



ख़्वाजा मुईनुद्दीन चिश्ती भाषा विश्वविद्यालय, लखनऊ, उत्तर प्रदेश (भारत)  
Khwaja Moinuddin Chishti Language University, Lucknow, U.P. (India)

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## **BBA SEMESTER IV**



**BBA: SEMESTER IV**  
**PAPER 401: BUSINESS RESEARCH**

**Total Credit: 6 (5 Theories+1 Tutorial)**

**Total: 75 Lectures+15 Tutorials**

**Duration: 3 hrs.**

**Maximum Marks: 100 (70+30)**

**Objective:** To provide an exposure to the students pertaining to the basic techniques and tools of business research.

**Unit I: (19 Lectures)**

Nature and Scope of Marketing Research – Role of Marketing Research in decision making. Applications of Marketing Research – marketing research; The Research process – Steps in the research process; the research proposal; Problem Formulation: Management decision problem Vs. Marketing Research problem.

**Unit II: (19 Lectures)**

Research Design: Exploratory, Descriptive, Causal. Secondary Data Research: Advantages & Disadvantages of Secondary Data, Criteria for evaluating secondary sources, secondary sources of data in Indian Context, Syndicated Research (in India)

**Unit III: (19 Lectures)**

Primary Data Collection: Survey Vs. Observations. Comparison of self-administered, telephone, mail, emails techniques. Qualitative Research Tools: Depth Interviews focus groups and projective techniques; Measurement & Scaling: Primary scales of Measurement -Nominal, Ordinal, Interval & Ratio. Scaling techniques-paired comparison, rank order, constant sum, semantic differential, itemized ratings, Likert Scale; Questionnaire-form & design.

**Unit IV: (18 Lectures)**

Sampling: Sampling techniques, determination of sample size; Data Analysis: Z test (mean, diff. of mean, diff. of proportion) t test (mean), paired t test, Chi square test, Introduction to theoretical concept of ANOVA, Factor Analysis and Discriminant Analysis.

**Readings:**

1. Zikmund, Babin & Carr: Business Research Methods, South-Western.
2. Cooper & Schindler: Business Research Methods McGraw-Hill Education,
3. Churchill: Marketing Research: Methodological Foundations, Cengage Learning.
4. Aaker, Kumar, Day - Marketing Research. Wiley.
5. Naresh Malhotra – Marketing Research, Pearson.



**BBA: SEMESTER IV**

**PAPER 402: HUMAN RESOURCE MANAGEMENT**

**Total Credit: 6 (5 Theories+1 Tutorial)**

**Total: 75 Lectures+15 Tutorials**

**Duration: 3 hrs.**

**Maximum Marks: 100 (70+30)**

**Objective:** The objective of this course is to help the students to develop an understanding of the concept & techniques of essential functions of human resource management. The course will use and focus on Indian experiences, approaches and cases

**UNIT I:**

**(19 Lectures)**

Human Resource Management: Meaning & definition of HRM, nature, functions & scope of HRM, evolution of HRM as a discipline, HRM vs. Personnel Management, strategic HRM; meaning of SHRM, models & approaches to SHRM, characteristics, levels & process of strategic human resource planning strategic manpower planning & its benefits, concept of Human Resource Development; objectives, role & significance of HRD, its focus, role of HRD Manager.

**UNIT II:**

**(19 Lectures)**

HRIS: meaning & definition, advantages, ERP, SAP, ORACLE financial, EDM. Knowledge management: concept, why do we need Km, its types. Human Resource Planning: objectives & importance, process of HRP: steps in HRP, demand and supply forecasting of human resource, its importance, benefits and requirements for effective HRP. Recruitment: concept, OBJECTIVES, sources & methods, selection: objectives of selection, selection process, induction : steps in induction program, induction training In India

**UNIT III:**

**(19 Lectures)**

Industrial Relations: evolution of IR, features of IR, changes brought by IR, scope and objectives of IR, approaches and theories, role of employers organisation, its classification, role of state in maintaining industrial peace, nature of IR, parties to IR, management, union & government concerns, importance of sound IR, state of IR in India, industrial dispute, forms of Industrial dispute, machinery for prevention & settlement of industrial dispute.

**UNIT IV:**

**(18 Lectures)**

Trade Unions: what is a trade union? Features, objectives, functions & structure of trade unions, growth of trade union movement, collective bargaining: meaning & features of CB, objectives & substance of bargaining, employee health, measures to promote health, components of a wellness program, employee assistance program, safety : working conditions, accidents, its causes, legal provisions for safety, welfare, types of welfare, measures of welfare, social security : objectives, benefits and forms, WCA&ESI Acts.

**Readings:**

1. De Cenzo, D.A. & Robbins: Fundamentals of Human Resource Management, New York: John Wiley & Sons.
2. Dessler, G: Human Resource Management, Pearson.
3. Monappa&Saiyaddin: Personnel Management, Tata McGraw Hill.
4. Rao, V.S.P.: Human Resource Management- Text and Cases, Excel Books.
5. R. Wayne Mondy&Rober M. Noe: Human Resource Management, Pearson.



## PAPER 403: FINANCIAL MANAGEMENT

**Total Credit: 6 (5 Theories+1 Tutorial)**

**Total: 75 Lectures+15 Tutorials**

**Duration: 3 hrs.**

**Maximum Marks: 100 (70+30)**

**Objective:** To acquaint students with the techniques of financial management and their applications for business decision making, and to discuss the specific financial management problems of financial institutions.

### Unit I

**Nature of Financial Management:** Scope of Financial Management; Profit Maximization, Wealth Maximization - Traditional and Modern Approach; Functions of finance – Finance Decision, Investment Decision, Dividend Decision; Objectives of Financial Management;

**Concept of Time Value of Money:** present value, future value, Risk & Return: Systematic & unsystematic risk.

### Unit II

**Long -term investment decisions:** Capital Budgeting - Principles and Techniques; Nature and meaning of capital budgeting; Evaluation techniques - Accounting Rate of Return, Net Present Value, Internal Rate of Return, Profitability Index Method.

**Concept and Measurement of Cost of Capital:** Cost of debt; Cost of Equity Share; Cost of Preference Share; Cost of Retained Earning; Computation of over-all cost of capital (WACC)

### Unit III

**Capital Structure:** Approaches to Capital Structure Theories - Net Income approach, Net Operating Income approach, Traditional approach.

**Dividend Policy Decision** – Introduction; Dividend Payout Ratio, Factors affecting Dividend Policy of a firm.

### Unit IV

**Working Capital Management:** Brief Overview, Importance, Levels of Working Capital Investment, Classification of Working Capital

**Inventory Management** - ABC Analysis; Minimum Level; Maximum Level; Reorder Level; Safety Stock; Economic Order Quantity Model.

### Readings

1. M.Y. Khan & P.K. Jain: Financial Management Text Problem and Cases, Tata McGraw Hill PUBLISHING Co. Ltd.
2. R. P. Rustogi: Financial Management: Theory Concepts and Practices, Taxmann Publication.
3. I.M. Pandey: Financial Management: Theory and Practices, Vikas Publishing House



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**PAPER GE 404: HUMAN RESOURCE MANAGEMENT**

**Total Credit: 6 (5 Theories+1 Tutorial)**

**Total: 75 Lectures+15 Tutorials**

**Duration: 3 hrs.**

**Maximum Marks: 100 (70+30)**

**Objective:** The objective of this course is to help the students to develop an understanding of the concept & techniques of essential functions of human resource management.

**UNIT I:**

**(19 Lectures)**

Introduction to human resource management: Meaning, definition and features of human resource management, functions of human resource management, significance of human resource management, evolution of HRM as a discipline, concept of personnel management, HRM vs. personnel management, issues and challenges in HRM.

**UNIT II:**

**(19 Lectures)**

Human resource planning: Concept and its significance; Job Analysis- definition and uses, job description and job specification, methods for collecting job analysis information; Job enrichment; Job enlargement; Recruitment: concept and sources; Selection: concept and process of selection; Placement, induction and socialization.

**UNIT III:**

**(19 Lectures)**

Training & development: Concept and types/methods of employee training, importance of training; Performance appraisal: Concept and purpose, techniques of performance appraisal, modern appraisal methods- MBO, 360 degree appraisal & assessment centers, constraints faced in performance appraisal.

**UNIT IV:**

**(18 Lectures)**

Wage and Salary administration: Basic concepts & objectives of wages and salary administration, factors affecting wage rate; Job evaluation and its methods; Fringe benefits: Need for fringe benefits, types of fringe benefits; Employee Grievance: Types of employee grievance, its causes and redressal.

**Readings:**

1. De Cenzo, D.A. & Robbins: Fundamentals of Human Resource Management, New York: John Wiley & Sons.
2. Dessler, G: Human Resource Management, Pearson.
3. Monappa&Saiyaddin: Personnel Management, Tata McGraw Hill.
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## PAPER 405: IT TOOLS FOR BUSINESS

**Total Credit: 2 (2 Theories)**

**Total: 30 Lectures**

**Duration: 3 hrs.**

**Maximum Marks: 50 (30+15)**

Objective: The goal of this course is to present overview of IT tools used in day to day use of computers and data base operations.

### **Unit I: Computer Organisation and Operating System**

**Central Processing Unit** - Memory, RAM, ROM, Booting, Memory- Secondary Storage Devices: Floppy and Hard Disks, Optical Disks CD-ROM, DVD, Mass Storage Devices: USB thumb drive. Managing disk Partitions, File System **Input Devices** - Keyboard, Mouse, joystick, Scanner, web cam, **Output Devices**- Monitors, Printers – Dot matrix, inkjet, laser, **Multimedia**- What is Multimedia, Text, Graphics, Animation, Audio, Images, Video; Names of common multimedia file formats, **Operating System**: Microsoft Windows- An overview of different versions of Windows, Basic Windows elements, File management through Windows. Using essential accessories: **System tools** – Disk cleanup, Disk defragmenter, Entertainment, Games, Calculator, Imaging – Fax, Notepad, Paint, WordPad. **Command Prompt**- Directory navigation, path setting, creating and using batch files. Drives, files, directories, directory structure. **Application Management**: Installing, uninstalling, running applications.

### **Unit II: Word Processing and Spreadsheet**

**Introduction to MS Office**: Components of MS Office, Application of MS Office,

**MS Word** –Working with MS word Documents, Text formatting, Table Creation and Operations, Autocorrect, Spell Check, Word Art, Working with Header and Footer, Page Setup, Page Preview, Printing a document, Mail Merge.

**MS Excel** – Starting Excel, Worksheet, Rearranging Worksheet and Cell Inserting Data into Rows/ Columns, Alignment, Text Wrapping, Sorting Data, Excel Formatting tips and Techniques, Generating Graphs, Formula & Functions (Sum, max, min, count, mean, standard deviation), Inserting Charts.

**MS Power Point**- Creating Presentations, Working with Animation, Slide Design & Slide Layout.

### **Suggested Readings**

1. Computer Fundamentals, Tata McGraw Hill Publication



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## **BBA Semester-VI**



## 601. BUSINESS POLICY AND STRATEGY

Maximum Marks: 100

Total Credit: 6

(5 Theories+1 Tutorial)

Total: 75 Lectures+15 Tutorials

### Unit I: (19 Lectures)

Nature & importance of business policy & strategy: Introduction to the strategic management process and related concepts; Characteristics of corporate, business & functional level strategic management decisions.

Company's vision and mission: need for a mission statement, criteria for evaluating a mission statement- Goal, Process & Input formulation of the mission statement-Drucker's Performance Area, Bennis's Core Problem; formulation of mission statement.

### Unit II: (19 Lectures)

Environmental Analysis & Diagnosis: Analysis of company's external environment Environmental impact on organisations policy and strategy, organisations dependence on the environment, analysis of remote environment, analysis of specific environment- Michael E. Porter's 5 Forces model; Internal analysis: Importance of organisation's capabilities, competitive advantage and core competence, Michael E. Porter's Value Chain Analysis.

### Unit III: (19 Lectures)

Formulation of competitive strategies: Michael E. Porter's generic competitive strategies, implementing competitive strategies- offensive & defensive moves. Formulating Corporate Strategies: Introduction to strategies of growth, stability and renewal, Types of growth strategies – concentrated growth, product development, integration, diversification, international expansion (multi domestic approach, franchising, licensing and joint ventures), Types of renewal strategies – retrenchment and turnaround. Strategic fundamentals of merger & acquisitions.

### Unit IV: (18 Lectures)

Strategic Framework: Strategic analysis & choice, Strategic gap analyses, portfolio analyses – BCG, GE, product market evolution matrix, experience curve, directional policy matrix, life cycle portfolio matrix, grand strategy selection matrix; Behavioural considerations affecting choice of strategy; Culture and Strategic Leadership: Implementing & operationalizing strategic choice, Impact of structure, culture & leadership, functional strategies & their link with business level strategies, Balanced Score Card; Introduction to Strategic control & evaluation, Strategic surveillance.

### Readings:

J.A. Pearce & R.B. Robinson : Strategic Management formulation implementation and control, TMH

Arthur A. Thompson Jr. & A.J Strickland III : Crafting and executing strategy, TMH

Gerry Johnson & Kevan Scholes, Exploring corporate strategies, PHI

Upendra Kachru: Strategic Management, Excel books

Arthur A. Thompson Jr. and A.J. Strickland: Strategic Management – Concepts and Cases, McGraw-Hill Companies

Lawrence R. Jauch & William F. Glueck: Business Policy and Strategic Management (Mcgraw Hill Series in Management)





## 602 GOODS & SERVICES TAX (GST)

Maximum Marks: 100

Total Credit: 6

(5 Theories+1 Tutorial)

Total: 75 Lectures+15 Tutorials

### Unit I: (19 Lectures)

Constitutional provision in relation to Taxation- Indirect Taxes (Customs. Provisional collection of Taxes Act 1931 & Goods & Services Tax).

Background of GST, GST Structure, Registration.

### Unit II: (19 Lectures)

Levy & Collection of GST- Scope of supply.

Time & Value of Supply- Time of Supply of Goods, Time of Supply of Services, Change in rates of Tax in respect of supply of Goods or Services, Value of Taxable Supply.

### Unit III: (19 Lectures)

Input Tax Credit- Eligibility & conditions for Taxing Input Tax Credit, Appointment of Credit & blocked Credits, Availability of Credit in Special Circumstances.

Input Service Distribution- Tax Invoice, Credit & Debit.

### Unit IV: (18 Lectures)

Accounts & Records, Returns, Payment of Tax,

Assessment: Self Assessment, Provisional Assessment, Scrutiny of Returns, Summary Assessment.

Audit, Demand, Recovery, Refund, Offences, Penalties, GST Compensation.

### Suggested Readings

1. The Central Goods and Services Tax, 2017
2. The Integrated Goods and Services Tax, 2017
3. The Union Territory Goods and Services Tax, 2017
4. The Goods and Services Tax (Compensation to States), 2017
5. The Constitution (One hundred and First Amendment) Act, 2016
6. Gupta, S.S., GST- How to meet your obligations (April 2017), Taxmann Publications
7. Halakandhi, S., G.S.T ( Vastu and Sevakar) (Hindi) Vol-1, 2017
8. Gupta, S.S., Vastu and Sevakar, Taxmann Publications, 2017
9. Vastu and Sevakar Vidhan by Government of India



## 603. RETAIL MANAGEMENT

Maximum Marks: 100

Total Credit: 6

(5Theories+1 Tutorial)

Total: 75 Lectures+15 Tutorials

**Unit I:** (19 Lectures)

Introduction to Retailing, Definition, Characteristics, Evolution of Retailing in India, Retailing in India, Emerging Trends in Retailing, Factors Behind the change of Indian Retail Industry, Retail Formats: Retail Sales by ownership, On the basis of Merchandise offered, non-store Based retail mix & Non traditional selling.

**Unit II:** (19 Lectures)

Store Planning: Design & Layout, Location Planning and its importance, retailing image mix, Effective Retail Space Management, Floor Space Management, Retail Marketing: Advertising & Sales Promotion, Store Positioning, Retail Marketing. Mix, CRM, Advertising in Retailing.

**Unit III:** (19 Lectures)

Retail Merchandising: Buying function, Markups & Markdown in merchandise management, shrinkage in Retail merchandise management, Merchandise Pricing: Concept of Merchandise Pricing, Pricing Options, Pricing Strategies, Pricing Objectives, Types of Pricing.

**Unit IV:** (18 Lectures)

Retail Operation: Elements/Components of Retail Store Operation, Store Administration, Store Manager – Responsibilities, Inventory Management, Management of Receipts, Customer Service, Management of Retail Outlet/Store, Store Maintenance, Store Security.

### Readings

Cullen & Newman: Retailing – Environment & Operations, Cengage Learning EMEA

Berman & Evarv: Retail Management, Perntice Hall.

Bajaj, Tuli & Srivastava: Retail Management- Oxford University Publications

Gibson G Vedamani: Retail Management: Functional principles & practices, Jaico Publishing House.

Harjit Singh: Retail Management, S. Chand Publication.



## 604 RESEARCH PROJECT

**Maximum Marks: 100**

**Total Credit: 6**

**(5Theories+1 Tutorial)**

**Total: 75 Lectures+15 Tutorials**

In Sixth semester, the candidates will have to submit a Research Project Report on a problem/topic (from the specialization areas) to be assigned by the department BBA under the supervision of a core faculty member of the department. The Research Project Report will carry 6 credits. The evaluation of the project report will be done by two examiners (external & internal). The evaluation will consist of (1) Evaluation of Project Report (2) Evaluation of Viva on Project. The evaluation of Project Report will comprise of 60 marks and would be evaluated by internal guide. The evaluation of Viva Voce of Project would comprise of 140 marks and would be evaluated by two examiners (1 external and 1 internal). The average of the marks awarded by the 2 examiners will be taken into account for the results. In case the difference in the awards given by the examiners is 30 or more marks, the project report will be referred to the third examiner. In such cases the average of two closer awards (given by three examiners) will be taken into account for the results. The report will contain the objectives and scope of the study. Research Methodology, use, importance of the study, analysis of data collected, conclusions and recommendations. It will contain relevant charts, diagrams and bibliography. A certificate of the supervisor and the Head of the MBA program certifying the authenticity of the report shall be attached therewith. The student will submit two copies of the report to the Head of BBA program. The number of pages in the report will be 75 or more. The report should be typed in A-4 size paper. The parameter on which both evaluation (1 & 2) would be carried on would be on the basis of:

### The scheme of evaluation for Project Report

| Evaluation Criteria | Relevance of objectives with topic (20) | Relevance of Research Methodology(20) | Interpretation & Analysis (20) | Total (60) |
|---------------------|---|---------------------------------------|--------------------------------|------------|
|                     |   |                                       |                                |            |

### The scheme of evaluation of Viva voce

| Evaluation Criteria | Understanding of Objectives with Topic (30) | Understanding of Relevance of Research (30) | Interpretation & Analysis (40) | Presentation & Communicatio skill (20) | Query Handling (20) | Total (140) |
|---------------------|---|---|--------------------------------|--|---------------------|-------------|
|                     |   |   |                                |  |                     |             |

The student shall prepare the Research Project Report as per the format given in the Research Project Report Manual as prescribed by the University.