

Important

# Academic Rules

Scheme of

# Studies & Syllabus



**BBA, MBA (Integrated) Degree Programme**  
**1<sup>st</sup> Year (Semester/Trimester)**  
**(Effective from 2011-2012)**



**LINGAYA'S**  
**UNIVERSITY**  
choose to know

(u/s 3 of UGC Act 1956)



## CONTENTS

| <b>Sr.<br/>No.</b> | <b>Description</b>                      | <b>Page<br/>No.</b> |
|--------------------|---|---------------------|
| 1                  | Abbreviations/Definitions               | 1                   |
| 2                  | Code of Conduct and Ethics for Students | 2                   |
| 3                  | Important Academic Rules                | 3                   |
| 4                  | Degree Objective                        | 17                  |
| 5                  | Scheme of Studies                       | 18                  |
| 6                  | Important Notes                         | 20                  |
| 7                  | Detailed Syllabus                       | 21                  |



## **ABBREVIATIONS/DEFINITIONS**

1. "AC" means, Academic Council of the University.
2. "BOM" means, the Board of Management of the University.
3. "BOS" means, the Board of Studies of the Department.
4. "CAU/AUC-option" CAU/AUC means change from Credit to Audit option / change from Audit to Credit option
5. "Class/Course Committee" means, the Class/Course Committee of a class/course.
6. "Course" means, a specific subject usually identified by its course-number and course-title, with a specified syllabus / course-description, a set of references, taught by some teacher(s) / course- instructor(s) to a specific class (group of students) during a specific academic-semester / term.
7. "Course Instructor" means, the teacher or the Course Instructor of a Course.
8. "Curriculum" means the set of Course-Structure and Course-Contents.
9. "DAA" means, the Dean of Academic Affairs.
10. "DAAB" means Departmental Academic Appeals Board.
11. "DEC/PEC" means Dissertation Evaluation Committee / Project Evaluation committee.
12. "Department" means a group in the University devoted to a specific discipline also called a School. Department and School are used interchangeably.
13. "DSA" means, Dean Student Affairs.
14. "ETE" means End Term Examination.
15. "Faculty Advisor/Class Counsellor" means, the Faculty Advisor or the Panel of Faculty Advisors, in a Parent Department, for a group (admission-batch) of students. Also known as Class Counsellor.
16. "Grade Card" means the detailed performance record in a term/ programme.
17. "He" means both genders "he" and "she"; similarly "his" and/or "him" includes "her" as well, in all the cases.
18. "HOD" means, the Head of the Department.
19. "MET" means Make-up End Term.
20. "MLC" means Mandatory Learning Course.
21. "MTE" means Mid Term Examination.
22. "Parent Department" or "Degree Awarding Department" means, the department that offers the degree programme that a student undergoes.
23. "Project Guide" means, the faculty who guides the Major Project of the student.
24. "Regulations" means, set of Academic Regulations.
25. "University" or "LU" means, Lingaya's University, Faridabad
26. "VC" means, the Vice Chancellor, Lingaya's University, Faridabad.

## CODE OF CONDUCT AND ETHICS FOR STUDENTS

1. Wear decent dress respecting his/her modesty as well as that of others.
2. Expected to respect and show regard for teachers, staff and fellow students.
3. Inculcate civic sense and sensitivity for environment protection.
4. Not to resort to collection of funds for any use without written permission of VC.
5. To exhibit exemplary behaviour, discipline, diligences, and good conduct and are a role model to other students.
6. Not to indulge in offences of cognizable nature.
7. Not to practice casteism, communalism.
8. Not to indulge in any other conduct unbecoming of a professional student of the University.
9. Not to outrage the status, dignity and honour of any person.
10. Not to get involved in physical assault or threat, and use of physical force against any body.
11. Not to expose fellow students to ridicule and contempt that may affect their self esteem.
12. Not to form any kind of student's Union, etc.
13. Not to take active or passive part in any form of strikes/protests.
14. To observe all safety precautions while working.
15. Not to disfigure/damage the University property, building, furniture, machinery, library books, fixtures, fittings, etc. (Damage / loss caused shall have to be made good by the students).
16. Use of mobile/video camera phones is strictly prohibited inside the examination halls, class rooms, laboratories and other working places. LU has the right to confiscate the mobile phones in case of any violation.
17. Not to indulge in ragging/teasing, smoking, gambling, use of drugs or intoxicants, drinking alcohol, rude behavior, and use of abusive language.
18. Not to resort to violence, unruly travel in buses, bullying, threatening and coercing others for undesirable act, such as preventing from attending classes, writing exam. / tests, etc.
19. All the students of the LU shall be under the disciplinary control of the VC.
20. Students are deemed to be under the care and guidance of parents. It is obligatory for the former to appraise their progress (given by the CC) to the parents.
21. Fine, if ever imposed, is only to improve discipline and shall be paid promptly.
22. While on campus, students have to take care of their belongings and no responsibility for any loss or damage can be held by the University.
23. Every student shall produce the I-Card on demand, and if lost, get a duplicate issued.
24. The students must attend all lectures, tutorials and practical classes in a course punctually (The attendance will be counted course-wise).
25. To abide by the rules and regulations of the University stipulated from time to time.

## **IMPORTANT ACADEMIC RULES BBA/MBA (Integrated) Degree Programme**

### **GENERAL**

- The Regulations may evolve and get revised/refined or updated or amended or modified or changed through approvals from the Academic Council from time to time, and shall be binding on all parties concerned, including the Students, Faculty, Staff, Departments, University Authorities and officers. Further, any legal disputes shall be limited to the legal jurisdiction determined by the location of the University and not that of any other parties.
- If, at any time after admission, it is found that a candidate had not in fact fulfilled all the requirements stipulated in the offer of admission, in any form whatsoever, including possible misinformation etc., the matter will be reported to the AC, recommending revoking the admission of the candidate.
- The LU reserves the right to cancel the admission of any student at any stage of his study programme in the University on the grounds of unsatisfactory academic performance or indiscipline or any misconduct.
- Medium of instruction shall be English.

### **PROGRAMME**

- The duration of study shall be a minimum of four and half years (6 Semester + 3 Terms+ 6 months' internship) and a maximum duration of study shall be 7 years. However, a student can leave the programme after completion of three years if he/she so desires. Such a student will be awarded BBA degree and for this maximum duration of study shall be five years.
- The course content for an. BBA/MBA (Integrated) Programme will typically consist of the following components:
  - (a) Two-Letter Grade Courses
    - (i) Programme Core Courses
    - (ii) Elective Courses\*
    - (iii) Industrial Training/Field Training/Internship-I
    - (iii) Internship – Evaluation is through Dissertation etc.
  - (b) Non-Two-Letter Grade Courses
    - (i) Minor Project
    - (ii) Seminar
    - (iii) Professional Development Courses
    - (iv) Environmental Science & Ecology
- \* Some electives may be pre-requisite for another elective course.

Note: A student has to register for the above courses at the appropriate time to be decided by BOS.

- The exact credits offered for the programme for the above components, the semester-wise/term-wise distribution among them, as well as the syllabi of

## *BBA/MBA (Integrated)*

all postgraduate courses offered by the department are given in the 'Scheme of Studies and Syllabus'.

- The Minimum Credit Requirement for the BBA/MBA (Integrated) Degree is 190. However, a student can leave the programme after completion of three years if he/she so desires. Such a student will be awarded BBA degree for which the minimum credit requirement is 145.

### **INTERNSHIP (DISSERTATION)**

- The Internship carries 15 credits.
- The dissertation will be based on the work undertaken by the students during the six months compulsory internship in industry after four years.
- A candidate shall submit 5 copies of the Dissertation duly recommended by the guide after assessment by the committee to the chairman, DAA, on or before the specified date. The Report shall be in the format prescribed by the University.
- The candidate must submit the report within the period of 6 months compulsory internship.
- Extension of time beyond the announced last date for submission of the Dissertation may be granted by the DAA on recommendation from the HOD.
- The final evaluation is done by a Dissertation Evaluation Committee (DEC) constituted by the concerned BOS. There shall be an open seminar followed by a viva-voice examination as part of the final evaluation. After the final evaluation, appropriate double-letter grade is recommended to DAA, for necessary action.
- If in the opinion of DEC, the Dissertation needs some minor modifications DEC will report to DAA along with recommended grade. The DAA shall instruct the candidate suitably to incorporate the necessary modifications and to resubmit it to the Chairman, DEC. After such resubmission, the Chairman, DEC will certify that the necessary modifications have been incorporated and recommend to DAA for the acceptance and award of the grade as recommended by DEC.
- The title of the Dissertation shall be indicated in the Transcript.
- The dissertation grades will be considered for SGPA/TGPA and CGPA calculation.

### **NON TWO-LETTER GRADE COURSES**

- These are courses that must be completed by the student at appropriate time as suggested by the Faculty Advisor. The 'S' grade is awarded for satisfactory completion of the course and 'N' grade is awarded for non-completion of the course. In case 'N' grade is awarded, the student has to re-register for the same course wherein he has no alternative options. However, he can opt for other courses if he has been provided with multiple options. The 'S' and 'N' grades do not carry grade-points and hence not included in the SGPA/TGPS, CGPS computations.

## **MINOR PROJECT AND SEMINAR**

- **Minor Project:**

This involves essentially to develop a case-study after collecting/going through the relevant material/ data pertaining to an organization. This course is a 2 credit course to be completed at appropriate time stipulated by BOS.

- **Seminar:**

This course is a one credit course to be completed at appropriate time stipulated by BOS. The student will make presentations on topics of academic interest.

## **ASSOCIATION**

- Every student of the University shall be associated with the Parent Department, throughout his study period.
- The schedule of academic activities for a semester/term, including the dates of registration, mid-semester/mid-term examinations, end-semester/end-term examination, inter-semester/inter-term vacation, etc. shall be referred to as the Academic Calendar of the semester/term, and announced at least two weeks before the closing date of the previous semester/term.

## **PRE-REGISTRATION**

- In order to facilitate proper planning of the academic activities of a semester/term, it is essential for the students to declare their intent to register for a course well in advance, before the actual start of the academic session, through the process of Pre-Registration, which is mandatory for all those students of second or subsequent semester/term who propose to deviate from recommended scheme of studies.
- Pre-registration is an expression of intention of a student to pursue particular course(s) in the next semester/term. It is an information for planning for next semester/term. Every effort will be made to arrange for a course opted by the student. However, it is not obligatory on the part of the university to offer the course(s) and no course may be offered if the number of students opting for the course is less than 15 or 25 percent of the admission strength whichever is less.
- If a student fails to pre-register it will be presumed that he will follow suggested normal scheme of studies provided that he is progressing at a normal pace. For remaining students the HOD of the parent department will plan for courses as per the convenience of the department.

## **REGISTRATION TO COURSES**

- Every Student after consulting his Faculty-Advisor is required to register for the approved courses with the HOD of parent department at the commencement of each semester/term on the days fixed for such registration as notified in the academic calendar.
- A student shall register for courses from amongst the courses being offered

### *BBA/MBA (Integrated)*

in the semester/term keeping in mind the minimum and maximum credits allowed for a degree and other requirements i.e. pre-requisite, if any, SGPA/TGPA and CGPA after consulting the Faculty Advisor. No registration will be valid without the consent of HOD of the parent department.

- A student will be permitted to register in the next semester/term as per the suggested normal scheme only if he fulfills the following Conditions:
  - (a) Satisfied all the Academic Requirements to continue with the programme of studies without termination.
  - (b) Cleared all university, library and hostel dues and fines (if any) of the previous semester/term.
  - (c) Paid all required advance payments of the university and hostel for the current semester/term.
  - (d) Not been debarred from registering on any specific ground by the university.
- The students will be permitted to register for course(s) being offered in a semester/term other than his normal suggested scheme provided that the time table permits.
- The registration in the critical cases will be done as per the priority given below:
  - (a) Fulfillment of minimum credit requirement for continuation,
  - (b) The completion of programme in minimum period needed for degree, (Those who need to improve SGPA/TGPA/CGPA)
  - (c) The fulfillment of pre-requisite requirement of courses.
- Students who do not register on the day announced for the purpose may be permitted LATE REGISTRATION up to the notified day in academic calendar on payment of late fee.
- REGISTRATION IN ABSENTIA will be allowed only in exceptional cases with the approval of the DAA after the recommendation of HOD through the guardian of the student.
- Credits will be awarded in registered courses only.

### **CREDIT LIMITS**

- A student of the BBA/MBA (Integrated) degree programme must register for a minimum of 15/10 credits, and up to a maximum of 30/21 credits in a Semester/Term. However, the minimum / maximum credit limit can be relaxed by the DAA on the recommendation of the HOD, only under exceptional circumstances. The maximum credits that a student can register in a Summer Term are 10.
- Professional Development courses are one credit courses each, with multiple options, to be completed at student's convenience. Some of them may be mandatory and others two-letter grade category. However, registration has to be done for all courses.

### **REGISTRATION- REVISION**

- A student has the option to ADD courses for registration till the date specified for late registration in the Academic Calendar.
- On recommendation of the Teaching Department as well as the Parent Department, a student has the option to DROP courses from registration until two weeks after the commencement of the classes in the semester/term, as indicated in the Academic Calendar.
- A student can register for auditing a course, or a course can be converted from credit to audit or from audit to credit, with the consent of the Faculty Advisor and Course Instructor within two weeks after the commencement of the classes in the semester/term as indicated in the Academic Calendar. However, CORE Courses shall not be available for audit.

### **ATTENDANCE REQUIREMENTS**

- LU academic programmes are based primarily on the formal teaching-learning process. Attendance in classes, participating in classroom discussions and participating in the continuous evaluation process are the most essential requirements of any academic programme.
- Attendance will be counted for each course scheduled teaching days as per the academic calendar.
- The attendance requirement for appearing in end-semester/end-term examination shall be a minimum of 75% of the classes scheduled in each course.

### **LEAVE OF ABSENCE**

- The leave of absence must be authorized as per regulations.
- A student short of attendance in a course (less than needed after leave of absence and condonation by VC) will be awarded 'FF' grade in the course.
- All students must attend all lecture, tutorial and practical classes in a course. The attendance will be counted course wise.
- To account for approved leave of absence e.g. representing the University in sports, games or athletics; professional society activities, placement activities, NCC/NSS activities, etc. and/or any other such contingencies like medical emergencies, etc., the attendance requirement shall be a minimum of 75% of the classes scheduled in each course to appear in the examination.
- A student with less attendance in a course during a semester/trimester, in lectures, tutorials and practicals taken together as applicable, shall be awarded 'FF' grade in that course, irrespective of his academic performance, and irrespective of the nature of absence.
- If the period of leave is more than three days and less than two weeks, prior application for leave shall have to be submitted to the HOD concerned, with the recommendation of the Faculty-Advisor, stating fully the reasons for the leave requested, along with supporting documents.
- If the period of leave is two weeks or more, prior application for leave shall have to be made to the DAA with the recommendations of the Faculty-Advisor, HOD concerned stating fully the reasons for the leave requested,

along with the supporting documents. The DAA may, on receipt of such application, grant leave or decide whether the student be asked to withdraw from the course for that particular semester/term because of long absence.

- If a student fails to apply and get sanction for absence as in two cases above, his parent/guardian may apply to the VC with reasons duly recommended by the faculty advisor, HOD and DAA and explain in person to the VC the reasons for not applying in time. The VC will consider on merit and decide to grant the leave or withdrawal from the course for that particular semester/term subject to any condition that he may like to impose. The decision of the VC shall be final and binding.

### **ABSENCE DURING EXAMINATIONS**

- A student who has been absent during Mid-semester/Mid-term Examination due to illness and/or any exigencies may give a request for make-up examination within one week after the Mid-semester/Mid-term Examination to the HOD with necessary supporting documents in person. The HOD may consider such requests depending on the merits of the case, and after consultation with the course instructor, may permit the Make-up examination for the Student concerned. However, no makeup examination will be permitted if the attendance in the course is less than 60% till the date of examination.
- In case of absence from End-Semester/End-Term Examination of a course(s) on Medical ground and/or other special circumstances, the student can apply for award of 'I' grade in the course(s) with necessary supporting documents and certifications by an authorized person to the HOD within one week after the End-Semester/End-Term Examination. The HOD may consider the request, depending on the merit of the case, and after consultation with the Course(s) Instructor(s)/ faculty advisor may forward the case to DAA with his recommendation for the award of 'I' grade. After permission by DAA in writing, the 'I' Grade is converted into a regular double letter grade on the basis of the students' marks in Mid-semester/Mid-Term Test and Class Work. However, if a student has scored 50% or more marks in Mid-Semester/Mid-Term Test plus Class work his/her marks will be increased by 50% before awarding the grade. This applies to both theory and practical courses.

### **COURSE CREDIT ASSIGNMENT**

- Every Course comprises of specific Lecture-Tutorial-Practical (L-T-P) Schedule. The credits for various courses are shown in the Schemes of Studies & syllabus.
- The Academic Performance Evaluation of a Student shall be according to a Letter Grading System, based on the Class Performance Distribution.
- The double-letter grade (AA, AB, BB, BC, CC, CD, DD, EE, FF) indicates the level of academic achievement, assessed on a decimal (0-10) scale.

**Letters-Grade and Grade-Points**

| LETTER-GRADE | GRADE-POINTS | REMARKS        |
|--------------|--------------|----------------|
| AA           | 10           |                |
| AB           | 9            |                |
| BB           | 8            |                |
| BC           | 7            |                |
| CC           | 6            |                |
| CD           | 5            |                |
| DD           | 4            |                |
| EE           | 2            |                |
| FF           | 0            | Fail           |
| I            | -            | Incomplete     |
| U            | -            | Audited        |
| W            | -            | Withdrawal     |
| S            | -            | Satisfactory   |
| N            | -            | Unsatisfactory |

**EARNED CREDITS**

- This refers to the credits assigned to the programme in which a student has obtained either 'S' grade or any one of the double-letter grades 'AA', 'AB', 'BB', 'BC', 'CC', 'CD', 'DD' (but not 'EE' or 'FF'). While "0" credits will be earned in respect of a course, where obtained grade is 'FF'; it will be half the credits assigned to the course, in which obtained grade is 'EE'.

**DESCRIPTION OF GRADES**

- An 'AA' grade stands for outstanding performance, relative to the class which may include performance with previous batches. The Course Instructor is supposed to take utmost care in awarding of this highest double-letter grade.
- The 'DD' grade stands for marginal performance, pass in individual course but not adequate for SGPA / CGPA requirement.
- An 'EE' grade indicates that the student has attended the course but obtained less than pass marks. In this case he will earn half the credits assigned to the course.
- The 'FF' grade denotes very poor performance, i.e. failure in a course, and the Course Coordinator/Instructor is supposed to take utmost care while awarding this lowest double-letter grade.
- A student, who obtains 'FF' grade in a core course due to detention in attendance, has to repeat (re-register) course in subsequent semesters/sessions whenever the course is offered. In other cases of 'FF' Grade, a student has three options as follows:
  - a) Repeat the course,  
Or
  - b) Only appear in End-Semester Examination in a subsequent semester and evaluated out of 70 marks for new grade computation.  
The new grade will be computed out of 100 marks as follows:

ESE/ETE = 70 (against 50 marks for the regular students)

CW = 30, to be brought forward from the earlier Semester.

Or

- c) Get the course converted into a partially dropped course to earn two grade points but earn only half the credits meant for that course. It could be termed as two letter grade 'EE'.
- There are four possible ways of clearing backlog courses and improvement of grades: Subsequent Semester; Summer Term; Week Ends; after University hours with the following overriding conditions – (i) There will be minimum 60% of contact hours of a regular course in a semester for doing backlog in any mode, (ii) The attendance requirement shall be a minimum of 75% of the classes scheduled in each course without any condonation.
  - An 'I' grade denotes incomplete performance in any course due to absence at the End-Semester Examination (see Section "Absence during Examination").
  - 'U' grade is awarded in a course that the student opts to register for audit. It is not mandatory for the student to go through the entire regular process of evaluation in an audit course. However, the student has to go through some process of minimal level of evaluation and also the minimum attendance requirement, as stipulated by the Course Instructor and approved by the corresponding BOS, for getting the 'U' grade awarded in a course, failing which that course will not be listed in the Grade Card.
  - A 'W' grade is awarded when the student withdraws from the course. Withdrawal from a course is permitted only under extremely exceptional circumstances (like medical emergencies, family tragedies and/or other unavoidable contingencies) and has to be recommended by the HOD and approved by the DAA. However, no withdrawal is permitted after the finalization of the grades in the semester.
  - 'S'/'N' These grades are awarded for the Mandatory Learning Courses. The 'S' grade denotes satisfactory performance and completion of a course. The 'N' grade is awarded for non-completion of course requirements and the student will have to register for the course until he obtains the 'S' grade.

### **FEEDBACK TO STUDENTS**

- A student requires feedback on the progress of his learning. For this purpose, the Instructor will conduct at least three/two quizzes for a theory course in a semester/term – one before Mid-semester/Mid-term Examination and the other(s) after. The quizzes will form a component of class work, the other components being tutorials, home assignments or any other mode.
- For a laboratory course, the continuous assessment's feedback will be given through the laboratory records which are required to be submitted after performing the experiment in the next laboratory class.

## EVALUATION

### Theory Course:

- The double-letter grade awarded to a student in a course other than a practical course i.e. 0-0-P course for which he has registered, shall be based on his performance in quizzes, tutorials, assignments etc., as applicable, in addition to one Mid-Semester Examination and end-semester examination. The weightage of these components of continuous evaluation may be as follows:

#### **Semester Mode**

|  |        |
|--|--------|
| End-Semester Examination   | : 50%  |
| Mid-Semester Examinations (2x10%)  | : 20%  |
| Class Work [Elements of evaluation: Quizzes, Tutorials, Assignments, etc. (Several over the Semester) + Attendance (10 %)] | : 30%  |
| Total  | : 100% |

#### **Trimester Mode**

|  |        |
|--|--------|
| End-Term Examination   | : 50%  |
| Mid-Term Examinations  | : 20%  |
| Class Work [Elements of evaluation: Quizzes, Tutorials, Assignments, etc. (Several over the Semester) + Attendance (10 %)] | : 30%  |
| Total  | : 100% |

Any variation, other than the above distribution, requires the approval of the pertinent BOS.

### Laboratory Course

- The double letter grade awarded to the student in a practical course i.e. 0-0-P course is to be based on his performance in regular conduct of experiments, viva voce, laboratory report, quizzes etc. The weightage of the components of continuous evaluation may be as follows:

|  |        |
|--|--------|
| Conduct of Experiments (as per syllabus) | : 50%  |
| Lab Record                               | : 20%  |
| Quizzes/Viva Voice                       | : 30%  |
| Total                                    | : 100% |

Each experiment may be considered as a unit and evaluated to assess formative and cumulative performance say each of the experiments which carries 10 marks with distribution 5+2+3. Finally, the teacher looks at attendance and total earned marks in the experiments done in a Semester and awards the grades relatively.

Any variation, other than the above distribution, requires the approval of the pertinent BOS.

- Internship:**

The student will be have an industry linked exposure during this internship

period of 6 months reproduce now.

The internship will be treated as Major Project for Evaluation purpose. The grade awarded to the student in internship will be based on his performance in professional work pertaining to the solution of real life problem, Project Report, Presentation and defending in a viva-voce. The weightage of the components of continuous evaluation may be as follows:

|                          |        |
|--------------------------|--------|
| Professional work        | : 50%  |
| Report                   | : 25%  |
| Presentation & viva-voce | : 25%  |
| Total                    | : 100% |

- Continuous assessment and feedback is to be through seminar professional diary and entering report at the place of work
- The University shall conduct the End-semester/End-term examination for all theory courses being taught in the semester/term.
- The answer books of all Mid-semester/Mid-Term Examination and End-semester/End-Term Examination will be shown to the students within three days of the last paper. It is the responsibility of the student to check this evaluation and affix his signature in confirmation.
- If the student finds some discrepancy, he should bring it to the notice of the Course Coordinator. The Course Coordinator will look into the complaint and remove the doubts of the student and proceed with the work of grading.
- If a student is not satisfied with the award of the grade after the announcement of the grades, he may appeal on a Grievance Form duly filled in along with the fee receipt for this purpose to the HOD of the parent department within one week of the following semester/term. The HOD will forward the form along with his recommendation based on the records of the case to DAAB within the date specified in the Academic Calendar.

### **SCHEME OF EXAMINATION**

- The duration of examinations for a theory course will be 3 hours for End-semester/End-Term Examination 1½ hours for Mid- semester/Mid-Term Examination.
- The pattern of question paper/examination will be as under:

#### **Theory Courses:**

The University shall conduct the ESE/ETE for all theory courses being taught in the semester/term.

- i) There will be eight questions in all distributed over all the units in a course syllabus. The question paper will be in two parts with weightage 20 percent and 80 percent respectively. The paper setter must set the questions such that each question can be answered in about 35 minutes and the paper can be solved in 3 hours by an average student.
- ii) Part-A will have one question of objective types with multiple choices, covering all the units in the syllabus, which will be compulsory.

iii) Part-B will consist of seven questions, one question from each of the seven units, and the students are required to solve any four. Out of seven any three questions will have long answers of comprehensive/ derivation/description type and the remaining four questions will be of problem solving type in order to measure ability on analysis/ synthesis/application.

If any special instruction(s) is/are required for a particular course, it/they is/are to be specified by the concerned HOD with prior approval of DAA.

- Students are allowed in the examination the use of single memory, non-programmable calculator. However, sharing of calculator is not permitted.
- **Laboratory Courses:**
  - (a) The End- semester/End-term Examination in laboratory course will be conducted jointly by an external examiner (other than the instructor) and an internal examiner (the coordinator / instructor) jointly.
  - (b) The student will be given randomly an experiment to perform from within the list of experiments in the course.
  - (c) No change in the experiment will be permitted after the draw, if the student had performed the same in the class.
- **Mid-Semester/Mid-Term Examination:**

There is one compulsory question covering all topics taught till then. Further, there will be four questions, two of which will be essay type and the other two to measure ability on analysis/ synthesis/ application. The student will answer any two out of the four.

## **TRANSPARENCY**

- The answer books of all Mid- semester/Mid-term Examination & End-semester/End-term Examination will be shown to the students within three days of the last paper. It is the responsibility of the student to check this evaluation and affix his signature in confirmation.
- If the student finds some discrepancy, he should bring it to the notice of the Course Coordinator. The Course Coordinator will look into the complaint and remove the doubts of the student and proceed with the work of grading.
- The entire process of evaluation shall be transparent, and the course instructor shall explain to a student the marks he is awarded in various components of evaluation.

## **RESULT**

- The final marks and grades shall be displayed on the notice board and a student can approach the Course Instructor(s) concerned for any clarification within the period stipulated in the Academic Calendar. The process of evaluation shall be transparent and the students shall be made aware of all the factors included in the evaluation. In case of any correction, the Course Instructor shall have to incorporate the same before

finalization of the grades.

- The Student's Grade Card shall contain the Letter-Grade for each registered course; along with the SGPA/TGPA at the end of the semester/term, and the CGPA at the completion of the programme.

#### APPEAL FOR REVIEW OF GRADE

- The entire process of evaluation shall be transparent, and the course instructor shall explain to a student the marks he is awarded in various components of evaluation.
- In case of any grievance about the grades, the student may appeal for review of grades to the Departmental Academic Appeals Board (DAAB) before the date specified in Academic Calendar.
- The fee for such an appeal will be decided from time to time. If the appeal is upheld by DAAB, then the fee amount will be refunded to the student without interest.
- VC shall have power to quash the result of a candidate after it has been declared, if
  - (a) he is disqualified for using malpractice in the examination;
  - (b) a mistake is found in his result;
  - (c) he is found ineligible to appear in the examination

#### AWARD OF DIVISIONS

- The overall performance of a student will be indicated by two indices:
  - (i) **SGPA/TGPA** which is the Semester/Term Grade Point Average
  - (ii) **CGPA** which is the Cumulative Grade Point Average

##### **SGPA/TGPA for a Term is computed as follows:**

$$SGPA/TGPA = \frac{\sum C_i G_i}{\sum C_i}$$

Where,

$C_i$  denotes credits assigned to  $i^{th}$  course with double-letter grade, and  $G_i$  denotes the grade point equivalent to the letter grade obtained by the student in  $i^{th}$  course with double-letter grade, including all 'FF' grades in that semester/term.

##### **CGPA is computed as follows:**

$$CGPA = \frac{\sum C_i G_i}{\sum C_i}$$

Where,

$C_i$  denotes credits assigned to  $i^{th}$  course with double-letter grade, and  $G_i$  denotes the grade point equivalent to the letter grade obtained by the student in  $i^{th}$  course for all courses with double-letter grades, including all 'FF' grades in all semester/terms at the end of the programme.

For CGPA calculation, the following grades are to be counted:

- (i) Grades in all core courses,

- (ii) The best grades in the remaining eligible courses to fulfill the minimum credits requirement for a programme.
- The degree will be awarded only upon compliance of all the laid down requirements for programme as under:
  - (i) There shall be University requirement of earning a minimum credits for a degree, satisfactory completion of mandatory learning courses and other activities as per the course structure.
  - (ii) There shall be a minimum earned credit requirement on all Departmental core courses, Elective course and Major Project as specified by BOS.
  - (iii) There shall be a maximum duration for complying to the degree requirement.
  - (iv) The candidate will be placed in First Division with Honours / First Division with Distinction/First Division/Second Division which will be mentioned on the degree certificate as under:

| DIVISION                        | CONDITIONS TO BE FULFILLED  |
|---------------------------------|---|
| First Division with Honours     | CGPA $\geq$ 8.5<br>No 'FF', N or W grade in any course during the programme and total 195 credits |
| First Division with Distinction | CGPA $\geq$ 8.5   |
| First Division                  | CGPA $\geq$ 6.75  |
| Second Division                 | CGPA $\geq$ 5.0 but $<$ 6.75  |

**Note:** Although, there is no direct conversion from grades to marks, however, for comparison purposes percentage of marks may be assumed to be CGPA multiplied by nine.

## DEGREE REQUIREMENTS

- The requirements for the BBA, MBA (Integrated) programme are as follows:
  - (a) **University Requirements:**
    - (i) Minimum Earned Credit Requirement for BBA, MBA (Integrated) degree is 190.
    - (ii) Securing a CGPA of at least 5.50 in the Course Work.
    - (iii) Satisfactory completion of Project / Seminars
  - (b) **Programme Requirements:**  
Minimum Earned Credit Requirements on all Core Courses, Elective Courses and dissertation as specified by the BOS.
  - (c) The maximum duration for a student for complying to the degree requirement from the date of registration for his first semester/term, is SEVEN years.
  - (d) Notwithstanding above, a student can leave the programme after completion of three years if he/she so desires. Such a student will

be awarded BBA degree for which the minimum credit requirement is 145.

### GRADE IMPROVEMENT

- A student may be allowed to improve CGPA in an appropriate term if his CGPA falls below 5.5.

### TERMINATION FROM THE PROGRAMME

- A student shall be required to leave the University without the award of the Degree, under one or more of the following circumstances:

(a) If a student fails to earn the minimum credits specified below:

| CHECK POINT        | PERCENTAGE OF CREDITS**<br>(%) |
|--------------------|--------------------------------|
| End of FIRST year  | 55*                            |
| End of SECOND year | 60*                            |
| End of THIRD year  | 65                             |
| End of FOURTH year | 70                             |

Note 1:

\* A student may be given one more chance to cover the shortfall in the threshold at the end of first two years during the following summer terms if s/he can fulfill the requirement by doing two courses. In case s/he fails to clear the threshold even after the summer term he has to leave the course.

\*\* If at any stage, a student fails to cross the threshold with a minimum of 5.0 SGPA/TGPA in any term, he will be treated as critical case and will be advised to improve the grades.

Note 2: The period of temporary withdrawal (refer: Clause No. G8.1) is not to be counted for the above Credit Threshold.

- (b) If a student is absent for more than 4 (four) weeks in a semester/trimester without sanctioned leave.
- (c) Based on disciplinary action to this regard approved by the AC, on the recommendation of the appropriate committee.
- Under any circumstances of termination, the conditions specified in Permanent Withdrawal shall also apply.

### WITHDRAWAL FROM PROGRAMME

#### Temporarily:

- A student who has been admitted to a degree programme of the University may be permitted to withdraw temporarily, for a period of one term or more, on the grounds of prolonged illness or grave calamity in the family, etc., provided:
  - (i) He applies to the LU stating fully the reasons for withdrawal together with supporting documents and endorsement from his parent / guardian

- (ii) There are no outstanding dues or demands, from the Departments / LU/ Hostels / Library and any other centers;
- (iii) Scholarship holders are bound by the appropriate Rules applicable to them.
- (iv) The decision of the VC of the LU regarding withdrawal of a student is final and binding.
- Normally, a student will be permitted only one such temporary withdrawal during his tenure as a student and this withdrawal will not be counted for computing the duration of study.

**Permanently:**

Any student who withdraws permanently admission before the closing date of admission for the Academic Session is eligible for the refund of fee as per the University rules. Once the admission for the year is closed, the following conditions govern withdrawal of admission:

- A student who wants to leave the LU for good, will be permitted to do so (and take Transfer Certificate from the LU, if needed), only after clearing all the dues for the remaining duration of the course.
- A student who has received any scholarship, stipend or other form of assistance from the LU shall repay all such amounts, in addition, to those mentioned in clause No. G8.2 (a) above.
- The decision of the VC regarding all aspects of withdrawal of a student shall be final and binding.

\*\*\*\*\*

**Department of Business Administration  
BBA/MBA (Integrated) Degree Programme**

**DEGREE OBJECTIVE**

- In the wake of globalization the expectations of the corporates in the business world have steadily increased over the years. Keeping in view the growing need to man various functional areas in the domain of management, a management programme of longer duration which covers different facets of the management world in depth starting from its abinitio level has become a requirement of present times.
- The objective of this integrated program is to strengthen and transform the innate ability of students to become effective corporate leaders by creating a simulated business environment.
- The transformation takes place in the following three areas:
  1. **AS HR MANAGER:**

The student is equipped in areas of recruitment and selection, training, retraining, talent management, industrial relations so as to deal with all the functions of an HR Manager.
  2. **AS FINANCE MANAGER:**

The student is equipped in the areas of financial management viz. capital budgeting, working capital management, security analysis and portfolio management, project appraisal, social cost benefit analysis, Banking and insurance so as to deal with a multifarious finance function of an organization.
  3. **AS MARKETING MANAGER:**

The student is equipped in the areas of Marketing management, service marketing, consumer behaviour, retail management, logistics, operations and supply chain management so as to provide a full backup in marketing functions of an organization.

**SCHEME OF STUDIES  
BBA/MBA (Integrated) Degree Programme**

| 1 <sup>st</sup> Year     |  |               |                   |              |                    |       |     |
|--------------------------|--|---------------|-------------------|--------------|--------------------|-------|-----|
| SEMESTER – I             |  |               |                   |              |                    |       |     |
| THEORY                   |  |               |                   |              |                    |       |     |
| Course No.               | Course Name                                      | Periods       | Evaluation Scheme |              |                    |       | Cr  |
|                          |  | L-T-P         | Class Work        | MSE (1½ Hrs) | ESE (3 Hrs)        | Total |     |
| BA-2101                  | Principles & Practices of Management             | 4-0-0         | 30                | 10+10        | 50                 | 100   | 4   |
| BA-2102                  | Business Economics-I                             | 4-0-0         | 30                | 10+10        | 50                 | 100   | 4   |
| BA-2103                  | Business Mathematics                             | 4-0-0         | 30                | 10+10        | 50                 | 100   | 4   |
| BA-2104                  | Introduction to IT                               | 4-0-0         | 30                | 10+10        | 50                 | 100   | 3** |
| BA-2105                  | Financial Accounting                             | 4-0-0         | 30                | 10+10        | 50                 | 100   | 4   |
| BA-2106                  | Personality Development & Communication Skills-I | 4-0-0         | 30                | 10+10        | 50                 | 100   | 4   |
| PRACTICAL/DRAWING/DESIGN |  |               |                   |              |                    |       |     |
| Course No.               | Course Name                                      | Periods       | Evaluation Scheme |              |                    |       | Cr  |
|                          |  | L-T-P         | EXPT.             | Lab Record   | Quizzes/ Viva-voce | Total |     |
| BA-2154                  | IT Lab   | 0-0-4         | 50                | 20           | 30                 | 100   | 2   |
| PD-191                   | Co-Curricular Activities                         | -             | -                 | -            | -                  | -     | 1*  |
| TOTAL CONTACT HOURS      |  | TOTAL CREDITS |                   |              |                    |       |     |
| 24-0-4 (28)              |  | 25            |                   |              |                    |       |     |

**FINAL EVALUATION IN GRADES**

(L-T-P-Cr) - Lectures-Tutorials-Practical-Credits

MSE – Mid-Semester Examination

ESE – End-Semester Examination

\* One credit to be earned in Semester-II through Co-Curricular Activities outside contact hours. However, a student is to register for this course in all the two Semesters of first year.

\*\* The course carries less weightage than normal.

**SCHEME OF STUDIES**  
**BBA/MBA (Integrated) Degree Programme**

| 1 <sup>st</sup> Year       |   |                      |                   |              |                    |       |     |
|----------------------------|---|----------------------|-------------------|--------------|--------------------|-------|-----|
| SEMESTER – II              |   |                      |                   |              |                    |       |     |
| THEORY                     |   |                      |                   |              |                    |       |     |
| Course No.                 | Course Name   | Periods              | Evaluation Scheme |              |                    |       | Cr  |
|                            |   | L-T-P                | Class Work        | MSE (1½ Hrs) | ESE (3 Hrs)        | Total |     |
| BA-2107                    | Business Organization   | 4-0-0                | 30                | 10+10        | 50                 | 100   | 3** |
| BA-2108                    | Business Economics-II   | 4-0-0                | 30                | 10+10        | 50                 | 100   | 4   |
| BA-2109                    | Quantitative Techniques and Operations Research in Management | 4-0-0                | 30                | 10+10        | 50                 | 100   | 4   |
| BA-2110                    | Data Base Management System                                   | 4-0-0                | 30                | 10+10        | 50                 | 100   | 3** |
| BA-2111                    | Cost Accounting   | 4-0-0                | 30                | 10+10        | 50                 | 100   | 4   |
| BA-2112                    | Personality Development & Communication Skills-II             | 3-0-0                | 30                | 10+10        | 50                 | 100   | 3** |
| PRACTICAL/DRAWING/DESIGN   |   |                      |                   |              |                    |       |     |
| Course No.                 | Course Name   | Periods              | Evaluation Scheme |              |                    |       | Cr  |
|                            |   | L-T-P                | EXPT.             | Lab Record   | Quizzes/ Viva-voce | Total |     |
| BA-2160                    | DBMS Lab  | 0-0-6                | 50                | 20           | 30                 | 100   | 3   |
| PD-191                     | Co-curricular Activities                                      | -                    | -                 | -            | -                  | -     | 1*  |
| <b>TOTAL CONTACT HOURS</b> |   | <b>TOTAL CREDITS</b> |                   |              |                    |       |     |
| 20-1-9 (30)                |   | 24+1*                |                   |              |                    |       |     |

**FINAL EVALUATION IN GRADES**

(L-T-P-Cr) - Lectures-Tutorials-Practical-Credits

MSE – Mid-Semester Examination

ESE – End-Semester Examination

\* One credit to be earned in Semester-II through Co-Curricular Activities outside contact hours. However, a student is to register for this course in all the two Semesters of first year.

\*\* The course carries less weightage than normal.

## **IMPORTANT NOTES**

1. Laboratory Courses are being offered as distinct courses (0-0-P) without being mixed with lecture components.
2. Conduct of Lab Courses:
  - a. At least ten experiments/programs are to be performed in a term.
  - b. It is expected that more experiments/programs are designed and set as per the scope of the syllabus, which may be added to the above list.
  - c. One or more than one experiments/programs may be performed in one lab period in order to utilize the time properly.
  - d. The scheme of operation is to be approved by HOD.
3. Students are allowed in the examination the use of single memory, non-programmable calculator. However, sharing of calculator is not permitted.

## DETAILED SYLLABUS

|         |   |       |    |
|---------|---|-------|----|
| BA-2101 | PRINCIPLES & PRACTICES OF<br>MANAGEMENT | L T P | Cr |
|         |   | 4-0-0 | 4  |

### OBJECTIVE

To apprise the students with the basic concepts and fundamentals of Management and to enable them to internalize these and the emerging ideas in the field. To make students familiar with the latest practices, procedures and techniques in the ever widening field of management.

1. **INTRODUCTION:** Concept, nature, scope, process and significance of management; managerial levels, skills, functions and roles; management vs. administration; coordination as essence of management.
2. **EVOLUTION OF MANAGEMENT THOUGHT:** Classical, neo-classical, behavioral, systems and contingency approaches.
3. **PLANNING:** Nature, scope and objectives of planning; types of plans; planning process; business forecasting; MBO: concept, types, process and techniques of decision-making; bounded rationality.
4. **ORGANIZING:** Concept, nature, process and significance; organizing principles; span of control; departmentation; types of an organization; authority-responsibility; delegation and decentralization; formal and informal organization.
5. **STAFFING:** Concept, nature and importance of staffing. Motivating and leading: nature and importance of motivation; types of motivation; theories of motivation: Maslow, Herzberg, X, Y and Z.
6. **LEADERSHIP:** Meaning and importance; traits of a leader; leadership Styles – Likert's Systems of Management, Tannenbaum & Schmidt Model and managerial grid.
7. **CONTROLLING:** Nature and scope of control; types of control; control process; control techniques; modern; effective control system.

### TEXT BOOK

Robbins, "Fundamentals of Management: Essentials Concepts and Applications", 6<sup>th</sup> edition, Pearson Education, 2009.

### REFERENCE BOOKS

1. Stoner, Freeman and Gilbert Jr., "Management", 8th Edition, Pearson Education, 2010.
2. Koontz, H., "Essentials of Management", McGraw Hill Education, 2008.
3. Gupta, C.B., "Management Concepts and Practices", Sultan Chand and Sons, New Delhi, 2008.
4. Ghillyer, A, W., "Management- A Real World Approach", McGraw Hill Education, 2008.

5. Mukherjee, K, "Principles of Management", 2nd Edition, McGraw Hill Education, 2009.

|         |                      |       |    |
|---------|----------------------|-------|----|
| BA-2102 | BUSINESS ECONOMICS-I | L T P | Cr |
|         |                      | 4-0-0 | 4  |

### OBJECTIVE

The course is aimed at building a perspective necessary for the application of model economic concepts, precepts, tools and techniques in evaluating business decisions taken by a firm at the micro level. The course will also look at recent developments in business in the context of economic theory.

1. **INTRODUCTION TO BUSINESS ECONOMICS AND FUNDAMENTAL CONCEPTS:** Nature, scope, definitions of business economics, contribution and application of business economics to business.
2. **MICRO VS. MACRO ECONOMICS:** Basic concepts opportunity costs, time value of money, marginalism, incrementalism, market forces and equilibrium, risk, return and profits.
3. **CONSUMER BEHAVIOR AND DEMAND ANALYSIS:** Cardinal utility approach: diminishing marginal utility, law of equi-marginal utility, ordinal utility approach: indifference curves, marginal rate of substitution, budget line and consumer equilibrium.
4. **THEORY OF DEMAND:** Law of demand, movement along vs. shift in demand curve, concept of measurement of elasticity of demand, factors affecting elasticity of demand, income elasticity of demand, cross elasticity of demand, advertising elasticity of demand. demand forecasting: need, objectives and methods (in brief)
5. **THEORY OF PRODUCTION:** Meaning and concept of production, factors of production and production function, fixed and variable factors, law of variable proportion (short run production analysis), law of returns to a scale (long run production analysis) through the use of ISO QUANTS.
6. **COST ANALYSIS & PRICE OUTPUT DECISIONS:** concept of cost, cost function, short run cost, long run cost, economies and diseconomies of scale, explicit cost and implicit cost, private and social cost.
7. **PRICING:** Pricing under perfect competition, pricing under monopoly, control of monopoly, price discrimination, pricing under monopolistic competition, pricing under oligopoly.

### TEXT BOOK

Kutsoiannis, "Modern Microeconomics", Macmillan, 1979.

### REFERENCE BOOKS

1. Samuelson, P & Nordhaus, W. "Economics", 18th Edition, McGraw Hill Education, 2009

## BBA/MBA (Integrated)

2. Dwivedi, D.N., "Managerial Economics", 7th Edition, Vikas Publishing House, 2008
3. Salvatore, D., "Managerial Economics in a Global Economy", 6th edition, Oxford University Press, 2006.
4. Kreps, D., "Micro Economics for Managers", 1st edition, Viva Books Pvt. Ltd., 2009.
5. Peterson, L. and Jain, "Managerial Economics", 4th edition, Pearson Education, 2006.
6. Colander, D.C., "Economics", McGraw Hill Education, 2008.

|         |                      |       |    |
|---------|----------------------|-------|----|
| BA-2103 | BUSINESS MATHEMATICS | L T P | Cr |
|         |                      | 4-0-0 | 4  |

### OBJECTIVE

The objective of the paper is to understand the basics of the mathematics which forms the basis for appreciating various management concepts in various papers.

1. **PRINCIPLE OF COUNTING:** Permutations and combination, concept of factorial, principle of counting, permutation with restriction, circular permutation and combination with restriction.
2. **MATHEMATICS INDUCTION:** principle, sequences & series -A.P. & G.P.
3. **MATRIX ALGEBRA:** The inverse of a matrix properties of the inverse solution to a system of equations by: (i) the adjoint matrix methods.(ii) the gaussian elimination method, rank of a matrix, rank of a system of equations. the echelon matrix.
4. **VECTORS:** Types optimization vector- additions, suggestions & multiplication, scalar product, vector product; linear dependence of vectors.
5. **Application of Matrices:** Application of matrices to business problems input output analysis, preparation of depreciation lapse schedule, variance analysis, inventory flow analysis.
6. **DIFFERENTIAL CALCULUS:** Optimization using calculus, point of inflexion absolute and local-maxima and minima, optimization in case of multi variate function, lagrangian multipliers, derivative as a rate measure, applications in business.
7. **INTEGRAL CALCULUS & DIFFERENTIAL EQUATIONS:** Business application, consumer's or producer's surplus, learning curve; differential equations – variable, separable and homogeneous type- business applications.

### TEXT BOOK

Sharma, J.K. "Business Mathematics" Ane Book Pvt. Ltd New Delhi, 2008

### REFERENCE BOOKS

1. Trivedi, "Business Mathematics", 1st edition, Pearson Education, 2010.

2. Bhardwaj, R.S., "Mathematics for Economics and Business", Excel Books, 2000.
3. Raghavachari, M, "Mathematics for Management", McGraw Hill Education, 2004.
4. Cleaves, Cheryl, and Hobbs, Margie, "Business Math", 7th Edition, Prentice Hall, 2008.
5. Tuttle, Michael, D., "Practical Business Math: An Applications Approach", 8th Edition, Prentice Hall, 2008.
6. Khan, Shadab, "A Text Book of Business Mathematics", Anmol Publications, 2008.

|                |                           |              |           |
|----------------|---------------------------|--------------|-----------|
| <b>BA-2104</b> | <b>INTRODUCTION TO IT</b> | <b>L T P</b> | <b>Cr</b> |
|                |                           | <b>4-0-0</b> | <b>3</b>  |

### OBJECTIVE

To understand fundamentals of computer applications, networking and building projects.

1. **BASICS OF COMPUTER AND ITS EVOLUTION:** Evolution of computer, data, instruction and information, characteristics of computers, various fields of application of computers, various fields of computer. Input-output devices (hardware, software, human ware and firmware), advantages and limitations of computer, block diagram of computer, function of different units of computer, classification of computers.
2. **NUMBER SYSTEM:** Data representation different number system (decimal, binary, octal and hexadecimal) and their inter conversion (fixed point only), binary arithmetic (addition, subtraction, multiplication and division)
3. **COMPUTER SOFTWARE:** Types of software, compiler and interpreter, generations of languages,
4. **COMPUTER MEMORY:** Primary memory (ROM and it's type – PROM, EPROM, EEPROM, RAM) secondary memory- SASD, DASD concept, magnetic disks – floppy disks, hard disks, magnetic tape, optical disks – CD ROM and it's type (CD ROM, CD ROM-R, CD ROM-EO, DVD ROM, Flash Memory).
5. **OPERATING SYSTEM:** Introduction to operating system; function of OS, types of operating systems, booting procedure, start-up sequence, details of basic system configuration, important terms like directory, file, volume, label, drive name, etc.
6. **INTRODUCTION TO GUI USING WINDOWS OPERATING SYSTEM:** All directory manipulation: creating directory, sub directory, renaming, coping and deleting the directory, file manipulation: creating a file, deleting, coping, renaming a file
7. **DATA COMMUNICATION AND NETWORKING:** Networking concepts, types of networking (LAN, MAN and WAN), communication media, mode of

transmission (simplex, half duplex, full duplex), analog and digital transmission. Synchronous and asynchronous transmission, different topologies introduction to MS-Word, spread sheets and graphical solutions.

### TEXT BOOK

ITL, ESL, "Introduction to Infotech", 1st Edition, Pearson Education, 2005.

### REFERENCE BOOKS

1. Goyal, Anita, "Computer Fundamentals", 1st Edition, Pearson Education, 2010.
2. Leon and Leon, "Introduction to Information Technology", Vikas Publishing House, 1999.
3. Joseph A. Brady and Ellen F Monk, "Problem Solving Cases in Microsoft and Excel", Fourth Annual Edition, Thomson Learning, 2007.
4. Rajaraman, V., "Introduction to Information Technology", Prentice Hall of India, 2009.
5. Deepak Bharihoke, "Fundamentals of Information Technology", 3rd Edition, Excel Books, 2009.

|         |                      |       |    |
|---------|----------------------|-------|----|
| BA-2105 | FINANCIAL ACCOUNTING | L T P | Cr |
|         |                      | 4-0-0 | 4  |

### OBJECTIVE

The fundamental objective of this course is to appoint the students regarding various accounting concepts & their applications in managerial decision making besides apprising them of the latest developments in the field.

1. **MEANING AND SCOPE OF ACCOUNTING:** Objectives and nature of accounting, definition and functions of accounting, book keeping and accounting, interrelationship of accounting with other disciplines, limitations of accounting, accounting equation.  
**ACCOUNTING PRINCIPLES AND STANDARDS:** Accounting Principles, accounting concepts and conventions, accounting cycle, system of accounting introduction to accounting standards issued by ICAI, journalising transactions: journal, rules of debit and credit,
2. **SUB DIVISION OF JOURNAL:** Cash journal, petty cash book, purchase journal, purchase return, sales journal, sales return journal, voucher system.  
**LEDGER POSTING AND TRIAL BALANCE:** Ledger, posting, rules regarding posting, trial balance.
3. **CAPITAL AND REVENUE:** Classification of income, classification of expenditure, classification of receipts, difference between capital expenditure & capitalized, expenditure, revenue recognition.
4. **INVENTORY VALUATION:** Meaning of inventory, objectives of inventory valuation, inventory systems, methods of valuation of inventories, accounting standard 2 (revised).

5. **DEPRECIATION:** Concept of depreciation, causes of depreciation, basic features of depreciation, meaning of depreciation accounting, objectives of providing depreciation, fixation of depreciation amount, method of recording depreciation, methods of providing depreciation, depreciation policy, AS-6 (revised) provisions and reserves, change of method of depreciation (by both current and retrospective effect).
6. **SHARE CAPITAL AND ISSUES OF SHARES:** Introduction to joint stock company, shares, share capital, accounting entries, under subscription, oversubscription, calls in advance, calls in arrears, issue of share at premium, issue of share at discount, forfeiture of shares, surrender of shares, issue of two classes of shares, right shares, re-issue of shares.
7. **DEBENTURES:** Classification of debentures, issue of debentures, different terms of issue of debentures, writing off loss on issue of debentures, accounting entries, redemption of debentures. company final accounts: books of account, preparation of final accounts, profit & loss account, balance sheet, requirements of schedule VI

#### TEXT BOOK

Pandey, I.M., "Management Accounting", 9<sup>th</sup> Edition, 2009, Vikas Publishing House, New Delhi.

#### REFERENCE BOOKS

1. Tulsian, P.C., "Financial Accountancy", 2nd edition, Pearson Education, 2009.
2. Maheshwari, S.N. and Maheshwari, S. K., "An Introduction to Accountancy", Eighth Edition, Vikas Publishing House, 2009.
3. Bhattacharyya, Asish K., "Essentials of Financial Accounting", Prentice Hall of India, 2010.
4. Rajasekran, "Financial Accounting", 1st edition, Pearson Education, 2010.
5. Bhattacharya, S.K. and Dearden, J., "Accounting for Manager – Text and Cases", 3rd Edition, Vikas Publishing House, 2003.
6. Glautier, M.W.E. and Underdown, B. "Accounting Theory and Practice", Pearson Education, 2010.

|         |   |       |    |
|---------|---|-------|----|
| BA-2106 | PERSONALITY DEVELOPMENT &<br>COMMUNICATION SKILLS-I | L T P | Cr |
|         |   | 4-0-0 | 4  |

#### OBJECTIVE

To help the students in their all round growth and acquire attributes like team spirit, organizational ability leadership quality etc. and the students should improve their personality, communication skills and enhance their self-confidence.

1. **GRAMMAR AND ITS USAGE:** How to improve command over spoken and written english with stress on noun, verb, tense and adjective.

## *BBA/MBA (Integrated)*

2. **ERRORS IN BUSINESS WRITING:** Sentence errors, punctuation, vocabulary building to encourage the individual to communicate effectively, common errors in business writing.
3. **INTRODUCTION TO BUSINESS COMMUNICATION:** Basic forms of communication, process of communication, principles of effective business communication, 7Cs; media of communication: types of communication: barriers of communication (practical exercise in communication)
4. **BUSINESS LETTER WRITING:** Need, functions and kinds, layout of letter writing, salutation etiquette, types of letter writing: persuasive letters, request letters, sales letters, complaints and adjustments;
5. **DEPARTMENTAL COMMUNICATION:** Meaning need and types: interview letters, promotion letters, resignation letters, news letters, circulars, agenda, minutes of the meeting, notice, office memorandums, office orders, press release.
6. **BUSINESS ETIQUETTES AND PUBLIC SPEAKING:** Business manners, Body language gestures, email and net etiquettes, etiquette of the written word, etiquettes on the telephone, handling business meetings, public speaking.
7. **Role Play and Case Analysis:** Introducing characteristic, model speeches, role play on selected topics with case analysis and real life experiences.

### **TEXT BOOK**

Lesikar, "Business Communication: Making Connections in a Digital World", McGraw Hill Education, 2009.

### **REFERENCE BOOKS**

1. Murphy and Hildebrandt, "Effective Business Communication", McGraw Hill Education, 2008.
2. Krizan, A. C. Buddy, and Merrier, Patricia "Effective Business Communication|, 7thEdition, Cengage Learning, 2008.
3. McGraw, S. J., "Basic Managerial Skills for All", 8th edition, Prentice Hall of India, 2008.
4. Wren & Martin, "English Grammar and Composition", Sultan Chand & Sons, 2008.
5. Boove, C.L., Thill, J.V., and Chaturvedi, M., "Business Communication Today", Pearson Education, 2009.

|                |                              |              |           |
|----------------|------------------------------|--------------|-----------|
| <b>BA-2107</b> | <b>BUSINESS ORGANIZATION</b> | <b>L T P</b> | <b>Cr</b> |
|                |                              | <b>4-0-0</b> | <b>3</b>  |

### **OBJECTIVE**

The course aims to provide basic concepts and knowledge with regard to an enterprise organization and its various functional areas.

1. **INTRODUCTION:** Concept, nature and scope of business; concept of business as a system; business and environment interface; business objectives; profit maximization vs social responsibility of business.
2. **INTRODUCTION TO BUSINESS ETHICS AND VALUES:** Learning from scriptures.
3. **BUSINESS ENTERPRISES:** Entrepreneurship – concept & nature; locations of business enterprise (weber's theory); government policy on industrial location.
4. **FORMS OF BUSINESS ORGANIZATION:** Sole proprietorship, joint hindu family firm, partnership firm, Joint Stock Company, cooperative organization; types of companies, choice of form of organization; promotion of a company – stages in formation; documentation (MOA, AOA).
5. **SMALL BUSINESS:** Scope and role; government policies, government & business interface: rationale; forms of government and business interface.
6. **MULTINATIONALS:** Concept and role of MNCs; transactional corporations (TNCs); international business risks.
7. **BUSINESS COMBINATIONS:** Concept and causes of business combinations; chambers of commerce and industry in India; FICCI, CII, ASSOCHAM, AIMO, etc.

#### TEXT BOOK

Robert; Lawrence, "Modern Business Organization", McMillan India, 2009.

#### REFERENCE BOOKS

1. Tulsian, P. C., "Business Organisation & Management", 2nd edition, Pearson Education, 2009.
2. Basu, C. R., "Business Organization and Management", McGraw Hill Education, 2008.
3. Basu, C, "Business Organisation and Management", 1st Edition, McGraw Hill Education, 2010.
4. Gupta, C.B., "Modern Business Organization and Management", Dhanpat Rai & Sons, 2010.
5. Agarwal, N. P., Tailor, R. K., "Business Organisation And Management", Dhanpat Rai & Sons, 2008.

|         |                       |       |    |
|---------|-----------------------|-------|----|
| BA-2108 | BUSINESS ECONOMICS-II | L T P | Cr |
|         |                       | 4-0-0 | 4  |

#### OBJECTIVE

The objective of this paper is to develop the concepts on Macroeconomic variables, working of an economy, and how business decisions are affected with the influence of macro variables in business.

1. **CONCEPTS OF MACRO ECONOMICS AND NATIONAL INCOME DETERMINATION:** Definitions, importance, limitations of macro-

## BBA/MBA (Integrated)

economics, macro-economic variables. Circular flow of income in two, three, four sector economy, relation between leakages and injections in circular flow.

2. **NATIONAL INCOME:** Concepts, definition, methods of measurement, national income in India, problems in measurement of national income & precautions in estimation of national income.
3. **MACRO ECONOMIC FRAMEWORK:** Theory of full employment and income: classical, modern (Keynesian) approach.
4. **INCOME CONSUMPTION PATTERN:** Consumption function, relationship between saving and consumption. investment function
5. **CONCEPT OF MARGINAL EFFICIENCY :**Concept of marginal efficiency of capital and marginal efficiency of investment; national income determination in two, three and four sector models; multiplier in two, three and four sector model.
6. **ANALYSIS OF MONEY SUPPLY AND INFLATION:** Functions and forms of money demand for money-classical, Keynesian and Friedmanian approach, measures of money supply, quantity theory of money, inflation-types, causes, impact and remedies.
7. **EQUILIBRIUM OF PRODUCT AND MONEY MARKET:** Introduction to IS-LM model, equilibrium- product market and money market, monetary policy, fiscal policy.

### TEXT BOOK

Kutsoiannis, "Modern Microeconomics", Macmillan, 1979

### REFERENCE BOOKS

1. Soga, Eroid, "Macro Economics", 1st edition, Pearson Education, 2008.
2. Agarwal, "Macroeconomics Theory and Policy", 1st edition, Pearson Education, 2010.
3. Dwivedi, D. N., "Macro Economics", McGraw Hill Education, 2005.
4. Mishra, S. K. and Puri, V. K., "Modern Macro-Economics Theory", Himalaya Publishing House, 2003.
5. Shapiro, E., "Macro-Economics Analysis", McGraw Hill Education, 2003.
6. Hirschey, Mark, "Fundamentals of Managerial Economics", 9th edition, Cengage Learning, 2009.

|         |   |       |    |
|---------|---|-------|----|
| BA-2109 | QUANTITATIVE TECHNIQUES AND OPERATIONS RESEARCH IN MANAGEMENT | L T P | Cr |
|         |   | 4-0-0 | 4  |

### OBJECTIVE

Objectives: The objective of this paper is to develop student's familiarity with the basic concept and tools in statistics and operations research. These techniques assist specially in resolving complex problems serve as a valuable guide to the decision makers.

1. **STATISTICS:** Definition, importance & limitation, collection of data and formation of frequency distribution, graphic presentation of frequency distribution – graphics, bars, histogram, diagrammatic.
2. **MEASURES OF CENTRAL TENDENCY:** Mean, median and mode, partition values: quartiles, deciles and percentiles; measures of variation range, IQR, quartile, deciles and percentiles, quartile deviation and standard deviation and Lorenz curve.
3. **CORRELATION ANALYSIS:** Correlation coefficient; assumptions of correlation analysis; coefficients of determination and correlation; measurement of correlation- Karl Person's Methods; Spearman's Rank correlation; concurrent deviation the correlation coefficient; pitfalls and limitations associated with regression and correlation analysis; real world application using IT tools.
4. **LINEAR PROGRAMMING:** Concept and assumptions usage in business decision making, linear programming problem: formulation, methods of solving: graphical and simplex, problems with mixed constraints: duality; concept, significance, usage & application in business decision making.
5. **TRANSPORTATION AND ASSIGNMENT PROBLEMS:** General structure of transportation problem, different types methods for finding initial solution by North-West Corner Rule, Least Cost Method and Vogel Approximation Method and Testing for Optimality.
6. **ASSIGNMENT PROBLEM:** Different methods operations,
7. **SCHEDULING:** Scheduling problems, shop floor control, Gantt charts, Principles of work center scheduling, principles of job shop scheduling, personnel scheduling.

### **TEXT BOOK**

Gupta, S.P. and Gupta, M.P., "Business Statistics", Sultan Chand and Sons, Delhi, 2008

### **REFERENCE BOOKS**

1. Vohra, N.D., "Quantitative Techniques in Management", 4th edition, McGraw Hill Education, 2009.
2. Vishwanathan, P.K., "Business Statistics and Applied Orientation", 1st edition, Pearson Education, 2008.
3. Rajagopalan, S. and Sattanathan, R., "Business Statistics & Operations Research", 2<sup>nd</sup> Edition, McGraw Hill Education, 2009.
4. Sharma, J.K., "Operations Research: Problems & Solutions", 2nd edition, Macmillan India Ltd., 2009.
5. Taha, Hamdy, "Operations Research: An Introduction", 8th edition, Pearson Education, 2008.
6. Render, Barry, Stair, R.M., Hanna, M.E., and Badri, "Quantitative Analysis for Management", 10th edition, Pearson Education, 2009.

|         |                             |       |    |
|---------|-----------------------------|-------|----|
| BA-2110 | DATA BASE MANAGEMENT SYSTEM | L T P | Cr |
|         |                             | 4-0-0 | 3  |

### OBJECTIVE

To develop understanding of database management system and abilities to use DBMS packages.

1. **INTRODUCTION TO DATABASE SYSTEMS:** File system versus a DBMS, advantages of a DBMS, describing and storing data in a DBMS, queries in a DBMS
2. **Structure of a DBMS:** people who deal with database, introduction to data models, architecture of DBMS, Structure of DBMS.
3. **ENTITY RELATIONSHIP MODEL:** Overview of database design, entities, attributes, and entity sets, relationships and relationship sets.
4. **FEATURES OF THE ER MODEL:** Features of the ER model, conceptual database design with the ER model – entity versus attribute, entity versus relationship.
5. **RELATIONAL MODEL:** Introduction to relational model, foreign key constraints, enforcing integrity constraints, querying relational data, logical database design: ER to relation, introduction to views, destroying/altering tables and views, Codd rules.
6. **SCHEMA REFINEMENT & NORMAL FORMS:** Introduction to schema refinement, functional dependencies, examples motivation schema refinement, reasoning about functional dependencies, normal forms, decompositions, normalization (Up to 3rd Normal Form)
7. **CONCEPT OF OBJECTS:** Objects, tables, queries, forms, reports, modules; database creation and manipulation; SQL queries: the form of a basic SQL query, union, intersect, and except, introduction to nested queries, aggregate operators, null values.

### TEXT BOOK

Elmasri and Navathe, "Fundamentals of Database Systems", 5th edition, Pearson Education, 2009

### REFERENCE BOOKS

1. IITL Education Ltd., "Introduction to Database System", Pearson Education, 2010.
2. Ramakrishnan, R. and Gehrke, J., "Database Management Systems", 3rd edition, McGraw Hill Education, 2007.
3. Kanan, A. and Date, C. J., "An Introduction to Database System", Vol. I & Vol. II, 8<sup>th</sup> edition, Addison Wesley Publishing Company, 2006.
4. Singh. S. L., Database System Concept and Application, 2nd edition, Pearson Education, 2008.
5. Atul, Kahate, "Introduction to Database Management System", 1st edition Pearson Education, 2006.

|         |                 |       |    |
|---------|-----------------|-------|----|
| BA-2111 | COST ACCOUNTING | L T P | Cr |
|         |                 | 4-0-0 | 4  |

### OBJECTIVE

The primary objective of the course is to familiarize the students with the basic cost accounting principles and techniques of preparing and presenting the accounts for user of accounting information & for the managerial decision making respectively.

1. **MEANING AND SCOPE OF COST ACCOUNTING:** basic cost concepts – elements of costs, classification of costs, total cost build up and cost sheet, emerging terms viz. life cycle costing, activity based costing, back flush costing.
2. **MATERIALS CONTROL:** Meaning – steps involved – materials and inventory – techniques of material/inventory control – valuation of inventory – material losses.
3. **LABOUR COST CONTROL:** Direct and indirect labour, steps involved – treatment of idle time, holiday pay, overtime etc. in cost accounts, casual workers & out workers, labour turnover, methods of wage payment; incentive plans.
4. **OVERHEADS:** Meaning and classification of overheads – treatment of specific items of overheads in cost accounts – stages involved in distribution of overheads.
5. **METHODS OF ABSORPTION OF OVERHEADS:** treatment of under and over absorption of overheads.
6. **METHODS OF COSTING:** Single output costing, job costing, contract & batch costing.
7. Process costing (including joint products and by-products and inter-process profits), operating/service costing. (transport & power house only); reconciliation of cost and financial accounts.

### TEXT BOOK

Khan, M.Y. and Jain, K., Jawahar Lal, "Managements and Cost Accounting", 2007, Tata McGraw Hill Publishing Co., New Delhi,

### REFERENCE BOOKS

1. Maheshwari, S. N. and Mittal, S. N., "Cost Accounting – Theory and Problems", 22<sup>nd</sup> Revised Edition, Shri Mahavir Book Depot, 2009.
2. Rajasekaran, "Cost Accounting", 1st edition, Pearson Education, 2010.
3. Dutta, Mahesh, "Cost Accounting - Principle Practices", 1st edition, Pearson Education, 2006.
4. Arora, M.N., "Cost Accounting", Vikas Publishing House, 2009.
5. Lal, Jawahar and Srivastava, Seema, "Cost Accounting", 4th Edition, McGraw Hill Education, 2008.
6. Jain and Narang, "Cost Accounting", Kalyani Publishers, 2008.

|         |   |       |    |
|---------|---|-------|----|
| BA-2112 | PERSONALITY DEVELOPMENT & COMMUNICATION SKILLS-II | L T P | Cr |
|         |   | 3-0-0 | 3  |

### OBJECTIVE

To develop the project writing and presentation skills of the undergraduate students. The students should be able to act with confidence, should be clear about their own personality, character and future goals.

1. **PROJECT AND REPORT WRITING AND PROPOSALS:** – How to write an effective report, basics of project writing, paragraph writing, paper reading and voice modulation, basics of project presentation.
2. **PRESENTATION SKILLS:** How to make a presentation, the various presentation tools, along with guidelines of effective presentation, boredom factors in presentation and how to overcome them
3. **INTERACTIVE PRESENTATION:** Interactive presentation & presentation as part of a job interview, art of effective listening.
4. **RESUME WRITING SKILLS:** guidelines for resume writing, how to face an interview board, proper body posture, importance of gestures and steps to succeed in interviews, practice
5. **MOCK INTERVIEWS:** Mock interview in classrooms with presentations on self; self introduction – highlighting positive and negative traits and dealing with people with face to face.
6. **LEADERSHIP:** qualities of a leader, leadership quiz with case study, knowing your skills and abilities; introduction to group discussion techniques with debate and extempore, increase your professionalism.
7. **DIALOGUE ON CURRENT AWARENESS:** Audio video recording and dialogue sessions on current topics, economy, education system, environment, politics.

### TEXT BOOK

Lillian, Chaney, "Intercultural Business Communication", 4th edition, Pearson Education, 2008.

### REFERENCE BOOKS

1. McGraw, S. J., Basic Managerial Skills for All, 8th edition, Prentice Hall of India, 2008.
2. Michaul, V. K., Communication & Research for Management, Himalaya Publication House, 2007.
3. Paul, Rajendra, "Essentials of Business Communication", Sultan Chand & Sons, 2008.

|         |        |       |    |
|---------|--------|-------|----|
| BA-2154 | IT LAB | L T P | Cr |
|         |        | 0-0-4 | 2  |

### LIST OF EXPERIMENTS/EXERCISES

1. All commands specified using windows
2. Introduction to MS-Word: introduction to word processing, its features.

3. MS Word: formatting documents, paragraph formatting, indents.
4. Page formatting, header and footer, bullets and numbering.
5. Ms-Word: tabs, tables, formatting the tables, finding and replacing text, mail merging etc.
6. Introduction to MS-Excel, introduction to electronic spreadsheets, feature of MS-Excel
7. Entering data, entering series, editing data, cell referencing, ranges, formulae, functions, auto sum, copying formula
8. MS Excel: formatting data, creating charts, creating database, sorting data, filtering etc.
9. Introduction to MS PowerPoint, PowerPoint, features of MS-PowerPoint clipping, slide animation, slide shows, formatting etc.
10. Ms-PowerPoint presentation (10-15 slides) on (i) evolution of computers (ii) search engines

|                |                 |              |           |
|----------------|-----------------|--------------|-----------|
| <b>BA-2160</b> | <b>DBMS LAB</b> | <b>L T P</b> | <b>Cr</b> |
|                |                 | <b>0-0-6</b> | <b>3</b>  |

#### LIST OF EXPERIMENTS/EXERCISES

1. Getting familiar with access objects: tables, queries, forms, reports, and modules.
2. Creating database: creating database using wizards, documenting the database, creating own databases.
3. Creating Tables: working with tables in design view, setting field properties, naming fields.
4. Setting data types, setting primary key, multiple field primary keys, creating indexes, using table wizard.
5. Creating Queries: working with query design grid, adding tables, adding fields, sorting records, setting field criteria, planning for null values, using simple query wizard – summarizing your records.
6. Creating forms: working in design view, components of a form in design view, sections of a form, assigning form properties.
7. Modifying form properties to create a dialog box, using form templates, creating forms with a wizard, auto forms.
8. Creating Reports: using report wizards, working with auto report,
9. Creating a report template, inserting a chart into a report with the chart wizard, printing report.
10. Creating labels and mail-merge documents: using the label wizard, using custom labels, printing multiple labels, merging access data with word documents.

|               |                                 |              |           |
|---------------|---------------------------------|--------------|-----------|
| <b>PD-191</b> | <b>CO-CURRICULAR ACTIVITIES</b> | <b>L T P</b> | <b>Cr</b> |
|               |                                 |              | <b>1</b>  |

#### OBJECTIVE

To help the students in their holistic growth and acquire attributes like team spirit, organizational ability, leadership qualities, etc.

**OPERATION**

1. The students are to take part in Extra / Co-curricular activities, National Association for Students of Architecture (NASA) outside contact hours through clubs / societies etc
2. The students' performance will be evaluated in the second year.
3. Students are required to register in each year for this course.

\* \* \* \* \*



*Lingaya's Group of Institutions:*

- **Lingaya's University (Faridabad)**
- **Lingaya's Institute of Health Sciences**
  - **Lingaya's Public School**
- **Lingaya's Lalita Devi Institute of Management & Sciences, New Delhi (I.P. University)**
- **Sri Viveka Institute of Technology, Vijayawada**



**LINGAYA'S  
UNIVERSITY**

choose to know

(u/s 3 of UGC Act 1956)

**CAMPUS**

Nachauli, Old Faridabad - Jasana Road, Faridabad-121002  
Ph: 91-129-3064500-505, Fax: 91-129-2202615

**ADMIN. OFFICE**

C-72, Shivalik, Malviya Nagar, New Delhi-110017  
Ph: 91-11-40719000, Fax: 91-11-40719023  
E-mail: [lu@lingayasuniversity.edu.in](mailto:lu@lingayasuniversity.edu.in)  
Website: [lingayasuniversity.edu.in](http://lingayasuniversity.edu.in)