

Detailed Course Scheme
Bachelor of Business Administration
(BBA)

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

Semester- II
(2017-2020)

DOC201712080006



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 curriculum and teaching pedagogy.

The curriculum for BBA program for (January- June) Even Semester, 2018 along with examination pattern is as follows:

Course Scheme

Semester - II

S. No	Course Code	Course Name	Credits
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.	99002200	Business Communication	4
7.	11003600	Ability & Skill Enhancement Module-II	3
8.	99002000	NCC/NSS/ Similar activities	-
9.	99002100	Club Activity	-
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
Sessional I	As per marks obtained	10
Sessional II	As per marks obtained	10
Marks obtained in various, assignments, presentations,	Average of marks obtained	15

quizzes 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 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 IVth 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
8. Shapiro, *Macroeconomic Analysis*.
9. Paul A Samuelson, William D Nordhaus, and Sudip Chaudhuri, *Macroeconomic*, McGraw-Hill Education.
10. Deepashree, *Macro Economics*, ANE Books Pvt. Ltd. New Delhi.
11. 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, Jawahar Lall & Seema Srivastava, TMH, 4th edition.
3. Cost and Management Accounting, Arora M N, Vikas Publishing, 8th 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.
Vohra, N.D. *Quantitative Techniques in Management*. Tata McGraw Hill Publishing Company.
8. Soni, R.S. *Business Mathematics*. Pitambar Publishing House.
9. Singh J. K. *Business Mathematics*. Himalaya Publishing House
10. Levin & Rubin, *Statistics for Business*, Prentice Hall of India, N.Delhi.
11. Gupta S.P. & Gupta M.P. *Business Statistics*, Sultan Chand & Sons, Delhi.
12. Anderson, *Quantitative Methods in Business*, Thomson Learning, Bombay.
13. Anderson, *Statistics for Business & Economics*, Thomson Learning, Bombay.
14. B. S. Grewal, *Higher Engineering Mathematics*.
15. 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, 12th 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. 13th 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, 2nd Edition, 2011.
6. V.S. Ramaswamy, S. Namakumari, *Marketing Management – Global Perspective, Indian Context*, Macmillan Publishers India, New Delhi, 4th Edition, 2009.

Course Name: Business Communication

Course Code: 99002200

Course Outline

Unit I: Nature of Communication: Process of Communication, Types of Communication (verbal & Non Verbal), Importance of Communication, Different forms of Communication Barriers to Communication Causes, Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers

Unit II Business Correspondence: Letter Writing, presentation, Inviting quotations, Sending quotations, Placing orders, Inviting tenders, Sales letters, claim & adjustment letters and social correspondence, Memorandum, Inter -office Memo, Notices, Agenda, Minutes, Job application letter, preparing the Resume.

Unit III Report Writing: Business reports, Types, Characteristics, Importance, Elements of structure, Process of writing, Order of writing, the final draft, check lists for reports.

Unit IV Vocabulary: Words often confused Words often misspelt, common errors in English.

Unit V Oral Presentation: Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids.

Suggested Readings:

1. Bovee, and Thill, *Business Communication Today*, Pearson Education.
2. Lesikar, R.V. & Flatley, M.E. Kathryn Rentz; *Business Communication Making Connections in Digital World*, 11th ed., McGraw Hill Education.

3. Shirley Taylor, *Communication for Business*, Pearson Education.
4. Locker and Kaczmarek, *Business Communication: Building Critical Skills*, TMH.
5. Leena Sen, *Communication Skills*, PHI Learning.

Course Name: Ability and Skill Enhancement Module- II

Course Code : 11003600

Course Outline - Final Assessment - Debate/Group Discussion

Unit I- Phonetics Phonetic symbols and the International Phonetic Alphabets (IPA), The Description and Classification of Vowels (Monophthongs & Diphthong) Consonants, Phonetic Transcription & Phonology, Syllable, Stress & Intonations, Reading aloud, recording audio clips.

Unit II - Vocabulary Building Idioms and Phrases, Words Often Confused, One word Substitution, Word Formation: Prefix & Suffix.

Unit - III Ethics & Etiquettes What are ethics, what are values, difference between ethics and morals, Business ethics, workplace ethics, what are virtues for e.g. civic virtues, etc. Human ethics and values- 5 core human values are: right conduct, living in peace, speaking the truth, loving and care, and helping others.
Etiquette awareness, Importance of First Impression, Personal Appearance & Professional presence, Personal Branding, Dressing Etiquette, Dining Etiquette.

Unit IV - Reading & Writing Skills Reading Comprehension, News Reading, Picture Description, Paragraph Writing, News Writing.

Unit V - Listening & Speaking Skills Public Speaking, Debate, Inspirational Movie Screening, Skit Performance.

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 -----