

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

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

**Semester- IV**  
**(2016-2019)**

DOC201712080007



**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 (January-June) Even Semester, 2018 along with the examination pattern is as follows:

### **Course Scheme**

#### **Semester -IV**

<b>S. No</b>	<b>Course Code</b>	<b>Course Name</b>	<b>Credits</b>
1.	11009000	Corporate Law	4
2.	11009700	Entrepreneurship	4
3.	11009100	Management Accounting	4
4.	11009200	Production and Operations Management	4
5.	11009300	Research Methods in Business Management	4
6.	11009400	Management Information Systems	4
7.	11003800	Ability & Skill Enhancement Module - IV	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

## **CURRICULUM**

**Course Name: Corporate Law**

**Course Code: 11009000**

### **Course Outline**

**Unit I Introduction** Administration of Company Law [including National Company Law Tribunal (NCLT), National Company Law Appellate Tribunal (NCLAT), Special Courts]; Characteristics of a company; lifting of corporate veil; types of companies including one person company, small company, and dormant company; association not for profit; illegal association; formation of company, on-line filing of documents, promoters, their legal position, pre-incorporation contract; on-line registration of a company.

**Unit II Documents** Memorandum of association, Articles of association, Doctrine of constructive notice and indoor management, prospector-shelf and red herring prospectus, misstatement in prospectus, GDR; book-building; issue, allotment and forfeiture of share, transmission of shares, buyback and provisions regarding buyback; issue of bonus shares.

**Unit III Management** Classification of directors, women directors, independent director, small shareholder's director; disqualifications, director identity number (DIN); appointment; Legal positions, powers and duties; removal of directors; Key managerial personnel, managing director, manager; Meetings: Meetings of shareholders and board of directors; Types of meetings, Convening and conduct of meetings, Requisites of a valid meeting, postal ballot, meeting through video conferencing, e-voting. Committees of Board of Directors - Audit Committee, Nomination and Remuneration Committee, Stakeholders Relationship Committee, Corporate Social Responsibility Committee.

**Unit IV** Dividends, Accounts, Audit: Provisions relating to payment of Dividend, Provisions relating to Books of Account, Provisions relating to Audit, Auditors' Appointment, Rotation of Auditors, Auditors' Report, Secretarial Audit. Winding Up:

Concept and modes of Winding Up, Insider Trading, Whistle Blowing: Insider Trading; meaning & legal provisions; Whistle blowing : Concept and Mechanism.

**Unit V Depositories Law** The Depositories Act 1996 – Definitions; rights and obligations of depositories; participants issuers and beneficial owners; inquiry and inspections, penalty.

**Suggested Readings:**

1. MC Kuchhal, Modern Indian Company Law, Shri Mahavir Book Depot (Publishers), Delhi.
2. GK Kapoor and Sanjay Dhamija, Company Law, Bharat Law House, Delhi.
3. Anil Kumar, Corporate Laws, Indian Book House, Delhi.

**Course Name: Entrepreneurship**

**Course Code: 11009700**

**Course Outline**

**Unit I** Entrepreneurship: Definition of Entrepreneur, Internal and External Factors, Functions of an Entrepreneur, Entrepreneurial motivation and Barriers, Classification of Entrepreneurship, Theory of Entrepreneurship, The entrepreneurial Culture; Stages in entrepreneurial process. Concept of Entrepreneurship-Evolution of Entrepreneurship; Development of Entrepreneurship.

**Unit II** Entrepreneurship and environment-Policies governing entrepreneurs, entrepreneurial development programmers (EDP's) - Institutions for - entrepreneurship development. Problems of EDP's.

**Unit III** Entrepreneurial Venture; Idea Generation, Screening and Project Identification, Creative Performance, Feasibility Analysis: Economic, Marketing, Financial and Technical; Project Planning: Evaluation, Monitoring and Control segmentation.

**Unit IV** International Entrepreneurship Opportunities: The nature of international entrepreneurship, Importance of international business to the firm, International versus domestic' entrepreneurship, Stages of economic development.

**Unit V** Women entrepreneurship: Need – Growth of women entrepreneurship, Problems faced by women entrepreneurs, prospects.

**Unit VI** Entrepreneurship in Informal Sector: Rural Entrepreneurship – Entrepreneurship in Sectors like Agriculture, Tourism, Health Care, Transport & Allied Services.

**Suggested Readings:**

1. Entrepreneurship: New Venture Creation, Holt; Prentice-Hall, 1998
2. Entrepreneurship, Dollinger M J; Prentice-Hall, 1999
3. Entrepreneurship, Hisrich; McGraw-Hill Higher Education, 7<sup>th</sup> edition
4. Dynamics of Entrepreneurship Development, Vasant Desai Himalaya Publications, 11th edition.

**Course Name: Management Accounting****Course Code: 11009100****Course Outline**

**Unit I Introduction:** Meaning, Nature, Scope, Functions, Relevance, Relationship of Management Accounting with Financial Accounting and Cost Accounting.

**Unit II Marginal Costing:** Marginal Costing versus Absorption Costing, Cost-Volume-Profit Analysis and P/V Ratio Analysis and their implications, Concept and uses of Contribution & Breakeven Point and their analysis.

**Unit III Budgeting:** Concept of Budget and Budgeting, Advantages and Limitations of Budget formation, Procedure of budget formation, Types of Budget, Static and Flexible Budgeting, Preparation of Cash Budget, Sales Budget, Production Budget, Materials Budget, Capital Expenditure Budget and Master Budget.

**Unit IV Standard Costing:** Concept of standard costs, establishing various cost standards, calculation of Material Variance, Labor Variance and its applications and implications.

**Unit V Responsibility Accounting:** Concept and various approaches to Responsibility Accounting, concept of investment center, cost center, profit center and responsibility center and its managerial implications, Transfer Pricing: concept, types & importance.

**Suggested Readings:**

1. Management Accounting, Tata McGraw-Hill, 2000, 3rd Ed).
2. Management Accounting, Pandey I M, Vikas Publications, 2004, 3rd Ed.)
3. Introduction to Management Accounting, Horngren et al: Pearson, 2002, 12th edition.
4. Management Accounting, S.N. Maheshwari, Sultan Chand & Sons.

## **Course Name: Production and Operations Management**

**Course Code: 11009200**

### **Course Outline**

**Unit I** Introduction to Operation Management: Basic Concept of Production / Transformation, Types of Transformation.

**Unit II** Quality Management & Statistical Quality Control: TQM, Quality Specification, Design Quality, Quality at Source, Zero Defects, Cost of Quality, Continuous Improvement, Benchmarking, Poka –Yokes, Quality Awards.

**Unit III** Facility Location and Layout: Issue in Facility Location, Plant Location Methods, Factor Rating, Centre of Gravity Methods, Analytic Delphi Method, Four Basic Lay Out Formats, Assembly Line Balancing, splitting Tasks, Problems in Facility Layout.

**Unit IV** Waiting Line & Inventory Management: Economics of Waiting Line, Queuing System, Four Waiting Line Models along with application: Inventory management and Waiting Line Management, Inventory Models.

### **Suggested Readings**

1. Muhleman, (2008), Production and Operations Management, 6th edition, Pearson Education.
2. B.Mahadevan, (2010), Operations Management, Theory and Practical, Pearson Education.
3. Production and Operations Management by S.N. Chary, 2013, 5th edition, McGraw-Hill , New Delhi
4. Production and Operations Management by Chase, Aquilano and Jacobs, Tata McGraw Hill.
5. Operations Management by Norman Gaither and Greg Frazier, 2013, 9<sup>th</sup> edition, South–Western Cengage Learning.
6. Operations Management: Theory & Practice by B. Mahadevan, 2010, 2nd edition, Pearson.
7. Production and Operations Management : Concepts, Models and Behaviour by Everett E. Adam and Ronald J. Ebert, 1993, Prentice Hall , New Delhi.

## **Course Name: Research Methods in Business Management**

**Course Code: 11009300**

### **Course Outline**

**Unit I** Introduction: Concept of Research and Its Application in Various Functions of Management, Types of Research, Types of Business Problems Encountered by the

Researcher, Problems and Precautions to the Researchers. Process of Research: Steps Involved in Research Process. Research Design : Various Methods of Research Design.

**Unit II** Collection of Data: Concept of Sample, Sample Size and Sampling Procedure, Various Types of Sampling Techniques, Determination and Selection of Sample Member, Types of Data: Secondary and Primary, Various Methods of Collection and Data, Preparation of Questionnaire and Schedule, Types of Questions, Sequencing of Questions, Check Questions, Length of Questionnaire, Precautions in Preparation of Questionnaire and Collection of Data.

**Unit III** Analysis of Data: Coding, Editing and Tabulation of Data, Various Kinds of Charts and Diagrams Used in Data Analysis: Bar and Pie Diagrams and their Significance, Use of SPSS in Data Analysis, Application and Analysis of Variance (ANOVA).

**Unit IV** Report Preparation: Types and Layout of Research Report, Precautions in Preparing the Research Report. Bibliography and Annexure in the Report : Their Significance, Drawing Conclusions, Suggestions and Recommendations to the Concerned Persons.

**Suggested Readings:**

1. Cooper and Schindler - Business Research Methods (Tata Mc Graw Hill, 9th Edition).
2. Saunders - Research Methods for Business students (Pearson Education, 2nd Edition, 2007).
3. Panneer Selvam - Research Methodology (Prentice Hall of India, Edition 2008).
4. Gravetter - Research Method for Behaviourial Sciences (Cengage Learning).
5. Beri G.C - Marketing Research (Tata Mc Graw Hill, 4th Edition).
6. Kothari C R – Research Methodology Methods & Techniques (New Age International Publishers, 2<sup>nd</sup> Edition, 2004).

**Course Name: Management Information Systems**

**Course Code: 11009400**

**Course Outline**

**Unit I Introduction:** Definition, Purpose, Objectives and Role of MIS in Business Organization with particular reference to Management Levels, MIS in the Organization, Transaction Processing System, Decision Support System, Executive Information system, Expert System.

**Unit II Information Concepts:** Data and Information – meaning and importance, Sources and Types of Information, Cost Benefit Analysis –Quantitative and Qualitative Aspects, Assessing Information needs of the Organization.

**Unit III Concept of Decision:** Relevance of Information in Decision Making, Decision Types, Decision Structure, Decision Making Process, Decision Support System.

**Unit IV System Development:** Concept of System, Types of Systems – Open, Closed, Deterministic, Probabilistic, etc. System Development Life Cycle, System Analysis, Design and Implementation, MIS Applications in Business.

**Unit V Information Technology:** Recent Developments in the Field of Information Technology, Choice of appropriate IT Systems – Database, Data warehousing & Data mining Concepts, Centralized and Distributed Processing.

**Suggested Readings:**

1. Information Systems for Managers Arora, Ashok and Akshaya Bhatia, Excel Books, New Delhi.
2. Management Information Systems Basandra, Suresh K. Wheeler Publishing, New Delhi.
3. Javadekar, W.S.; *Management Information System*, Tata MacGraw Hill Publication, 2003.

**Course Name: Ability & Skill Enhancement Module- IV**

**Course Code: 11003800**

**Course Outline - Final Assessment – Mock Interviews & PI Kit Submission**

**Unit I - Tele – Etiquettes** Receiving Calls, Placing a call, Ending Calls, Transferring calls, Taking Message/ Voice Mails, Placing call on hold, Handling Complaints.

**Unit II – Confidence Building & Brain Storming** How to build confidence by positive thinking, identifying negative thoughts, how to control negative thoughts entering our mind, identifying personal talents, and its ways to improve, how to develop good habits and having principles and follow them at all times.

Need to learn new things, ideas and skills, what is brain storming, why do we need it, what are the different ways of brain storming through logics and reasoning, Brain Storming Session.

**Unit III – PI Kit** What is resume, Format of Resume, Formatting, Resume Preparation, Covering Letter, PI Kit.

**Unit IV - Interview Skills** Mastering the art of giving interviews in - selection or placement interviews, web /video conferencing, Mock Interview, HR Expert Mock Interview, Telephonic Interviews.

**Unit V – Internship Preparation: Company Specific Research and Presentation** Identifying domain specific industries, researching the industry, Industry analysis, Presentation on specific industry/company.



**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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