

Detailed Program
Bachelor of Business Administration
(BBA)

**Finance, Marketing, Human Resource
Management, Foreign Trade & Digital
Marketing**

Semester- IV
(2022-2025)

DOC202206080048



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 (January-June) Even Semester, 2024 along with examination pattern is as follows:

Course Scheme

Semester -IV

S. No	Subject Code	Course Name	L	T	P	Credits
1.	11009000	Corporate Law	3	1	0	4
2.	11009700	Entrepreneurship	3	1	0	4
3.	11009100	Management Accounting	3	1	0	4
4.	11009200	Production and Operations Management	3	1	0	4
5.	11009300	Research Methods in Business Management	3	1	0	4
6.	11009400	Management Information Systems	3	1	0	4
7.	11003700	Ability & Skill Enhancement -IV	2	0	0	2
8.	99003300	Workshops/Seminars/Human Values/ Social Service/NCC/NSS	-	-	-	1
Total			20	6	0	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

The distribution of Internal Assessment Marks is as follows:

Type	Details	Marks
Mid Term	Two Mid-term Sessional of 15 marks each (15+15)	30
Marks obtained in various Tests, Assignments, Presentations, Quiz, Tutorials, etc.	Average of marks obtained	15
Attendance	75%+ : 5 marks	5
TOTAL	50	

External Assessment

Type	Marks
Theory	50

EVALUATION SCHEME- WORKSHOPS & SEMINARS AND HUMAN VALUES & SOCIAL SERVICE/NCC/NSS

1. The evaluation of Workshops & Seminar and Human Values & Social Service/NCC/NSS will be completed from Semester I – Semester VI. It will be evaluated internally by the various Forums & Schools Concerned. The credit for this will be given at the end of each Semester.
2. The students have to join club/clubs/Forums 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 the end of each Semester.

CURRICULUM

Course Name: Corporate Law

Course Code: 11009000

Objectives

- To provide knowledge of different laws Related to corporate sector.
- To know about the structure of company from its formation to its working to its winding up provision regarding auditor, director, their remuneration.
- The objective of the course is to impart basic knowledge of the provisions of the Companies Act 2013 and the Depositories Act, 1996. Case studies involving issues in corporate laws are required to be discussed.

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

Objectives

- To know the importance and meaning of start-ups and entrepreneur along with government subsidies available to them.
- It provides exposure to the students to the entrepreneurial cultural and industrial growth so as to prepare them to set up and manage their own small units.

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, 7th edition
4. Dynamics of Entrepreneurship Development, Vasant Desai Himalaya Publications, 11th edition.

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

- Management accounting is decision making course therefore a mix approach of Theory and Practical understanding will be used during the delivery of lectures so that the analytical skills of students is improved.
- The objective of the course is to familiarize the students with the basic management accounting concepts and their applications in managerial decision making.

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****Objectives**

- The course is designed to acquaint the students with decision making in Planning, scheduling and Control of production and operations Management functions in both manufacturing and services.
- To enable students understand the principles, practices and areas of application in shop floor management.
- To understand the production and operation function and familiarize students with the technique for planning and control.

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, 9th 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

Objectives

- To equip the students with the basic understanding of the research methodology in changing business scenario.
- To provide an insight into the application of dynamic analytical techniques to face the stormy challenges, aimed at fulfilling the objective of business decision making.

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 McGraw 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 McGraw Hill, 4th Edition).
6. Kothari C R – Research Methodology Methods & Techniques (New Age International Publishers, 2nd Edition, 2004).

Course Name: Management Information Systems

Course Code: 11009400

Objectives

- To impart conceptual knowledge of Information system used in Business.
- The objective of the course is to acquaint the students about the concept of information system in business organizations, and also the management control systems.
- To learn the design, development and security of Management Information Systems.
- To understand the various ethical and social issues in using Information Systems.
- To gain knowledge in various Decision Support Systems.

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 IV

Course Code: 11003800

Objectives

- The objectives of the module are to make students self-confident individuals by developing leadership and organising skills; to guide students in making appropriate and responsible decisions; to give each student a realistic perspective of work related skills and to help students prepare effective interview questions to conduct effective interviews.

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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