**SRI GURU TEG BAHADUR KHALSA COLLEGE**

**Sri Anandpur Sahib**

**(AN AUTONOMOUS COLLEGE)**

**Affiliated to Punjabi University, Patiala**

**SYLLABUS**

**For**

**BBA Part-II**

**(Semester III & IV)**

**Under Choice Based Credit System**

**Programme Code: BBA**

****

**Academic Session: 2020-21**

**Scheme of Syllabus for BBA: II (3rd Semester)**

**As per CBCS**

**Session 2020-21**

**SEMESTER-III**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject** | **Course type** | **Credits** | **Internal Marks** | **External Marks** | **Total** |
| BBA-3.1 | Organisational Behaviour | Core Course C-5 | 6:5H(L)+1H(T) | 40 | 60 | 100 |
| BBA-3.2 | Principles of Marketing Management | Core Course C-6 | 6:5H(L)+1H(T) | 40 | 60 | 100 |
| BBA-3.3 | Production and Operations Management | Core Course C-7 | 6:5H(L)+1H(T) | 40 | 60 | 100 |
| BBA- 3.4 | Business Research Methodology | Generic Elective  (GE)-2 | 6:5H(L)+1H(T) | 40 | 60 | 100 |
| BBA-3.5 | Seminar on Entrepreneurship | Skill-Enhancement Elective Course (SEC)1 | 4H(L) | 100 | ------ | 100 |
| BBA-301A  301B | Punjabi Compulsory/  Mudhla Gyan (Elementary Punjabi) | MIL-3 | 4H(L) | |  40 | 60 | 100 |
|  |  | **Total Credits** | **32** |  |  |  |

**Session 2020-21**

**BBA-II (Semester-III)**

**BBA-3.1: ORGANIZATIONAL BEHAVIOUR**

**Teaching Hours per week: 5 Max Marks: 100**

**Time Allowed: 3 Hrs. Internal Assessment: 40 Marks**

**Pass marks: 35% External Assessment: 60 Marks**

**Credits:** **6:5H(L)+1H(T)**

**Objective:** The main objective of this paper is emphasizes the importance of human capital in the organizations of today. It imbibes the students regarding individual and group behaviour in any organization.

**Course Learning Outcomes:** On successful completion of this syllabi the students will understand:

**CO1:** To explain the basics of Organizational behaviour and various challenges for OB.

**CO2:** To illustrate the foundations of Individual behaviour and various factors influencing individual behaviour viz. Learning, personality, perception and attitude.

**CO3:** To analyse the process of conflict management and approaches to stress management.

**INSTRUCTIONS FOR THE PAPER SETTER/ EXAMINERS**

The question paper will consist of three sections A, B and C. section A and B will have four questions each from unit -I and Unit -II respectively, will carry 10 Marks each. Section -C will consist of 12 short answer type questions covering entire syllabus and will carry 2 Marks each.

**INSTRUCTIONS FOR CANDIDATES**

Candidate is required to attempt two questions each from Section A and B. In section C Candidate are required to attempt any ten questions.

**Unit -I**

Organizational Behavior: Meaning, Nature and foundations of Organizational Behavior, Models of OB, Importance of Organizational, Individual behavior: Nature and its Determinants. Personality: Meaning, Determinants, Personality traits relevant to OB, value: Meaning and types,R Attitude: Meaning, Components and Functions, Learning Theories: Classical, Conditional and Reinforcement Theories, Perception: Meaning, Factors affecting Perception.

**Unit- II**

Group Behaviour: Understanding Groups, Types of Groups, Group Development, Group Decision Making. Understanding of work teams. Power and Politics: Meaning and Definitions, Bases of Power, Difference between Power and Politics, Power Tactics, Factors contributing to Political Behaviour. Conflict Management: Concept of Conflict, Types of conflict, Conflict Process and Resolution strategies, Stress Management.

**PEDAGOGY:**

The teacher is expected to use leading pedagogical approaches in the classroom situation, lectures, case study analysis, group discussions, assignments writing and tests, innovative instructional methods, use of technology and comprehensive assessment practices to strengthen the teaching efforts.

**Suggested Readings:**

1. K. Aswathappa, *Organizational Behaviour*, Himalaya Publishing House.

2. Stephen Robbins, Organisational Behaviour, Pearson Education

3. M.J Mathew. *Organizational Behaviour*

4. Panchnan Chatterjee, *Organizational Behaviour*, Himalaya publishing House

5. L.M. Prasad *Organizational Behaviour (*Sultan Chand & Sons)

***Recommended by Board of Studies***

**Session 2020-21**

**BBA-II (Semester-III)**

**BBA-3.2: PRINCIPLES OF MARKETING MANAGEMENT**

**Teaching Hours per week: 5 Max Marks: 100**

**Time Allowed: 3 Hrs. Internal Assessment: 40 Marks**

**Pass marks: 35% External Assessment: 60 Marks**

**Credits: 6:5H(L)+1H(T)**

**Objective:** The main purpose of this paper is to understand the students about the basic Principles of Marketing Management.

**Course Learning Outcomes:** On completion of the syallbi the students will:

**CO1:** Explain the basics of Marketing, selling, marketing mix and its core concepts.

**CO2:** Develop an understanding of promotion mix and strategies for successful promotion.

**CO3:** This course will imbibe the basic understanding among the students to become successful marketers.

**INSTRUCTIONS FOR THE PAPER SETTER/ EXAMINERS**

The question paper will consist of three sections A, B and C. section A and B will have four questions each from unit -I and Unit -II respectively, will carry 10 Marks each. Section -C will consist of 12 short answer type questions covering entire syllabus and will carry 2 Marks each. Total weightage of Section- C shall be 20 marks.

**INSTRUCTIONS FOR CANDIDATES**

Candidate is required to attempt two questions each from Section A and Section B. In section C Candidate are required to attempt any ten questions.

**UNIT -I**

Introduction: Meaning and Characteristics, Evolution of Marketing; Core Marketing Concepts. Marketing Environment: Demographic, Economic, Political, Legal, Socio-Cultural, Technological Environment (Indian context). Segmentation, Targeting and Positioning: Reasons, Basis for Segmenting Consumer Markets. Product and Pricing Decisions: Concept of Product Life Cycle (PLC), PLC Marketing Strategies.

**UNIT- II**

Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging, New Product Development. Pricing Decisions: Factors influencing Price, Pricing Methods (Non-mathematical treatment), Adapting Price (Geographical Pricing, Promotional Pricing). Promotion Mix: Promotional Tools, Advertising Management, Sales Promotion; Marketing Channels: Nature and Importance of Marketing Channels, Types of intermediaries. Introduction to Social and Digital Marketing.

**PEDAGOGY:**

The teacher is expected to use leading pedagogical approaches in the classroom situation, lectures, case study analysis, group discussions, assignments writing and tests, innovative instructional methods, use of technology and comprehensive assessment practices to strengthen the teaching efforts.

**Suggested Readings:**

1. Kotler, P. and Keller, K.L.: *Marketing Management*, Pearson Education

2. Kotler, P., Armstrong, G., Agnihotri, P. Y., and UL Haq, E.: *Principles of Marketing: A South Asian Perspective*, Pearson Education.

3. Ramaswamy, V.S. and Nama kumari, S.: *Marketing Management: Global Perspective-Indian Context*, Macmiillan Publishers India Limited.

4. Zikmund, W.G. and D’ Amico, M.: *Marketing*, Ohio: South-Western College Publishing.

***Recommended by Board of Studies***

**Session 2020-21**

**BBA-II (Semester-III)**

**BBA-3.3: PRODUCTION AND OPERATIONS MANAGEMENT**

**Teaching Hours per week: 5 Max Marks: 100**

**Time Allowed: 3 Hrs. Internal Assessment: 40 Marks**

**Pass marks: 35% External Assessment: 60 Marks**

**Credits: 6:5H(L)+1H(T)**

**Objective:** The course aims at developing knowledge about various steps of product, design, development, Plant location, Storage, Production Planning and control.

**Course Learning Outcomes:** After completion of the course, the students shall be able to:

**CO1:** Understand ever growing importance of Production and Operations Management in uncertain business environment.

**CO2:** Appreciate the unique challenges faced by firms in services and manufacturing.

**CO3:** Develop skills to operate competitively in the current business scenario.

**INSTRUCTIONS FOR PAPER SETTER/EXAMINERS**

The question paper will consist of three sections A, B and C. Section A and B will have four questions each from Unit-I and Unit-II respectively, will carry 10 marks each. Section C will consist of 12 short answer type questions covering entire syllabus and will carry 2 marks each. Total weightage of Section-C shall be 20 marks.

**INSTRUCTIONS FOR CANDIDATES**

Candidates are required to attempt any two questions from Section A & B each carrying 10 Marks. In Section C candidates are required to attempt any ten questions.

**UNIT-I**

Production Management: Introduction, Objectives and Concept. Production System, Production Management and Production function. Introduction and Objectives of Operations Management, Scope of Production and Operations Management. Production Planning: Introduction and Meaning, Need for Production Planning, Objectives of Production Planning, Functions of Production Planning, Capacity Planning, Routing, Scheduling. Plant Location And Layout: Introduction and Meaning, Need for Selecting a Suitable Location, Factors influencing Plant Location, Plant Layout, Classification of Layout, Design of Product Layout.

**UNIT-II**

Production & Quality Control: Introduction and Meaning Need for Control, Objectives of Control, Functions of Control, Fundamental Factors Affecting Quality, Need for Controlling Quality. Total Quality Management: Meaning & Advantages. ISO 9000 Series: objectives and benefits. Waste Management: Introduction and Meaning, Reasons for Generation and Accumulation of Obsolete, Surplus and Scrap Items, identification and Control of Waste, Disposal of Scrap, Introduction to PERT and CPM.

**PEDAGOGY:**

The teacher is expected to use leading pedagogical approaches in the classroom situation, lectures, case study analysis, group discussions, assignments writing and tests, innovative instructional methods, use of technology and comprehensive assessment practices to strengthen the teaching efforts. An industrial visit of a company can be arranged to draw and observe the plant layout.

**Suggested Readings:**

1. S.Anil Kumar, N. Suresh, *Production and Operations Management,* New Age International (P) Limited, Publishers.
2. Chase, B.R. Shankar R. Jacobs, F.R and Aquilano, N.J, *Operations & Supply Chain Management*, Tata McGraw Hill Education.
3. Stevenson, W. J, *Operations Management*, Tata McGraw Hill Education.
4. Nair, *Production & Operation management*, Tata McGraw Hill.

***Recommended by Board of Studies***

**Session 2020-21**

**BBA-II (Semester-III)**

**BBA 3.4: BUSINESS RESEARCH METHODOLOGY**

**Teaching Hours per week: 5 Max Marks: 100**

**Time Allowed: 3 Hrs. Internal Assessment: 40 Marks**

**Pass marks: 35% External Assessment: 60 Marks**

**Credits: 6:5H(L)+1H(T)**

**Objective:** The paper aims to at equipping students with an understanding of the Research process, tools and techniques in order to facilitate managerial decision making.

**Course Learning Outcomes:** After completion of the course, the students shall be able to:

**CO1:** Explain the objectives and process of conducting research and its application in business.

**CO2:** Understand the different types of research designs.

**CO3:** Understand the various techniques of sampling and methods of data collection.

**INSTRUCTIONS FOR PAPER SETTER/EXAMINERS**

The question paper will consist of three sections A, B and C. Section A and B will have four questions each from Unit-I and Unit -II respectively, will carry 10 marks each. Section C will consist of 12 short answer type question covering entire syllabus and will carry 2 marks each. Total weightage of Section – C shall be 20 marks.

**INSTRUCTIONS FOR CANDIDATES**

Candidates are required to attempt two questions each from Section A and B. In Section C candidates are required to attempt any ten questions.

**UNIT – I**

Meaning, Objective and Scope of Business Research, Process of Business Research, Research methods in Social Science, Types of research: Descriptive, Analytical Research, Exploratory Research, Applied Research, Fundamental Research, Qualitative and Quantitative Research.

Research Design: Meaning and Purpose of Research Design, Features of a Good Research Design. Different Research Designs.

**UNIT – II**

Collection of Data: Primary and Secondary, Interpretation of Data –Techniques of Analysis and Precautions in Interpretation. Qualitative Research Tools: Depth Interviews Focus Groups and Projective Techniques; Measurement & Scaling: Primary Scale of Measurement – Nominal, Ordinal, Interval and Ratio. Sampling: Sampling Techniques, Determination of Sample Size, Introduction to Statistical Tests: Parametric and Non Parametric and Report Writing.

The teacher is expected to use leading pedagogical approaches in the classroom situation, lectures, case study analysis, group discussions, assignments writing and tests, innovative instructional methods, use of technology and comprehensive assessment practices to strengthen the teaching efforts.

**Suggested Readings:**

1. Zikmund, Babin & Carr: *Business Research Methods*, South – Western.
2. Cooper & Schindler: *Business Research Methods,* McGraw Hill Education,
3. Churchilll: *Marketing Research*: Methodological Foundations, Cengage Learning.
4. Aaker, Kumar, Day – *Marketing Research*. Wiley
5. Naresh Malhotra – *Marketing Research*, Pearson Education
6. S.P. Gupta, *Statistical Methods,* Sultan Chand & Sons,1972

***Recommended by Board of Studies***

**BBA-3.5: SEMINAR ON ENTREPRENEURSHIP**

**Teaching Hours per week: 5 Max Marks: 100**

**Time Allowed: 3 Hrs. Internal Assessment: 100 Marks**

**Pass marks: 35% Credits: 4H (L)**

**Objective:** The objective of this paper is to make the students understand the concept and importance of entrepreneurship and facilitate generation of young entrepreneurs.

**Course Learning Outcomes:** After completion of the course, the students shall be able to:

**CO1:** Describe the concept and theories of entrepreneurship and its role in economic development of nation

**CO2:** Develop business plan and identify the reason of failure of business plans.

**CO3:** Identify the different sources of finance for new enterprises and assess the role of financial institutions and various Government schemes in entrepreneurial development.

Introduction: The Entrepreneur; Definition; Emergence of Entrepreneurial Class; Theories of Entrepreneurship; Role of Socioeconomic environment; Characteristics of Entrepreneur; Leadership; Risk taking; Decision-making and Business Planning. Promotion of a Venture: Opportunities analysis; External environment analysis-Economic, Social and Technological; Competitive Factors: Legal requirements for establishment of a new unit. Various Sources of funds for an entrepreneur. Entrepreneurial Behavior: Innovation and Entrepreneur; Entrepreneurial Behavior and Psycho-Theories, Social responsibility. Entrepreneurial Development programmes (EDP): Role, relevance and achievements; Role of government in organizing EDPs; Critical evaluation. Role of an Entrepreneur in economic growth: eneration of employment opportunities, Role in export promotion and import substitution.

**Suggested Readings:**

1. Kumar, Arya, *Entrepreneurship*, Perason Education.

2. Desai, Vasant, *Dynamics of Entrepreneurship Development &Management*, Himalaya Publishing House.

3. Gopal, V.P. Nanda, *Entrepreneurial Development*, Vikas Publishing

4. Khanka,S S, *Entrepreneurial Development*, S. Chand & Co.

**BBA-II YEAR**

**SEMESTER-IV**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject** | **Course type** | **Credit** | **Internal Marks** | **External Marks** | **Total** |
| BBA-4.1 | Human Resource Management | Core Course C-8 | 6:5H(L)+1H(T) | 40 | 60 | 100 |
| BBA- 4.2 | Financial Management | Core Course C-9 | 6:5H(L)+1H(T) | 40 | 60 | 100 |
| BBA-4.3 | Organisation Development and Change | Core Course C-10 | 6:5H(L)+1H(T) | 40 | 60 | 100 |
| BBA- 4.4 | E-Commerce | Core Course C-11 | 6:5H(L)+1H(T) | 40 | 60 | 100 |
| BBA-4.5 | Business Environment | Generic Elective (GE)-3 | 6:5H(L)+1H(T) | 40 | 60 | 100 |
| BBP-401A  BBP-401B | Punjabi Compulsory/  Mudhla Gyan (Elementary Punjabi) | MIL-4 | 4H(L) | 40 | 60 | 100 |
|  |  | **Total Credits** | **34** |  |  |  |

**Session 2020-21**

**BBA-II (Semester-IV)**

**BBA-4.1 HUMAN RESOURCE MANAGEMENT**

**Teaching Hours per week: 5 Max Marks: 100**

**Time Allowed: 3 Hrs. Internal Assessment: 40 Marks**

**Pass marks: 35% External Assessment: 60 Marks**

**Credits: 6:5H(L)+1H(T)**

**Objective:** To provide the an in-depth overview of the field of HRM, what are the roles and responsibilities of HR professionals.

**Course outcomes:** After completion of the course, the students shall be able to:

**CO1:** Explain the basics of Human Resource Management and analyses the evolution of HRM.

**CO2:** To appreciate various functions of HRM that facilitate employee hiring viz human resource planning, Job analysis recruitment and selection.

**CO3:** To understand the role of Training, Development, Career planning and Performance Appraisal.

**INSTRUCTIONS FOR PAPER SETTER/EXAMINERS**

The question paper will consist of three sections A, B and C. Section A and B will have four questions each from Unit-I and Unit-ll respectively, will carry 10 marks each Section C will consist of 12 short answer type questions covering entire syllabus and will carry 2 marks each. Total weightage of Section-C shall be 20 marks.

**INSTRUCTIONS FOR CANDIDATES**

Candidates are required to attempt two questions each from Section A and B. In Section C candidates are required to attempt any ten questions.

**UNIT-I**

Human Resource Management: Concept, Functions, Objectives of HRM, Role, Skills & Competencies of HR Professionals, HRD Definition, Goals and Challenges. The Changing Environment of HRM- Globalization, Technological Advances, Changing Skill Requirement .Human Resource Planning: Process, Forecasting Demand & Supply. Job Analysis: Uses, Methods, Job Description and Job Specification. Recruitment: Sources and Techniques. Selection: Process, Tests, Interview, Barriers of Effective Selection. Orientation: Concept, Process, Benefits and Problems associated with Induction and Orientation.

**UNIT II**

Training: Concept, Needs, Systematic Approach to Training, Methods of Training. Management Development: Concept & Methods. Performance Management Appraisal system: Concept, Uses, Methods & Techniques of Appraisal. Job Evaluation. Compensation: Components of Compensation, Steps of Determining Compensation,

Industrial Disputes: Types of Disputes, Resources & Methods to Solve Industrial Disputes. Industrial Relations: Concept, Objectives.

**PEDAGOGY:**

The teacher is expected to use leading pedagogical approaches in the classroom situation, lectures, case study analysis, group discussions, assignments writing and tests, innovative instructional methods, use of technology and comprehensive assessment practices to strengthen the teaching efforts.

**Suggested Readings:**

1. Dessler, G: *Human Resource Management*, Pearson Education.

2. Rao, V.S.P: *Human Resource Management- Text and cases*, Excel Books.

3. R. Wayne Mondy & Rober M Noe: *Human Resource Management,* Pearson Education.

*4.*K.Aswathappa*, Human Resource Management,* Tata McGraw Hill.

***Recommended by Board of Studies***

**Session 2020-21**

**BBA-II (Semester-IV)**

**BBA 4.2 FINANCIAL MANAGEMENT**

**Teaching Hours per week: 5 Max Marks: 100**

**Time Allowed: 3 Hrs. Internal Assessment: 40 Marks**

**Pass marks: 35% External Assessment: 60 Marks**

**Credits: 6:5H(L)+1H(T)**

**Objective:** To develop a conceptual clarity and basic understanding of the fundamentals of corporate finance among the students. So that it could be benefited in their future for the practical applicability in the corporate world.

**Course Learning Outcomes:** After completion of the course, the students shall be able:

**CO1:** Apply financial data for use in decision making by applying financial theory to problems faced by business enterprises.

**CO2:** Apply modern techniques in capital budgeting analysis.

**CO3:** Assess dividend policy’s impact on share prices and to understand the implications of dividend decisions in financial decision making.

**INSTRUCTIONS FOR PAPER SETTER/EXAMINERS**

The question paper will consist of three sections A, B and C. Section A and B will have four questions each from Unit - 1 and Unit –II respective, will carry 10 marks each. Section C will consist of 12 short answer type question covering entire syllabus and will carry 2 marks each. Total weightage of section – C shall be 20 marks.

**INSTRUCTIONS FOR CANDIDATES**

Candidates are required to attempt two questions each from Section A and B. In Section C candidates are required to attempt any ten questions.

**UNIT – I**

Meaning of Business Finance, Aims, Scope and significance of finance function, Profit vs. wealth maximization decisions, Financial Planning. Sources of Company Finance- Long Term and Short term, Capital Structure: Concept, Theories and Valuation.

**UNIT – II**

Capital Budgeting, Planning of Capital expenditure, Methods of Capital Budgeting, Dividend: Meaning, Determination, Types of Dividends. Dividend Policies Cost of Capital: Methods of calculating Cost of various components of Capital. Working Capital-Meaning, Types estimation, factor determining working capital requirements.

**PEDAGOGY:**

The teacher is expected to use leading pedagogical approaches in the classroom situation, lectures, case study analysis, group discussions, assignments writing and tests, innovative instructional methods, use of technology and comprehensive assessment practices to strengthen the teaching efforts.

**Suggested Readings:**

1. Srivastva, R.M., *Essentials of Business Finance*,Himalaya Publishing House.

2. Pandey, I.M.,*Financial Management,*Vikas Publishing House Pvt. Ltd.

3. Maheshwari, S.N, *Financial Management – Principles & Practice*, Sultan Chand & Sons.

4. Khan, M.Y.and Jain P.K, *Financial Management,Text, Problems & Cases”,* Tata McGraw Hill Company

***Recommended by Board of Studies***

**Session 2020-21**

**BBA-II (Semester-IV)**

**BBA-4.3: ORGANIZATIONAL DEVELOPMENT AND CHANGE**

**Teaching Hours per week: 5 Max Marks: 100**

**Time Allowed: 3 Hrs. Internal Assessment: 40 Marks**

**Pass marks: 35% External Assessment: 60 Marks**

**Credits:** **6:5H(L)+1H(T)**

**Objective:** The objective of the paper is to exploration of the field of OD through it’s human and social process and address new management and OD paradigms in rapidly changing context of Globalization and Organizational Change.

**Course Learning Outcomes :** After the completion of the course the students shall be able to understand:

**CO1:** To understand need for Organizational Change and Development and the OD interventions.

**CO2:** To gain the knowledge of various theories and models of change.

**INSTRUCTIONS FOR THE PAPER SETTER/ EXAMINERS**

The question paper will consist of three sections A, B and C. section A and B will have four questions each from unit -I and Unit -II respectively, will carry 10 Marks each. Section -C will consist of 12 short answer type questions covering entire syllabus and will carry 2 Marks each. Total weightage of Section- C shall be 20 marks.

**INSTRUCTIONS FOR CANDIDATES**

Candidate are required to attempt two questions each from Section A and Section B. In section C Candidate are required to attempt any ten questions.

**UNIT -I**

Change Management: Meaning, Nature of change, Forces of change, Significance, Process of Organizational change, Strategies for Change, Resistance to Change, Introduction to Organizational Development: Definition, Need and Process of OD, Future of OD, Issues in consultant- client relationship.

**UNIT- II**

Nature of Planned Change: Theories:- models of planned change, Lewin’s Change Model and Action Research Model, Positive model, and different types of planned change, Guidelines for facilitating change. OD Interventions: An overview of OD Interventions.

**PEDAGOGY:**

The teacher is expected to use leading pedagogical approaches in the classroom situation, lectures, case study analysis, group discussions, assignments writing and tests, innovative instructional methods, use of technology and comprehensive assessment practices to strengthen the teaching efforts.

**Suggested Readings:**

1. K.Aswathappa, *Organizational Behaviour*- Himalaya Publishing House.

2. French Bell Vohra ,*Organizational development,* Pearson Education.

3. M.J. Mathew, *Organizational Behaviour,* RBSA Publishers.

***Recommended by Board of Studies***

**Session 2020-21**

**BBA-II (Semester-IV)**

**BBA 4.4 E-COMMERCE**

**Teaching Hours per week: 5 Max Marks: 100**

**Time Allowed: 3 Hrs. Internal Assessment: 40 Marks**

**Pass marks: 35% External Assessment: 60 Marks**

**Credits: 6:5H(L)+1H(T)**

**Objective:** The subject aims to familiarize the student with the basic concept of e-commerce and to provide them the knowledge of planning, scheduling and controlling a successful e- business.

**Course Learning Outcomes:** After completion of the course the students will be able to understand:

**CO1:** To understand the basic concepts of E- commerce.

**CO2:** To know about the Regulation of certifying authorities and awareness of cyber crimes

**INSTRUCTIONS FOR THE PAPER SETTER/ EXAMINERS**

The question paper will consist of three sections A, B and C. Section A and B will have four questions each from unit -I and Unit -II respectively, will carry 10 Marks each. Section -C will consist of 12 short answer type questions covering entire syllabus and will carry 2 Marks each. Total weightage of Section- C shall be 20 marks.

**INSTRUCTIONS FOR CANDIDATES**

Candidates are required to attempt two questions each from Section A and B. In Section C candidates are required to attempt any ten questions.

**UNIT -I**

Meaning, nature, concepts, advantages, disadvantages and reasons for transacting online, types of E-commerce, E-Commerce Business models (Introduction, key elements of business model

and categorising major E-Commerce Business models), forces behind e-commerce. Technology used in e-commerce**:** The dynamics of World Wide Web and internet (meaning, evolution and features)

IT Act 2008: Definitions, digital signature, Electronic governance, attribution, acknowledgment and dispatch of electronic records, Regulation of certifying authorities, Digital signature certificate, Duties of subscribe Penalties and adjudication, Appellate Tribunal, Offences and Cyber crimes.

**UNIT-II**

Models and methods of E-payments(Debit card, Credit card, Smart card, e-money, wallets and UPS), Digital signatures (Procedure, working and legal position), payment gateways, online banking (meaning, concepts, importance, electronic fund transfer, automated clearing house, automated ledger posting), risks involved in e-payments. Meaning, purpose, advantages and disadvantages of transacting online, E-Commerce application in various Industries like {banking, insurance payment of utility bills, online marketing, e-tailing (popularity, benefits, problems and features), online services (financial, travel and career), auctions, online portal, online learning, publishing and entertainment} Online shopping(Amazon, snap deal, alibaba, flipkart etc.)

**PEDAGOGY:**

The teacher is expected to use leading pedagogical approaches in the classroom situation, lectures, case study analysis, group discussions, assignments writing and tests, innovative instructional methods, use of technology and comprehensive assessment practices to strengthen the teaching efforts.

**Suggested Readings:**

1. Kenneth C. Laudon and Carlo Guercio I. raver, *E-Commerce*, Pearson Education.

2. David Whiteley, *E-commerce: Strategy Technology and Applications*, Me Cro

3. Rharat Rhaskar, *Electronic Commerce: Framework, Technology and Application* ,McGraw Hill Education

4. P.T. Joseph, *E-Commerce: An Indian Perspective,* PHI Learning

5. KK Bajaj and Debjani Nag, *E-commerce*, McGraw Hill Education.

6. T.N. Chhabra, *E-Commerce*, Dhanpat Rai & Co.

7. Sushila Madan, *E-Commerce*, Taxmann

***Recommended by Board of Studies***

**Session 2020-21**

**BBA-II (Semester-IV)**

**BBA 4.5: BUSINESS ENVIRONMENT**

**Teaching Hours per week: 5 Max Marks: 100**

**Time Allowed: 3 Hrs. Internal Assessment: 40 Marks**

**Pass marks: 35% External Assessment: 60 Marks**

**Credits:** 6:5H(L)+1H(T)

**Objective:** The main objective is to develop knowledge base for Environment factors affecting Business.

**Course Learning Outcomes:** After studying this paper students will:

**CO1:** Aware regarding environmental problems related to Business and Commerce.

**CO2:** The students will come to know the Environmental ethics and this paper inculcate values in them.

**CO3:** To understand the current economic conditions in developing emerging markets, and evaluate present and future opportunities.

**INSTRUCTIONS FOR PAPER SETTER / EXAMINERS**

The question paper will consist of three sections A, B and C. section A and B will have four questions each from Unit- I and Unit –Ii respectively , will carry 10 marks each. Section C will consist of 12 short answer type questions covering entire syllabus and will carry 2 marks each. Total weightage of Section C shall be 20 marks.

**INSTRUCTIONS FOR CANDIDATES**

Candidates are required to attempt two questions each from Section A and B. In Section C candidates are required to attempt any ten questions**.**

**UNIT –I**

Business Environment: Concept, Importance and components, Internal and External Environment, Analysis of Business Environment, Economic Trends (an overview): National Income, Saving and Investment. Recent trends in Price and Inflation: types, effects, causes, measures to control and suggestions. Indian Economic Planning: Basic Strategy of Indian Planning; Achievements and failures of Indian planning.

**UNIT- II**

Economic Environment-Elements of Economic Environment, Economic systems: Capitalism, socialism and Mixed Economy; Role of Government: Growth and performance of Public and Private Sector; Monetary and Fiscal Policy. Socio- Cultural Environment: Social Responsibility of Business, Introduction and Concept of Make in India.

**PEDAGOGY:**

The teacher is expected to use leading pedagogical approaches in the classroom situation, lectures, case study analysis, group discussions, assignments writing and tests, innovative instructional methods, use of technology and comprehensive assessment practices to strengthen the teaching efforts.

**Suggested Readings:**

1. Aswathappa, K: Essentials of Business Environment-Text, Cases and Exercises -Himalya Publishing House

2. Francis Cherunilam, *Business Environment – Text and Cases,* Himalaya Publishing House.

3. Paul, Justin-*Business Environment- Text and Cases*- McGraw Hill Education.

4. Ramachandara, Archana and Ravi- *Business Environment,* Himalaya Publishing House Pvt. Ltd.

***Recommended by Board of Studies***