

# **KADI SARVA VISHWA VIDYALAYA GANDHINAGAR**

**(Established Under the State Act of Gujarat, No-21, 2007)**

## **BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

### **CBCS Pattern**

#### **Syllabus Semester VI**

Sector-23, Gh-6, Gandhinagar, Gujarat (India)

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**BBA Sem-VI**  
**Taxation - II (BBA 601)**

**Rationale:**

Every person engaged with any type of Commercial activity requires knowing Government laws and Acts pertaining to Direct and Indirect Tax to make one's activity more authentic and profitable. This subject in particular involves almost every latest and updated Acts classified under different heads of Income which does not only create awareness about the subject importance but also opens and clears views for different areas and aspects of Management.

**Learning Outcome:**

After the subject being taught the student will be able:

1. To create awareness about the subject importance.
2. To relate this subject with other closely related areas of Management like Accounting, Finance, and Economics etc.
3. To show different ways to the students by which they can learn to render ethical practices and also help their activities to compete and survive successfully.

| Sr. No./ Sub. Code | Subject Title | Teaching Scheme    |      | Exam Scheme     |            |                 |            |        |             |
|--------------------|---------------|--------------------|------|-----------------|------------|-----------------|------------|--------|-------------|
|                    |               | Theory + Practical | Tut. | External Theory |            | Internal Theory |            | Credit | Total Marks |
|                    |               |                    |      | Hrs.            | Max. Marks | Hrs.            | Max. Marks |        |             |
| BBA 601            | Taxation - II | 4 + 0 = 4          | 0    | 3               | 70         | 4               | 30         | 4      | 100         |

| Sl. No. | Chapter                                       | Topics  | Wtge | Marks |
|---------|---|---|------|-------|
| 1       | Capital Gains                                 | Introduction, Meaning and Types of Capital Assets, Meaning and types of capital gains, Transfer of Capital Asset, Full value of Consideration, Expenditure on Transfer, Cost of acquisition, Cost of improvement, Indexed cost of Acquisition and Improvement, (Only Basic Practicals) Set off and carry forward of losses , Exempted Capital Gains | 25%  | 18    |
| 2       | Profits and gains from business or profession | Introduction, Practicals on arriving at business income through P & L a/c , Excluding Income and Expenditure a/c and Receipt and Payment a/c, Allowable deductions, Depreciation of Current Financial Year  | 25%  | 18    |

|   |   |   |             |           |
|---|---|---|-------------|-----------|
| 3 | Income from other sources                                   | Income chargeable under the head “Income from other sources”, Other incomes under “Income from other sources”, Dividend Income, Income of Interest on Securities, Winning from lotteries, Crossword puzzles, Horse race and card games etc., Income from let out machinery, plant or furniture, New provisions for Causal income, Amount not deductible | 25%         | 17        |
| 4 | Assessment Procedure and Deductions from Gross Total Income | Filing of tax return, Time limit for filing return of Current Financial Year<br>Tax deducted at source (TDS) for five heads of income<br>Permanent Account Number (PAN)<br>Deductions from Gross total income from u/s 80(c)  | 10%         | 7         |
| 5 | Goods and Service Tax                                       | Concept, Salient Features, Benefits, Overview of GST Acts, Definitions: Aggregate Turnover, Business, Central Tax, Cess, Composite Supply, Exempt Suuply, Goods, Integrated Tax, Input Tax, Input Tax Credit, Mixed Supply, Output Tax, Reverse Charge, Services, Exemptions  | 15%         | 10        |
|   |   | <b>Total</b>  | <b>100%</b> | <b>70</b> |

**References:**

1. Student’s Guide to Income Tax including Service Tax & VAT, Singhania and Singhania, Taxmann Publication.
2. Taxation, Prin. T. J. Rana et. al. Sudhir Prakashan.
3. Systematic Approach to Income Tax & CST, Ahuja and Gupta, Bharat Prakashan

**BBA Sem - VI**  
**Advance Marketing Management (BBA 602)**

**Rationale:**

To sensitize the students towards the concepts of Sales Force Management, Advertising, Marketing strategies and International Marketing, with the help of this subject the students develop insights into emerging trends in the Marketing environment. It also helps them in understand the significance of marketing and management of various aspects which are used in the industry. This module are included in the curriculum to give students an insight to speciation subjects in further studies and can make better selection of subjects.

**Learning Outcomes:**

1. To acquaint the students with the appropriate concepts, theories, models and other tools used in Marketing.
2. To help students to make a better selection of subjects for their further studies

| Sr. No./ Sub. Code | Subject Title                | Teaching Scheme    |      | Exam Scheme     |            |                 |            |        |             |
|--------------------|------------------------------|--------------------|------|-----------------|------------|-----------------|------------|--------|-------------|
|                    |                              | Theory + Practical | Tut. | External Theory |            | Internal Theory |            | Credit | Total Marks |
|                    |                              |                    |      | Hrs.            | Max. Marks | Hrs.            | Max. Marks |        |             |
| BBA 602            | Advance Marketing Management | 4+0=4              | 0    | 3               | 70         | --              | 30         | 4      | 100         |

| Sl. No. | Chapter                     | Topics  | Wtge | Marks |
|---------|-----------------------------|---|------|-------|
| 1       | Sales Force Management      | Objectives of Sale Management<br>Designing the Sales Force (Sales force objectives, Sales Force Structure, Sales Force Size, Sales Force Compensation---<br>- All in Brief)<br>Managing the Sales Force ( Recruiting and Selecting, Training, Motivation and Evaluating---- All In Brief)   | 25%  | 18    |
| 2       | Advertising Management      | Introduction, Meaning and Definition of Advertising<br>Objectives of Advertising<br>AIDA Model and Goals of Advertising<br>Benefits of Advertising<br>Types of Advertising<br>Advertising Management Process<br>(Identifying the target audience, Specifying the Advertisement Objectives, Setting the Advertisement Budget, Developing the Message, Selecting the Media, Scheduling , Measuring Advertising Effectiveness) | 25%  | 17    |
| 3       | Marketing Strategies & Plan | Planning – Designing the blueprint for future (Corporate Plan, Business Unit Plan, Operational Plan)  | 25%  | 18    |

|   |   |   |             |           |
|---|---|---|-------------|-----------|
|   |   | BCG Matrix<br>Product- Market Expansion Grid<br>SWOT Analysis<br>Porter's Five Force Model<br>Strategic Alliance  |             |           |
| 4 | Introduction to International Marketing | Introduction, The Concept of International Marketing, Terms in international Marketing, Reasons for entering international Markets, Stages of Internationalization, The modes of International Market Entry (Production in Home Country-<br>1. Exports 2 Providing off shore services; Production in Foreign Country-<br>1. Contractual Mode<br>2. Investment Mode)<br>Factors affecting modes of Entry | 25%         | 17        |
|   |   | <b>Total</b>  | <b>100%</b> | <b>70</b> |

**References:**

1. Marketing Management by Tapan K Panda
2. Marketing Management by Kotler, Keller, Koshy and Jha
3. Sales Management by Richard R Still, Edward and Norman
4. International Marketing by Rakesh Mohan Joshi

**BBA SEM-VI**

**Human Resource Management-II (BBA 603)**

**Rationale:**

After learning the basic human resource management practices in BBA Sem – V, they are needed to learn about the area of industrial relation. This includes management of compensation, healthy and safe environment of work, and welfare of the employees and existence of trade union to protect the worker interest and solve the work related issues through collective bargaining. It is necessary for the future HR managers for creating industrial harmony.

**Objectives:**

After the subject being taught the student will be able to know the following:

1. The various concepts used and applied by the organization for managing the people.
2. Scope and application of these concepts and practices with legal provisions.
3. How to manage people in their daily life.

| Sr. No./ Sub. Code | Subject Title                | Teaching Scheme    |      | Exam Scheme     |            |                 |            |        |             |
|--------------------|------------------------------|--------------------|------|-----------------|------------|-----------------|------------|--------|-------------|
|                    |                              | Theory + Practical | Tut. | External Theory |            | Internal Theory |            | Credit | Total Marks |
|                    |                              |                    |      | Hrs.            | Max. Marks | Hrs.            | Max. Marks |        |             |
| BBA 603            | Human Resource Management-II | 4+0=4              | 0    | 3               | 70         | --              | 30         | 4      | 100         |

| Sl. No. | Chapter                            | Topics   | Wtge | Marks |
|---------|------------------------------------|--|------|-------|
| 1       | Compensation Management            | Meaning, Nature of Compensation, Objective of Compensation Planning, Equity and Pay Rates, Components of Pay Structure in India, Difference between Wage and Salary, Methods of wage payment: Time wage System and Piece Wage System, Principles of Wage & Salary Administration, Factors Influencing Compensation Levels, Wage Policy and Wage Policy in India. | 20%  | 14    |
| 2       | Employee Health Safety and Welfare | Health: Meaning, Need and Legal Provisions as per Factories Act 1948.<br><br>Safety: Meaning, Purpose, Effective Safety Management, Legal Provisions as per Factories Act 1948.<br><br>Welfare: Meaning, Purpose, Agencies for Welfare Work, Types of Welfare Facilities, Statutory Provisions as per Factories Act 1948   | 20%  | 14    |
| 3       | Industrial Relation                | Definition, Characteristics, Factors and Objective of IR; Function of IR; Conditions for congenial IR.   | 20%  | 14    |

|   |  |   |            |           |
|---|--|---|------------|-----------|
|   |  | Meaning, Forms, Causes of Industrial Disputes; Industrial Disputes Prevention and Settlement Machinery.   |            |           |
| 4 | Trade Union and Employers Associations | Meaning and characteristics of Trade Union. Objective of Trade Union; Function and Role of Trade Union; Trade Union Structure, Statutory Provisions: Registration, Status, Cancellation, Obligation, Rights & Liabilities and Union Problems.<br><br>Employers' associations: Introduction and Objectives (Primary and Secondary) | 20%        | 14        |
| 5 | Collective Bargaining                  | Meaning and features of Collective Bargaining. Importance of Collective Bargaining. Essential Conditions for the success of Collective Bargaining; Functions of Collective Bargaining Process of Collective Bargaining Hurdles of Collective Bargaining in India.   | 20%        | 14        |
|   |  | <b>TOTAL</b>  | <b>100</b> | <b>70</b> |

**References:**

1. Personnel and Human Resources Management – K Ashwathapa
2. Personnel and Human Resources Management – P Subba Rao
3. Human Resources Management – V S P Rao
4. Web Net.

**BBA Sem-VI  
Essentials of Business Environment (BBA 604)**

**Rationale:**

In view of growing competition in contributing to the society, it is important for the students of management to understand and analyze the current Indian business environment – both internal and external. Hence, there is a need of a course of this kind wherein various issues relating to Indian business environment and policy framework are discussed with a comparative perspective and their impact on Indian business.

### Learning Outcomes:

After the subject being taught the students will be able to learn:

1. Basic components of businesses environment for strategy formulation in the Indian context.
2. Impact of the various sectors of the economy viz. Agriculture, Industry, International trade etc. on Indian business.
3. Analyze the impact of various policy issues on the Indian business environment.

| Sr. No./ Sub. Code | Subject Title                      | Teaching Scheme    |      | Exam Scheme     |            |                 |            |        |             |
|--------------------|------------------------------------|--------------------|------|-----------------|------------|-----------------|------------|--------|-------------|
|                    |                                    | Theory + Practical | Tut. | External Theory |            | Internal Theory |            | Credit | Total Marks |
|                    |                                    |                    |      | Hrs.            | Max. Marks | Hrs.            | Max. Marks |        |             |
| BBA 604            | Essentials of Business Environment | 4+0=4              | 0    | 3               | 70         | --              | 30         | 4      | 100         |

| Module | Chapters   | Topics  | Wtge | Marks |
|--------|--|---|------|-------|
| 1      | Components of Business Environment   | Meaning of Business Environment – Internal and External Environment of Business   | 5%   | 04    |
| 2      | Political, Economic, Social and Technological Environment of Business (PEST) | Only fundamentals of Political Environment of Business, Economic Environment, Social Environment and Technological Environment of Indian Business | 15%  | 10    |
| 4      | India's National Economic Planning and NITI Ayog                             | National economic planning in India: Definition and Objectives – Five Year Plans (Only FYP-1, 2) – NITI Ayog – Structure and Function             | 10%  | 07    |
| 5      | Indian Agriculture   | Role of Indian Agriculture; Problems faced by Indian Agriculture  | 20%  | 14    |
| 6      | Indian Industry:   | Role of Indian Industry sector; Problems of Indian Industry sector  | 20%  | 14    |
| 7      | Economic Reforms,  | Need for Economic Reforms – 1991: The LPG Policy (Policy related to Liberalization, Privatization and Globalization)                              | 15%  | 11    |
| 8      | Exports and  | Basics of Exports and Imports Policy;   | 15%  | 10    |



|  |                |   |             |           |
|--|----------------|---|-------------|-----------|
|  | Imports Policy | Import Substitution, Import Restriction and Import Liberalization Policy; Export Promotion Policies |             |           |
|  |                | <b>Total</b>  | <b>100%</b> | <b>70</b> |

**References:**

1. Mishra, S. K. & V. K. Puri (2008), Economic Environment of Business, Fifth Revised and Enlarged Edition: 2008, Himalaya Publishing House.
2. Aswathappa, K. ((2006), Essentials of Business Environment, Eighth Revised and Enlarged Edition: 2006, Himalaya Publishing House.
3. Joshi, R and Sangam Kapoor (2009), Business Environment, Second Revised Edition, Kalyani Publishers.
4. Cherunilam, Francis (2005), Business Environment, Sixteenth edition Himalaya Publishing House, Mumbai
5. Economic Survey, Ministry of Finance, Govt. of India, Various Issues

**Electives for SEM – VI**  
**BBA Sem – VI (Elective-II: Marketing Elective)**  
**Brand Management (BBA 605 A)**

**Rationale:**

Effective brand management is the key to developing product and communication strategies which lead to marketing success. This course is designed to develop the necessary knowledge and skills for creating and managing brands which resonate with customers and allow the marketing organization to build and maintain a loyal and profitable customer base. A range of branding theories, concepts, strategies and practices designed to build, measure and sustain brand equity will be addressed across a range of real world contexts, product types and industries.

**Objective:**

1. To inculcate students with practical aspects of branding
2. Explain the importance of branding as a marketing tool
3. Recommend appropriate basic brand elements for a chosen product for a given target market
4. Propose basic strategies that marketers might use to sustain and build brand equity
5. Evaluate methods used to measure brand equity
6. Critically analyze the effectiveness of brand management in an organizational context

| Sr. No./ Sub. Code | Subject Title    | Teaching Scheme    |      | Exam Scheme     |            |                 |            |        |             |
|--------------------|------------------|--------------------|------|-----------------|------------|-----------------|------------|--------|-------------|
|                    |                  | Theory + Practical | Tut. | External Theory |            | Internal Theory |            | Credit | Total Marks |
|                    |                  |                    |      | Hrs.            | Max. Marks | Hrs.            | Max. Marks |        |             |
| BBA 605 A          | Brand Management | 4+0=4              | 0    | 3               | 70         | --              | 30         | 4      | 100         |

| Sl. No. | Units  | Topics  | Wtge | Marks |
|---------|--|---|------|-------|
| 1       | <b>Unit I<br/>Introduction to Brand Management</b> | Define brand, Why do brands matter. Brand Challenges and Opportunities, Strategic brand management Process      | 20%  | 14    |
| 2       | <b>Unit II<br/>Customer Based Brand Equity</b>     | Customer based brand Equity, Sources of brand equity, Building a strong brand; the four steps of brand building | 30%  | 21    |

|   |  |  |             |           |
|---|--|--|-------------|-----------|
| 3 | <b>Unit III<br/>Brand<br/>Positioning</b>  | Concept of brand positioning, crafting a positioning strategy, guiding principles for positioning, repositioning and its strategies  | 20%         | 14        |
| 4 | <b>Unit IV<br/>Designing and<br/>implementing<br/>brand marketing<br/>programs</b> | Brand Elements and Criteria for choosing brand Elements, Brand building communication options:<br>(Advertising and promotion, interactive marketing, events and experiences, mobile marketing), 6 C's of IMC programs. | 30 %        | 21        |
|   |  | <b>Total</b>   | <b>100%</b> | <b>70</b> |

**References:**

1. Brand Marketing Management, M.V. Kulkarni, Everest Publishing House.
2. Strategic Brand Management, Kevin Keller, Pearson.
3. Brand Management Principles and Practices, Kirti Dutta. Oxford

**BBA Semester-VI (Elective-II: HR Elective)  
Labour Law (BBA 605 B)**

**Rationale:**

The syllabus has been designed to provide working knowledge and understanding of certain labour law which have direct bearing on the functioning of companies.

**Learning Outcomes:**

After the subject being taught, the students should be able to:

1. Understand legal provisions of various labour laws in India.
2. Understand and execute legal provisions of provident fund, bonus and gratuity.
3. Understand effects of these legal provisions on business and employees.

| Sr. No./ Sub. Code | Subject Title | Teaching Scheme    |      | Exam Scheme     |            |                 |            |        |             |
|--------------------|---------------|--------------------|------|-----------------|------------|-----------------|------------|--------|-------------|
|                    |               | Theory + Practical | Tut. | External Theory |            | Internal Theory |            | Credit | Total Marks |
|                    |               |                    |      | Hrs.            | Max. Marks | Hrs.            | Max. Marks |        |             |
| BBA 605 B          | Labour Law    | 4 + 0 = 4          | 0    | 3               | 70         | --              | 30         | 4      | 100         |

| <b>Module</b> | <b>Chapter</b>  | <b>Topic</b>   | <b>Wtge</b> | <b>Marks</b> |
|---------------|---|--|-------------|--------------|
| 1             | Payment of Wages Act, 1936  | Object and Scope, Definitions, Responsibility for payment of wages, Time for wage payment, Mode of payment of wages, Deductions from the wages of an employee, Maintenance of registers and records, Claims arising out of deductions from wages or delay in payment of wages and penalty for malicious or vexatious claims.   | 20%         | 14           |
| 2             | Equal Remuneration Act, 1976                                      | Object and Scope, Definitions, Act to have overriding effect, Duty of employer to pay equal remuneration to men and women workers for same work or work of a similar nature, Discrimination not to be made while recruiting men and women, Authorities for hearing and deciding claims and complaints, Maintenance of Registers, Penalty   | 10%         | 07           |
| 3             | Employees' Provident Funds And Miscellaneous Provisions Act, 1952 | Introduction, Application of the Act, Important Definitions, Schemes Under the Act, Employees Provident Fund Scheme, Employees' Pension Scheme, Employees' Deposit-Linked Insurance Scheme, Determination of Moneys Due from Employers, Employer not to Reduce Wages, Transfer of Accounts, Protection against Attachment, Power to Exempt, Compliances Under the Act  | 20%         | 14           |
| 4             | Payment Of Bonus Act, 1965  | Object and Scope of the Act, Application of the Act, Act not to Apply to Certain Classes of Employees, Important Definitions, Calculation of Amount Payable as Bonus, Computation of gross profits, Deductions from gross profits, Calculation of direct tax payable by the employer, Computation of available surplus, Eligibility for Bonus and its Payment, Bonus Linked with Production or Productivity, Power of Exemption, | 30%         | 21           |

|   |                               |  |             |           |
|---|-------------------------------|--|-------------|-----------|
|   |                               | Penalties, Offences by Companies   |             |           |
| 5 | Payment Of Gratuity Act, 1972 | Application of the Act, Who is an Employee?,<br>Other Important Definitions, When is Gratuity Payable?, To Whom is Gratuity Payable?<br>Exemptions, Rights and Obligations of Employees, Rights and Obligations of the Employer, Recovery of Gratuity, Protection of Gratuity, Compliances Under the Act | 20%         | 14        |
|   |                               | <b>Total</b>   | <b>100%</b> | <b>70</b> |

**References:**

1. Taxmann's: General and Commercial Laws.
2. N.D. Kapoor: Handbook of Industrial Law; Sultan Chand & Sons
3. B. D. Singh: Industrial Relations and Labour Laws, Excel Books
4. ICSI Industrial and labour law reading material

**BBA Sem-VI (Elective – II: Finance Elective)  
Indian Financial System (BBA 605 C)**

**Rationale:**

Management students are required to be acquainted with various facets of business functioning at National and International level. Indian Financial system will equip the students with how co -existence and co-operation between Formal and Informal financial sectors in India prevails and functions.

**Learning Outcomes:**

After the subject being taught; the student will be able:

1. To understand the Indian Financial System
2. To know various Financial Markets exists in India
3. To understand the Functioning and Process of Financial Markets
4. To Know New Financial Instruments coming in to Practice
5. To Learn Concepts of Factoring and Forfaiting in formal and Informal Financial Sector

| Sr. No./ Sub. Code | Subject Title           | Teaching Scheme    |      | Exam Scheme     |            |                 |            |        |             |
|--------------------|-------------------------|--------------------|------|-----------------|------------|-----------------|------------|--------|-------------|
|                    |                         | Theory + Practical | Tut. | External Theory |            | Internal Theory |            | Credit | Total Marks |
|                    |                         |                    |      | Hrs.            | Max. Marks | Hrs.            | Max. Marks |        |             |
| BBA 605 C          | Indian Financial System | 4 + 0 = 4          | 0    | 3               | 70         | --              | 30         | 4      | 100         |

| Unit | Chapter                     | Topic  | Wtge | Marks |
|------|-----------------------------|--|------|-------|
| 1    | The Financial System        | <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Components of the Formal Financial System</li> <li>• Functions of a Financial System</li> <li>• Financial System Design</li> </ul>  | 20%  | 14    |
| 2    | Financial Markets           | Capital Markets <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Basics and types of Equity Market</li> <li>• Basics and segments of Debt Market</li> </ul>  | 10%  | 07    |
|      |                             | Money Market <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Basics and types of money market Instruments</li> </ul>  | 10%  | 07    |
| 3    | Depositories and Custodians | <ul style="list-style-type: none"> <li>• Meaning</li> <li>• The need for setting up a depository system in India</li> <li>• The difference between a demate share and physical share</li> <li>• The benefits of depository system</li> <li>• The depository process</li> <li>• The meaning of custodian</li> </ul> | 20%  | 14    |

|              |                           |  |             |           |
|--------------|---------------------------|--|-------------|-----------|
| 4            | New Financial Instruments | <ul style="list-style-type: none"> <li>• Meaning</li> <li>• Types of Financial Instruments <ul style="list-style-type: none"> <li>○ Floating Rate Bonds(FRBs)</li> <li>○ Zero Interest Bonds(ZIBs)</li> <li>○ Deep Discount Bonds(DDBs)</li> <li>○ Revolving Underwriting Finance Facility(RUFF)</li> <li>○ Auctions Rated Debentures(ARDs)</li> <li>○ Secured Premium Notes(SPNs)</li> <li>○ Debentures <ul style="list-style-type: none"> <li>▪ Non-Convertible(NCDs)</li> <li>▪ Partly-Convertible(PCDs)</li> <li>▪ Fully – Convertible(FCDs)</li> </ul> </li> <li>○ Differential Shares(DS)</li> <li>○ Perpetual Bonds(PBs)</li> <li>○ Municipal Bonds(MBs)</li> </ul> </li> </ul> | 20%         | 14        |
| 5            | Factoring and Forfaiting  | <ul style="list-style-type: none"> <li>• The Meaning of Factoring</li> <li>• The origin of Factoring</li> <li>• Types of Factoring</li> <li>• Factor Mechanism</li> <li>• Factoring charges and legal aspects</li> <li>• Benefits <ul style="list-style-type: none"> <li>• To Clients</li> <li>• To Customers(Buyers)</li> <li>• To Banks</li> </ul> </li> <li>• Origin of Forfaiting</li> <li>• Characteristics of Forfaiting</li> <li>• Need and benefits of Forfaiting</li> <li>• Difference between Factoring and Forfaiting</li> </ul>  | 20%         | 14        |
| <b>Total</b> |                           |  | <b>100%</b> | <b>70</b> |

**References:**

1. Indian Financial System- Bharati V. Pathak, Pearson Education
2. Indian Financial System- Desai Vasant , Himalaya Publication
3. Indian Financial System- Deodhar S.B. and Ab, Himalaya Publication
4. Indian Financial System- Ramesh Babu , Himalaya Publication
5. Indian Financial System- Khan M.Y., Tata McGraw Hill

**BBA Sem-VI  
Capstone Project (BBA 606)**

**Rationale:**

Bachelor of Business Administration (BBA) is the programme that prepares the base of the future managers. Managers apply the theoretical knowledge in practice for managing the company and taking various decisions in the day-to-day functioning. In this context it is highly necessary that the BBA students are given practical exposure right at the beginning of their career. This is a subject carrying 100 marks with the same break-up as other subjects i.e., 30 marks internal and 70 marks external. Students are divided into groups and allotted faculty guides. Under the guidance of faculty guides, the groups work on a topic related to the management field such as Finance, Marketing, Human Resources Management, General Management, Operations Management, and Functioning of the Indian Economy etc. The faculty guides remain in constant touch with the students right since the selection of the topic till the submission of the report. Meetings are held at regular intervals as per the pre-decided schedule and guidance is provided to the students in each step of carrying out the research and report preparation.

**Learning Outcomes:**

**After the subject being taught the student will be able to know the following:**

1. Understand the various emerging management concepts and their practical implications
2. Know how to do basic research
3. Know how to write a report and defend it
4. Understand group dynamics while working in group

| Sr. No./ Sub. Code | Subject Title    | Teaching Scheme    |      | Exam Scheme        |            |                    |            | Credit | Total Marks |
|--------------------|------------------|--------------------|------|--------------------|------------|--------------------|------------|--------|-------------|
|                    |                  | Theory + Practical | Tut. | External Practical |            | Internal Practical |            |        |             |
|                    |                  |                    |      | Hrs.               | Max. Marks | Hrs.               | Max. Marks |        |             |
| BBA 606            | Capstone Project | 0 + 4 = 4          | 0    | --                 | 70         | --                 | 30         | 4      | 100         |



| <b>Sl. No.</b> | <b>Chapter</b>                           | <b>Topics</b>  | <b>Wtge</b> | <b>Marks</b> |
|----------------|--|--|-------------|--------------|
| 1.             | Introduction                             | What is a project report - Why a project report in BBA   | 5%          | 04           |
| 2.             | Structure of a Project Report            | Cover Page – Certificate - Acknowledgement – Executive - Summary/Preface - Table of Contents - From Chapter -1 to Conclusion and Bibliography  | 10%         | 07           |
| 3.             | Preparing a Questionnaire                | Definition of a questionnaire - Why questionnaire - How to set questions in a questionnaire in order – What to avoid while preparing a questionnaire   | 15%         | 10           |
| 4.             | Collection of Data (Primary & Secondary) | Methods of collecting primary data – How to ask questions to respondents – Sources of secondary data – How to collect data from secondary sources – Cares to be taken about data collected from internet sources | 20%         | 14           |
| 5.             | Caution while writing report             | How to start introduction – How to write objectives, research methodology and cauterization scheme – How to set chapters – Basic formatting – The linking factors  | 20%         | 14           |
| 6.             | Analysis and Interpretation              | Tabulation and Classification of data - Various tools of analyzing data (overview) – How to interpret data   | 20%         | 14           |
| 7.             | Bibliography writing                     | Difference between reference and bibliography – Principles of writing bibliography for books, edited books, journals, mimeo, journals, newspapers and websites   | 10%         | 07           |
|                |  | <b>Total</b>   | <b>100%</b> | <b>70</b>    |

### Assessment Scheme

| Internal (30%) |      | External (70%) |      |
|----------------|------|----------------|------|
| Report         | Viva | Report         | Viva |
| 60%            | 40%  | 60%            | 40%  |

Note: The passing and class awarding criteria are the same as other subjects.

### Suggested Activities (Any Two)

1. Designing a demo questionnaire and submitting to concerned faculty guides.
2. Reading at least one book on report writing/research methodology and submitting a summary of two pages.
3. Developing a list of references (at least 10) on any subject and submitting.

### Reference:

1. Research Methodology by R. Panneerselvam, PHI Learning Pvt. Ltd.
2. Research Methodology and Management Decision by L.N. Aggarwal & Parag Diwan, AIMA OM Series for Students.
3. Research Methods for Business by, Uma sekaran, Wiley India Pvt. Ltd.
4. Business Research Methods by, Donald R. Cooper & Pamela S Schindler. Tata Mcgraw Hill Education Pvt. Ltd.
5. Business Report Writing by, R.C. Sharma & Krishna Mohan, Tata Mcgraw Hill Education Pvt. Ltd.

### Passing and Promotion Criteria

| Promotion to   | Condition for Promotion   |
|----------------|---|
| Semester – II  | Term of semester – 1 is granted   |
| Semester – III | Term of semester – 1 and 2 are granted  |
| Semester – IV  | Pass in all subjects of semester – 1 and Term of semester – 2 and 3 both are granted        |
| Semester – V   | Pass in all subjects of semester – 1 & 2 and Term of semester – 3 and 4 both are granted    |
| Semester – VI  | Pass in all subjects of semester – 1, 2 & 3 and Term of semester – 4 and 5 both are granted |

Term is granted based on internal evaluation.