>th</sup> Edition, 2009

2. B. Baines, C. Fill, K. Page, P.K. Sinha, *Marketing – Asian Edition*, Oxford University Press, Delhi, 2013
3. M.J. Etzel, B.J. Walker, W.J. Stanton, A. Pandit, *Marketing*, McGraw Hill, New Delhi. 14th Edition, 2010
4. J. Darymple Douglas, & Leonard J. Parsons, *Marketing Management: Text and Cases*. Seventh Edition, John Wiley and Sons, 2002
5. Arun Kumar, N.Meenakshi, *Marketing Management*, Vikas Publishing House, Noida, India, 2<sup>nd</sup> Edition, 2011
6. V.S. Ramaswamy, S. Namakumari, *Marketing Management – Global Perspective, Indian Context*, Macmillan Publishers India, New Delhi, 4<sup>th</sup> Edition, 2009

## **Course Name: Environmental Studies (AECC)**

**Course Code: 99001900**

### **Course Outline**

**Unit I** The Multidisciplinary Nature of Environmental Studies Definition, scope and importance need for public awareness.

**Unit II** Natural Resources Renewable and Non-renewable Resources: Natural resources and associated problems. (a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people. (b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems. (c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies. (d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, Case studies. (e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources. Case studies. (f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification. Role of an individual in conservation of natural resources, equitable use of resources for sustainable lifestyles

**Unit III** Ecosystems. Concept of an ecosystem, Structure and function of an ecosystem, Producers, consumers and decomposers, Energy flow in the ecosystem, Ecological succession, Food chains, food webs and ecological pyramids. Introduction, types, characteristic features, structure and function of the following ecosystem: (a) Forest ecosystem (b) Grassland ecosystem (c) Desert ecosystem (d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

**Unit IV** Biodiversity and Its Conservation. Introduction, definition: genetic, species and ecosystem diversity. Biogeographical classification of India. Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values. Biodiversity at global, National and local levels. India as a mega-diversity nation. Hot-spots of biodiversity. Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts. Endangered and endemic species of India. Conservation of biodiversity: in-situ and ex-situ conservation of biodiversity



**Unit V Environmental Pollution.** Definition. Causes, effects and control measures of (a) Air pollution (b) Water pollution (c) Soil pollution (d) Marine pollution (e) Noise pollution (f) Thermal pollution (g) Nuclear hazards. Solid waste management: Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Pollution case studies. Disaster management: Floods, earthquake, cyclone and landslides

**Unit VI Social Issues and the Environment.** From unsustainable to sustainable development. Urban problems related to energy. Water conservation, rain water harvesting, watershed management. Resettlement and rehabilitation of people; its problems and concern, .Case studies. Environmental ethics: Issues and possible solutions. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies. Waste land reclamation. Consumerism and waste products, Environment Protection Act, Air (Prevention and Control of Pollution) Act, Water (Prevention and Control of Pollution) Act, Wildlife Protection Act. Forest Conservation Act. Issues involved in enforcement of environmental legislation. Public awareness

**Unit VII Human Population and the Environment.** Population growth, variation among nations. Population explosion—Family Welfare Programme, Environment and human health. Human rights, Value education, HIV/AIDS, Women and Child Welfare, Role of Information Technology in environment and human health

**Unit VIII Field Work.** Visit to a local area to document environmental assets - river/forest/grassland/hill/mountain. Visit to a local polluted sites - Urban/Rural/Industrial/Agricultural. Study of common plants, insects, birds. Study of simple ecosystems—pond, river, hill slopes, etc.

**Suggested Readings:**

1. Environmental Geography, H.M. Saxena, Rawat Pub.
2. A Textbook of Environment, K.M. Agrawal; P.K. Sikdar; S.C. Deb, McMillanPub.
3. A Textbook of Environmental Studies, D K Asthana & Meera Asthana, S. Chand Pub.
4. Environmental Studies, V. K. Ahluwalia, The Energy and Resources Institute, Pub, (2012).
5. Environmental Chemistry, A.K. Dey, New Age Pub.
6. Environmental Biology, K.C. Agarwal, Nidi Pub. Ltd. Bikaner

**Note:** The review of syllabus happens on periodic basis for the benefit of the students and in case there are changes in curriculum due to review students would be intimated in writing.

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