

Detailed Course Scheme
Bachelor of Business Administration
(BBA)

Finance, Marketing & Human Resource
Management

Semester III
(2016-2019)

DOC201717040003



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 latest guidelines of University Grants Commission (UGC). Accordingly, each academic year is divided into two semesters, **Odd(July-December) and Even (January-June)**. Also, the university follows a system of continuous evaluation along with regular updating in course curricula and teaching pedagogy.

The curriculum for BBA program for Odd (July-December) Semester, 2017 along with Examination pattern is as follows:

Semester -III

S. No	Subject Code	Course Name	Credits
1.	11012100	Business Environment	4
2.	11004900	Business Law	4
3.	11005001	Banking Theory & Practices	4
4.	11012200	Human Values, Business & Managerial Ethics	4
5.	11005200	Financial Management	4
6.	11005300	Human Resources Management	4
7.	11003700	Ability & Skill Enhancement Module-III	3
8.	99002000	NCC/NSS/Similar activities	-
9.	99002100	Club Activities	-
Total Credits			27

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

Type	Details	Marks
Mid Term I(Sessional I)	As per Mid Term exam	10
Mid Term II(Sessional II)	As per Mid Term exam	10
Marks obtained in various tests, assignments, presentations,	Average of marks obtained	15

practical's etc.		
Discipline	To be decided by concerned faculty	5
Attendance	80% - 5 marks and 0.25 percent for every one percent above 80 %	10
TOTAL		50

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 IVth.
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 IVth Semester.

CURRICULUM

Course Name: Business Environment

Course Code: 11012100

Course Outline

Unit –I Introduction: Overview of Indian Business Environment, Complexity and Diversity of Business Environment due to Globalization, Concept of Business Cycle, Need to scan the business environment and techniques of scanning the business environment.

Types of Business and its Role: Public Sector in India: Concepts, Philosophy and Objectives, Performance, Problems and Constraints. Disinvestment and Privatization, Joint sector and Cooperative sector in India.

Unit -II Political Environment: Three political institutions: Legislature, Executive and Judiciary; Fundamental rights and Directive Principles of state policy, Rationale and extent of state intervention.

Legal Environment: Company Regulatory Legislations in India, FEMA, EXIM policy. Competition Law, Consumer Protection Act 1986, Right to Information Act 2005.

Unit III Economic Environment: Concept and Salient features of various economic system, New Industrial policy and industrial licensing; New Economic policies, Aspects of economic reforms and its effects on business, Emerging Economies specially focus on BRICS. Effect of recession on Business and remedies for that, Economic Planning in India: Objectives, Strategies and Evaluation of five year plan; Monetary and Fiscal Policy; Role of RBI, Stock Exchange and Role of SEBI.

Unit IV Social - Cultural Environment: Cross-Cultural Business Environment due to globalization, Demographic conditions in India, change in buying pattern;
Technological Changes: Innovation and technological changes and shorter span of Product Life Cycle is a challenge to the business
Ecological Environment: Environment Protection: Green Management, Global Warming, Carbon Foot Printing,
Global Business Environment: Impact of Multinational Corporation and Global Competitiveness.

Suggested Readings / Books:

1. Dr Francis Cherunilam, Business Environment Text & Cases, Himalaya Publishing
2. S.K. Mishra, and V.K Puri, Economic Environment of Business, Himalaya Publishing
3. Paul Justine, Business Environment- Text and Cases, TATA McGraw Hill.
4. Aswathappa, Essential of Business Environment, Himalaya Publishing
5. P. K. Ghosh ; Business Environment; Oxford University Press
6. V.K. Bhalla ; Business Environment, Sultan Chand
7. Seikh Salim ; Business Environment. Pearson
8. Economic Survey, Government of India (Latest)

Course Name: Business Law

Course Code: 11004900

Course Outline

Unit I : The Indian Contract Act, 1872: General Principles of Contract

- a) Contract – meaning, characteristics and kinds

- b) Essentials of a valid contract - Offer and acceptance, consideration, contractual capacity, free consent, legality of objects.
- c) Void agreements
- d) Discharge of a contract – modes of discharge, breach and remedies against breach of contract.
- e) Contingent contracts
- f) Quasi - contracts

Unit II: The Indian Contract Act, 1872: Specific Contracts

- a) Contract of Indemnity and Guarantee
- b) Contract of Bailment
- c) Contract of Agency

Unit III: The Sale of Goods Act, 1930

- a) Contract of sale, meaning and difference between sale and agreement to sell.
- b) Conditions and warranties
- c) Transfer of ownership in goods including sale by a non-owner
- d) Performance of contract of sale
- e) Unpaid seller – meaning, rights of an unpaid seller against the goods and the buyer.

Unit III: Partnership Laws

A) The Partnership Act, 1932

- a) Nature and Characteristics of Partnership
- b) Registration of a Partnership Firms
- c) Types of Partners
- d) Rights and Duties of Partners
- e) Implied Authority of a Partner
- f) Incoming and outgoing Partners
- g) Mode of Dissolution of Partnership

B) The Limited Liability Partnership Act, 2008

- a) Salient Features of LLP
- b) Differences between LLP and Partnership, LLP and Company
- c) LLP Agreement,
- d) Partners and Designated Partners
- e) Incorporation Document
- f) Incorporation by Registration
- g) Partners and their Relationship

Unit IV: The Negotiable Instruments Act 1881

- a) Meaning, Characteristics, and Types of Negotiable Instruments : Promissory Note, Bill of Exchange, Cheque
- b) Holder and Holder in Due Course, Privileges of Holder in Due Course.
- c) Negotiation: Types of Endorsements
- d) Crossing of Cheque
- e) Bouncing of Cheque

Suggested Readings:

1. M.C. Kuchhal, and Vivek Kuchhal, Business Law, Vikas Publishing House, New Delhi.
2. Avtar Singh, Business Law, Eastern Book Company, Lucknow.
3. Ravinder Kumar, Legal Aspects of Business, Cengage Learning
4. SN Maheshwari and SK Maheshwari, Business Law, National Publishing House, New Delhi.
5. Aggarwal S K, Business Law, Galgotia Publishers Company, New Delhi.
6. Bhushan Kumar Goyal and Jain Kinneri, Business Laws, International Book House
7. Sushma Arora, Business Laws, Taxmann Publications.
8. Akhileshwar Pathak, Legal Aspects of Business, McGraw Hill Education, 6th ed.
9. P C Tulsian and Bharat Tulsian, Business Law, McGraw Hill Education
10. Sharma, J.P. and Sunaina Kanojia, Business Laws, Ane Books Pvt. Ltd., New Delhi.

Course Name: Banking Theory & Practices

Course Code: 11005001

Course Outline

Unit I Structure, Operations, Asset Structure, Investment Policy, Changing Role, Social Responsibility of banks; development banks, Nationalization of Banks.

Unit II Role of Central Bank, Policy Framework for RBI, RBI and Monetary Policy, Regulation and Supervision of Banking system, Review of the Banking system, Review of RBI balance sheet, Current Developments and Reports of RBI, Maintenance of CRR, SLR, Interest Rate Policy.

Unit III Banker Customer Relationship, Management of Deposit Business & Credit Business, Fee Based services, Liquidity Vs. Profitability, Credit Assessment, Principles of Bank Lending: Types & Methods of Charging, Secured & Unsecured Advances.

Unit IV Main features of Legal Framework of Regulation of Banks, (Reserve Bank of India Act 1930, Banking Regulation Act, 1949, Negotiable Instruments Act 1860, Cyber Laws relating to Banking, Banking Companies Act, 1970/ 1980, Securitization Act, 2002.)

Unit V Overview and regulation of Co-Operative banking, Regional Banks, Rural Banks and Co- Operative banking societies, Recent trends in Banking Industry (Legal)

Suggested Readings

1. Sundaram & Varshney; *“Banking, Theory Law and Practice”*; Sultan chand & sons.
2. Vasant Desai; *“Development Banking & Financial Intermediaries”*; Himalaya Publishing House.
3. Mithani.D.M., Gordon.E.; *“Banking & Financial Systems”*; Himalaya Publishing House
4. Reddy.P.N., Appannaiah.H.R.; *“Theory & Practice of Banking”*; Himalaya Publishing House
5. Chabbra.T.N.; *Banking, Theory & Practice*; Dhanpat Rai & Co;
6. Machiraju.H.R.; *Modern Commercial Banking*; Vikas Publishing House Pvt. Ltd.
7. Varshney and Malhotra , *“Principles of Banking”*, Sultan Chand & Sons.
8. Vaish M.C, *“Money, Banking and International Trade”*, New Age International Pvt.Ltd.
9. Gordon.E, Natarajan.K., *“Banking, Theory, Law & Practice”*, HimalayaPublishing House.

Course Name : Human Values, Business & Managerial Ethics

Course Code: 11012200

Course Outline

Unit - I Values & Ethics

Concept of Values and its formation; Values and Behaviour. What is Ethics? Nature and scope of Ethics; Morality vs. Legality dilemma. Facts and value; Ethical subjectivism and Relativism, Moral Development (Kohlberg’s 6 stages of Moral Development), Ethics and Business, Myth of a moral business.

Unit - II Decision making (Normal Dilemmas and Problems): Application of Ethical theories in Business (i) **Utilitarianism** (J.Bentham and J.S. Mill), (ii) **Deontology** (I. Kant) (iii) **Virtue Ethics** (Aristotle). **Economic Justice: Distributive Justice**, John Rawls **Libertarian Justice** (Robest Nozick)

Unit - III Corporate Social Responsibility of Business: Concept of CSR; Changing expectation of society; Model’s of CSR: - Carroll’s Model; Ackerman’s Model. Why

Social Responsibility of Business? Arguments in Favour and in against of Social Responsibility. **Consumerism and Consumer Rights.**

Unit – IV Ethical Issues in Business: Marketing: Characteristics of Free and Perfect competitive market, Monopoly oligopoly, Corruption and Bribery; Ethics in Advertising (Truth in Advertising). **Finance:** Fairness and Efficiency in Financial Market, Insider Trading, Greenmail, Golden parachute. **HR:** Workers Right and Duties: Work place safety, sexual harassment, whistle blowing.

Unit – V Managerial Ethics Ethical Decision Making. Role of Moral philosophy in decision making; Argument for and against of Ethics in Business. Challenge of ethical issues due to Globalization. Power and Politics in organization. Hierarchism as an organizational values. Indian ethos in Management.

Suggested Readings

1. Business Ethics Text and Cases , C.S.V.Murthy, Himalaya Publishing House
2. Business Ethics, Francis & Mishra, TMH
3. Business Ethics, Fernando A. C. , Pearson
4. Values & Ethics, Kaur Tripat, Galgotia Publishers
5. Ethics in Management: A Vedantic Perspective; Chakraborty, S. K. Oxford University Press
6. Human Values for Managers; Chakraborty S. K. , Oxford University Press

Course Name: Financial Management

Course Code: 11005200

Course Outline

Unit I Financial Management: Meaning, Scope, objectives of Financial Management - -- Profit Vs. Wealth Maximization. Financial Management and other Areas of Management ---Liquidity Vs Profitability, Methods of Financial Management, Organization of Finance Function

Sources of Financing: Classification of Sources of Finance, Security Financing, Loan Financing, Project Financing, Loan Syndication- Book Building, New Financial Institutions and Instruments(**in brief**)viz. Depositories, Factoring, Venture Capital, Credit Rating, Commercial Paper, Certificate of Deposit, Stock Invest, Global Depository Receipts

Concept in Valuation: Time Value of Money, Valuation Concepts, Valuation of Securities viz., Debentures, Preference shares and Equity Shares

Unit II Concept in Valuation: Time Value of Money, Valuation Concepts, Valuation of Securities viz., Debentures, Preference shares and Equity Shares

Capital Structure: Meaning, Capital Structure and Financial Structure, Patterns of Capital Structure, Optimum Capital Structure, Capital Structure Theories, Factors Determining Capital Structure, Capital Structure Practices in India.

Cost of Capital: Concept, Importance, Classification and Determination of Cost of Capital.

Leverages: Concept, Types of leverages and their significance.

Unit III Capital Budgeting: Concept, Importance And Appraisal Methods: Payback period, DCF techniques, Accounting rate of return, Capital Rationing, Concept of Risk, Incorporation of Risk Factor, General Techniques: Risk adjusted discount return, certainty equivalent coefficient and Quantitative Techniques: Sensitivity analysis, Probability assignment, Standard deviation, Coefficient of variation, Decision tree

Unit IV Working Capital Management: Concept, Management of Cash, Management of Inventories, Management of Accounts Receivable and Accounts Payable, over and under Trading **Dividend, Bonus and Rights:** Dividend Policy, Relevance and Irrelevance Concepts of Dividend, Corporate Dividend Practices in India.

Suggested Readings

1. Maheshwari S.N., "Financial Management", Principles and Practice, Sultan Chand & Sons, 9th Edition 2004.
2. Khan M.Y, Jain P.K., "Financial Management", Tata McGraw Hill, 2001, 3rdEdition.
3. Pandey I. M., "Financial Management", Vikas Publishing House, Revised Ed.,2003
4. Hampton, Joh. J, Financial Decision Making, Prentice Hall of India, 4th Edition,1998
5. Horne Van C. & Wachowich M., "Fundamentals of Financial Management", Prentice Hall of India, 11th Edition 2002

Course Name: Human Resource Management

Course Code: 11005300

Course Outline

Unit I Introduction: Concept, nature, scope, objectives and importance of HRM; Evolution of HRM; Challenges of HRM; Personnel Management vs HRM, Strategies for

the New Millennium: Role of HRM in strategic management, human capital; emotional quotient; mentoring; ESOP; flexi-time; quality circles; Kaizen TQM and Six Sigma

Unit II Acquisition of Human Resources: HR Planning; Job analysis – job description and job specification; recruitment – sources and process; selection process – tests and interviews; placement and induction. Job changes – transfers, promotions/demotions, separations.

Unit III Training and Development: Concept and importance of training; types of training; Methods of training; design of training programme; evaluation of training effectiveness; executive development – process and techniques; career planning and development

Unit IV 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, limitations of performance appraisal methods, 360 degree appraisal technique; Maintenance: overview of employee welfare, health and safety, social security.

Suggested Readings

1. Chhabra, T. N; *Human Resource Management*; Dhanpat Rai and Co. Pvt. Ltd New Delhi 2003
2. Dr. Gupta, C. B.; *Human Resource Management*, Sultan Chand and Sons, NewDelhi, 2003
3. Flippo, Edwin B., *Personnel Management*, Tata McGraw Hill.
4. Rao, V S P, *Human Resource Management, Text and Cases*, Excel Books, 2004
5. Aswathappa, K.; *Human Resource and Personnel Management (Text and Cases)*,
6. Tata McGraw Hill Publishing Company, New Delhi, 2003
7. Dessler, Gary; *Human Resource Management*; Prentice Hall.
8. D'Enzo, David A & Stephen P. Robbin, *Personnel Human Resource Management*, Prentice Hall of India.
9. Beardwell, Ian & Len Holden, *Human Resource Management, Macmillan, Delhi*

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.

----- **End of document** -----