

## **SYLLABUS**

### **BACHELOR OF Business Administration (BBA)**

#### **Semester I**

101 Business Organization

102 Business Mathematics

103 Business communication I

104 Fundamentals of Computers & Information Technology

105 Fundamentals of Accounting

106 Business Environment

## **SEMESTER I**

### **BBA 101: Business Organization**

#### **Course Objective:**

To develop an understanding of the business enterprise, trade, commerce and Industry- its formation, procedures and functioning

#### **Course Content:**

##### **Unit I**

**(10 lectures)**

Concept, Nature and Scope of Business; Concept of business as a system; Business and Environment Interface; Classification of Business Activities Forms of Ownership: Sole Proprietorship, Joint Hindu Family Firm, Partnership Firm, Joint Stock Company, Co-operative Organization; Types of Companies- organs of the company, company meetings & Resolutions. Choice of form of Organization, Stages of formation & Establishment of a firm

##### **Unit II**

**(8 lectures)**

SMEs: Meaning & Characteristics of Small Business, Need, Significance & Problems, Role of small business in a developing Economy Public Sector: Concept, Rationale, Forms of Public Enterprises, Government Programmes, Problems

##### **Unit III**

**(8 lectures)**

Government & Business Interface: Rationale, Forms of Government and Business Interface. Business Risk: Meaning, Nature, Causes, Types, Risk Management, Methods of Handling Risk.

##### **Unit IV**

**(10 lectures)**

Business Combinations: Concept & Causes, Types and various forms of business combinations; Business Associations: Chambers of Commerce and Industry in India, FICCI, CII, ASSOCHAM, AIMO etc.

### **SUGGESTED READINGS**

- Fundamentals of Business Organization and Management      Y.K.Bhushan
- Business Organization & Management      C.B.Gupta
- Business Organization      T.N.Chhabra
- Business Organization & Management      C.R.Basu

## **BBA 102: Business Mathematics**

### **Course Objective:**

To enable the students to interpret and solve business-related word problems and to develop simple mathematical models from a business perspective

### **Course Content:**

#### **Unit I**

**(10 lectures)**

Percentage Ratio & Proportion, discount, Profit & Loss, simple interest, compound interest, annuity. Set Theory; Definition, types of sets, Venn Diagram, equality of sets, operations on sets, Cartesian product of sets, Functions & Relations: Relations, properties of Binary relations on a set, Equivalence Relations Business application of sets and functions

#### **Unit II**

**(8 lectures)**

Matrices and Determinants: Matrices, types of Matrices, addition and multiplication of matrices, multiplication by a scalar, determinants-minor and cofactors, properties of determinants, product of two determinants, inverse of a matrix, application of matrices

#### **Unit III**

**(8 lectures)**

Algebra: Arithmetical, Geometric and Harmonic progressions, Exponential and Logarithmic series, Binomial theorem, permutation and Combinations

#### **Unit IV**

**(10 lectures)**

Differentiation and integration, maxima and minima, application of differentiation and integration in business

### **SUGGESTED READINGS**

- Business Mathematics R.S.Sondhi
- Business Mathematics J.K.Singh
- Business Mathematics Quazi. Zameerudin

## **BBA 103: Business Communication I**

### **Course Objective:**

To develop the reading, writing and speaking skills of the students

### **Course Content:**

#### **Unit I**

**(10 lectures)**

Applied Grammar: Tenses: their role and correct usage, subject- Predicate, Verb agreement, Voices: active & Passive, Clauses, Conjunctions, Prepositional Phrases, Transformation, Synthesis, Syntax, Conditional Sentences, Analyzing and Correcting errors in sentences. Vocabulary- Extension Methods, Synonyms, Antonyms, One word Substitution, words often confused – Idioms & Phrases.

#### **Unit II**

**(10 lectures)**

Reading & Writing Skills : - Reading comprehension- paraphrase with practical exercises , Reading Skills – Intensive & Extensive Reading, Skimming & Scanning, letter writing – types of letters, memorandum; inquiries and their replies, placing and cancelling orders, adjustment letters, accepting and rejecting offers, resume & CV writing, business report writing, application, Precis Writing, E-Mail writing, notifications, Classifications, Press Communique, Endorsement, Noting in files, Letters for Payment reminders.

#### **Unit III**

**(08 lectures)**

Listening Skills: Definition, Principles & Process of listening, Importance of effective listening, Active & Passive listening, Barriers & guidelines to effective listening

#### **Unit IV**

**(08 lectures)**

Understanding Business Communication – Concept, definition, nature, importance, components, process, direction, channels, patterns, means/media, barriers, types

### **SUGGESTED READINGS**

- Business Communication R.C.Bhatia
- High School English Grammar & Composition Wren & Martin
- Business Communication K.K.Sinha

## **BBA 104: Fundamentals of Computers & Information Technology**

Course Objective: To develop an understanding of the basics of computers and knowledge of MS-Office.

### **Course Content:**

#### **Unit I**

**(10 lectures)**

Basics of Computers Meaning, Characteristics & Classification of Computers, Types, Generations of Computers, Application of computers in modern society, Virus and Worms, Block Diagram of computer. Hardware: Input Devices- Keyboard, Mouse, Electronic Pen, Touch Screen, Scanner, OCR Devices, OMR, Bar-Code Reader, MICR, Speech Recognition Devices Output Devices – Monitor, Printers, Plotters, Screen Image Projector, Voice Response System. Storage Devices : Primary Storage- RAM, ROM, PROM, EPROM and EEPROM, Cache Memory. Secondary Storage – Magnetic Tape, Floppy Disk, Hard Disk, CD-ROM, DVD, Pen Drive, Memory Card.

#### **Unit II**

**(08 lectures)**

Software: Meaning, Types of Software – System Software and Application Software. Data Representation : Bits & Bytes, Number System- Binary, Octal, Hexadecimal, BCD Conversions, Arithmetic Operations based on Binary Number, Introduction to ASCII & EBCDIC.

#### **Unit III**

**(08 lectures)**

Data Communications & Networks: Modes of Communication, Digital & Analog Signals, modems, Topologies of Network. Transmission Modes – Simplex, Half Duplex, Duplex, Configuration. Internet & Browsing: Meaning, Concept, ISP, Uses of Internet, World Wide Web (WWW) and its working, Web Browser and its function, Concept of Search Engines, Chatting. E-Mail : Concept, E-Mail Address, SMTP, Services, Basics of sending and receiving E-Mails and attaching files with them. Networks : Meaning, Scope & Benefits of Computer Network, Network Types – LAN,WAN,MAN

#### **Unit IV**

**(10 lectures)**

Introduction to MS –Office – MS-WORD (Word Processing), MS-Excel(Spread Sheet), MS- PowerPoint ( Presentation Graphics ) – Features, Uses, Need & Importance for Modern Business Activities.

### **SUGGESTED READINGS**

- |  |               |
|--|---------------|
| <input type="checkbox"/> Basics of Computer        | M.Morris      |
| <input type="checkbox"/> Introduction to Computers | Peter Norton  |
| <input type="checkbox"/> Basics of Computer        | V.Rajaramanna |

## **BBA 105: Fundamentals of Accounting**

### **Course Objective:**

To develop an understanding of principles and fundamentals of accounting done by any business organization.

### **Course Content:**

#### **Unit I**

**(10 lectures)**

Meaning , nature and concepts of financial accounting, Users of accounting information, Accounting Process,; Users of Accounting Information; Single Entry & Double entry book keeping system; Principles of Accounting; Journal; Ledger : Meaning, need & Importance, Advantages, Posting of transactions to Ledger; Numerical Problems on Ledger. Trial Balance: Preparation, Errors and their Rectification, Numerical Problems on Preparation and Correction of Trial Balance.

#### **Unit II**

**(10 lectures)**

Final Accounts: Meaning, Types & Objectives, Trading Account, Profit & Loss Account, Balance Sheet Adjustments; Final Accounts of sole traders, Partnership Firm & Non- Profit Organizations; Adjustments at the end of financial year. Bank Reconciliation Statements

#### **Unit III**

**(10 lectures)**

Depreciation, Provisions and Reserves: 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) Depreciation Accounting, Provisions and Reserves. Goodwill: Meaning, Importance & Methods of Valuation

#### **Unit IV**

**(10 lectures)**

Shares and Share Capital: 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. 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.

### **SUGGESTED READINGS**

- |   |                                 |
|---|---------------------------------|
| <input type="checkbox"/> Financial Accounting                 | T.S.Grewal                      |
| <input type="checkbox"/> Financial Accounting                 | S.M.Shukla                      |
| <input type="checkbox"/> An Introduction to Accountancy       | S.N.MAheshwari & S.K.Maheshwari |
| <input type="checkbox"/> Fundamentals of financial Accounting | R.L.Gupta & V.K.Gupta           |

## **BBA 106: Business Environment**

### **Course Objective:**

The basic objective of this course is to familiarize the students with the nature and dimensions of evolving business environment in India and how they influence managerial decisions.

### **Course Content:**

#### **Unit I**

**(10 lectures)**

Business Environment: Concepts, Components & Importance, Type of Environment – Internal, External, Micro & Macro; Environmental Scanning, Scope & Characteristics of Business, Objectives, Uses and Limitations of Environmental Analysis. A brief study of the different forms of economic systems.

#### **Unit II**

**(8 lectures)**

Economic Environment: Nature & Structure of the economy, Monetary & Fiscal Policies, Economic Planning in India, Economic Reforms of 1991.

#### **Unit III**

**(8 lectures)**

Industrial & Legal Environment: Industrial Growth & Policy, FEMA, Competition Act 2002,.

#### **Unit IV**

**(10 lectures)**

Socio-Cultural Environment : Nature and Impact of Culture on Business, Culture and Globalization, Social Responsibilities of Business, Business and Society, Social Audit, Social Class, Groups, Circle, mobility, position & status Political Environment: Political System, Policies & Stability, Functions of State, Economic roles of Government.

### **SUGGESTED READINGS**

- Business Environment      Francis Cherunillam
- Business Environment      K.Aswathappa
- Business Environment      Suresh Bedi
- Business Environment      Ian Worthington, Chris Britton

## **Semester II**

201 Management thoughts & Philosophy

202 Micro Economics for business

203 Cost Accounting

204 Legal & Regulatory framework of business

205 Business communication II

206 Business Statistics

207 Seminar & Viva Voce INDUSTRY VISIT



## **BBA 201: Management Thoughts and Philosophy**

### **Course Objective:**

To give an insight to the various management thinkers

### **Course Content:**

#### **Unit I (04 lectures)**

Introduction : Management as a discipline, Values in Management, Managerial Roles.

#### **Unit II (10 lectures)**

Schools of Management Thoughts I The management Process school, the empirical School, The Human Behavior School

#### **Unit III (8 lectures)**

Schools of Management Thoughts II The Social System School, Decision Theory School, The System School.

#### **Unit IV (14 lectures)**

Management Thinkers (Classical) F.W. Taylor, Henry Fayol, George Elton Mayo, A. H. Maslow, Douglas McGregor Management Thinkers (Contemporary) Peter F. Drucker, Michael Porter, C. K. Prahlad, Indian thinkers in management – JRD TATA, GD Birla, Ramkrishna Bajaj. SUGGESTED READINGS

- |   |                 |
|---|-----------------|
| <input type="checkbox"/> Management Thoughts & Philosophy           | Naveen Mathur   |
| <input type="checkbox"/> Management Thought                         | R. N. Singh     |
| <input type="checkbox"/> New Horizons In Management                 | P.K. Shrivastav |
| <input type="checkbox"/> Indian Management “ Thought and Practices” | Amit Gupta      |
| <input type="checkbox"/> A History of Management Thought            | Morgen Witzel   |

## **BBA 202: Micro Economics**

### **Course Objective:**

To give an insight into the various concepts of economics and its implications in the business world.

### **Course Content:**

#### **Unit I**

**(8 lectures)**

Definitions of Economics: Introduction to Micro Economics- Definition, Scope, and Importance. .Utility Analysis: Concept of utility, Law of Diminishing Marginal Utility, Law of equi-marginal utility, Consumer's Surplus.

#### **Unit II**

**(10 lectures)**

Theory of Demand: Meaning & Determinants of Demand, Law of Demand, Exceptions to law of demand. Theory of Supply: Meaning & determinants of Supply, Law of supply, exceptions to law of supply. Cost analysis: Accounting Costs and Economic Costs. Short Run Cost Analysis: Fixed, Variable and Total Cost Curves, Average and Marginal Costs curves, Long Run Cost Analysis: Average and Marginal Cost Curves.

#### **Unit III**

**(10 lectures)**

Revenue: Total, Average and Marginal Revenue, Relationship between AR and MR curves. Pricing under Various Market Conditions: Perfect Competition - Equilibrium of Firm and Industry under Perfect Competition, Monopoly - Price Determination under Monopoly, Monopolistic Competition - Price and Output Determination under Monopolistic Competition.

#### **Unit IV**

**(10 lectures)**

Theory of Distribution: Marginal Productivity theory of Distribution Rent: Concepts of Differential Rent, Scarcity Rent, Economic rent, Contract Rent, Quasi Rent and Pure Rent. Modern theory of rent. Wages: Money Wages and Real Wages, factors determining real wages. Theories of wages: wage fund theory, subsistence theory, residual claimant theory Theories of Profit- risk theory of profit, uncertainty-bearing theory of profit, innovation theory of profit.

### **SUGGESTED READINGS**

- |   |                     |
|---|---------------------|
| <input type="checkbox"/> Textbook of Economic Theory        | Stonier and Hague   |
| <input type="checkbox"/> Introduction to Positive Economics | Richard G. Lipsey   |
| <input type="checkbox"/> Business Economics (Micro)         | Dr. Girijashankar,; |

## **BBA 203: Cost Accounting**

### **Course Objective:**

To Familiarize the students with the basic cost concepts, allocation and control of various costs and methods of costing

### **Course Content:**

#### **Unit I**

**(10 lectures)**

Introduction to Cost Accounting : Basic Cost Concepts – elements of cost, classification of cost, total cost build up and cost sheet, Emerging terms viz. Life Cycle Costing, Activity Based Costing, Back flush Costing. Materials Control: Meaning- Steps Involved- materials and inventory - techniques of material/inventory control – valuation of incoming & outgoing material – material losses

#### **Unit II**

**(6 lectures)**

Labor Cost Control : Direct and Indirect Labor, Steps Involved – treatment of Idle time, Holiday Pay, Overtime etc. in cost accounts, casual workers & out workers, Labor turnover, methods of wage payment, Incentive plans.

#### **Unit III**

**(10 lectures)**

Overheads : Meaning & Classification of overheads – Treatment of specific items of overheads in cost accounts – stages involved in distribution of overheads – methods of absorption of overheads – treatment of under and over absorption of overheads

#### **Unit**

**(10 lectures)**

Methods of Costing: Single output costing, job costing, contract & batch costing, Process (including joint products and by-products and inter-process profits ), Operating/Service costing, (Transport & Power House only ).

### **SUGGESTED READINGS**

- |   |                       |
|---|-----------------------|
| <input type="checkbox"/> Advanced Cost Accounting                               | Saxena and Vasistha.  |
| <input type="checkbox"/> Advance Cost Accounting                                | S.P. Jain and Narong. |
| <input type="checkbox"/> Cost Accounting  | S.N. Maheshwari       |
| <input type="checkbox"/> Cost Accounting  | Ratnam.               |
| <input type="checkbox"/> Practice in Advanced Costing and Management Accounting | Prof. Subhash Jagtap. |

## **BBA 204 : Legal and Regulatory Framework**

### **Course Objective :**

To enable the students to grasp the details as to how things function with regard to the various contracts and acts which are essential for running a business

### **Course Content:**

#### **Unit I**

**(16 lectures)**

Indian Contract Act- 1872: Introduction, Nature & Classification of contracts, offer and acceptance, Considerations, Capacity of Contract, Free Consent, Agreements Declared Void, Contingent Contracts, Quasi Contracts, Discharge of Contracts, Breach of Contract, Remedies for Breach of Contract. Special Contracts – Indemnity, Bailment and Pledge.

#### **Unit II**

**(8 lectures)**

The Sale Goods Act- 1930 : Introduction, Formation of the Contract of Sale, Goods and their Classification, Condition and Warranties, Passing (Transfer) of Property (Ownership) in goods, Transfer of Title by Non-Owners, Performance of Contract of Sale, Unpaid Seller and His Rights, Sale by Auction.

#### **Unit III**

**(8 lectures)**

Indian Partnership Act 1932: definition, Formation of Partnership, Partnership Firm, Firm's Name, Registration of Firms, Effect of Non-Registration, Types of Partners, Relation of Partner to one another and with third parties, Reconstitution of Firm.

#### **Unit IV**

**(8 lectures)**

Negotiable Instrument Act- 1881 : Nature and Characteristics of Negotiable instruments, Kinds of Negotiable Instruments-Promissory Notes, Bills of Exchange and Cheques, Crossing of Cheques, Payment and Collection of Cheques and Demand Drafts, Discharge and Dishonor of Negotiable Instruments. Holder and Holder in due course, Payment in due course. Penalties in case of Dishonor of certain cheques for insufficiency of Funds.

### **SUGGESTED READINGS**

- Business Law    S.S. Gulshan & Kapoor
- Business Law    Satish Mathur
- Business Law    M.C.Kuchhal

## **BBA 205: Business Communication II**

### **Course Objective:**

To develop the skills of the professional undergraduate students for proper self expression, social communication, spoken English, correct pronunciation, voice modulation and business etiquettes. The students should improve their personality, communication skills and enhance their selfconfidence. Course

### **Content:**

#### **Unit I**

**(10 lectures)**

Group Communication – Group decision making, presentations, Extempore Speeches, Conflict & Resolution, Meetings; Group Strategies & Group Discussion: GD Vs Debate, Practice of Abstract topics

#### **Unit II**

**(6 lectures)**

Interviews: Definition, types, preparing for interviews, potential interview questions, Mock Interview activities.

#### **Unit III**

**(6 lectures)**

Speeches and Presentation - Speeches- Characteristics, How to make an effective speech, delivery of speech, kinds of presentations, factors affecting Presentations, Delivering effective Presentations.

#### **Unit IV**

**(14 lectures)**

Report Writing : Characteristics of business reports – types of reports, purpose of reports, collecting and analyzing data ( through questionnaire, interviews, constructing tables, preparing charts, interpreting data) writing report – planning- drafting- revising, formatting, proof reading, Report presentation – written & Oral presentation – principles of oral presentation. Factors affecting presentation, sales presentation, speeches to motivate, effective presentation skills

### **SUGGESTED READINGS**

- Business Communication      K.K.Sinha
- Business Communication      Himanshu Agrawal
- Business Communication      R.C.Bhatia
- Business Communication      K.K.Sinha

## **BBA 206 : Business Statistics**

### **Course Objective:**

To enable the students to develop an understanding of the various statistical tools & its application in the business research

### **Course Content:**

#### **Unit I**

**(10 lectures)**

Role of Statistical Techniques in the field of Business and Industry; Classification and tabulation of data, Frequency Distribution; Diagrammatic and Graphical Presentation of Statistical Data; Bar Diagram, Histogram, Frequency Polygon, Frequency Curve & Ogive.

#### **Unit II**

**(10lectures)**

Measures of Central Tendency; Mean, Median, Mode; G.M., H.M., ; Measures of Dispersion- Mean Deviation, Standard Deviation and Co-efficient of Variation, Skewness and Kurtosis.

#### **Unit III**

**(10 lectures)**

Correlation – Karl Pearson and Ranking Methods, Regression, Regression Expressions, Lines of Regression. Interpolation and Extrapolation – Binomial Lagrange and Newton Methods.

#### **Unit IV**

**(10 lectures)**

Analysis of Time Series – Measurement of Trend and relational; Chi Square Test – Independence of Attributes and Goodness of fit. Probability – Definition, Addition and Multiplication rule, conditional Probability, Bays Theorem; Theoretical Distribution; Binomial, Poisson and Normal.

### **SUGGESTED READINGS**

- |   |                            |
|---|----------------------------|
| <input type="checkbox"/> Business Statistics    | Dr. S.C.Gupta              |
| <input type="checkbox"/> Statistical Methods    | S.P.Gupta                  |
| <input type="checkbox"/> Quantitative Technique | Srivastava, Shanoy& Sharma |
| <input type="checkbox"/> Quantitative Technique | C.R. Kothari               |
| <input type="checkbox"/> Business Statistics    | G.C.Beri                   |

## **BBA 207: Seminar & Viva Voce**

### **Course Objective:**

To enhance the communication & presentation skills of the students.

### **Course Content:**

Each student will be allotted a topic by the concerned teacher from the papers studied in the Ist & IInd semesters. The students will have to prepare a write up on the topic and will have to give a presentation on the same. A viva- voce will be conducted on the presented topic by the external examiner.

### **IIIrd SEMESTER**

BBA-N301 Advertising Management

BBA-N302 Indian Banking System

BBA-N303 Human Resource Management

BBA-N304 Marketing Management

BBA-N305 Company Accounts

BBA-N306 Company Law



## **THIRD SEMESTER**

### **COURSE CODE : BBA – N301 Advertising Management**

#### **Unit I**

Advertising: Introduction, Scope, importance in business : Role of advertising in social and economic development of India: Ethics and truths in Indian Advertising.

#### **Unit II**

Integrated Communication Mix (IMC)-meaning, importance; Communication meaning, importance, process, communication mix-components, role in marketing, Branding-meaning, importance in advertising.

#### **Unit III**

Promotional objectives – importance determination of promotional objectives, setting objective DAGMAR; Advertising Budget importance, establishing the budget-approaches allocation of budget.

#### **Unit IV**

Advertising Copy-meaning components types of advertising copy, importance of creativity in advertising; Media planning importance, strategies, media mix.

#### **Unit V**

Advertising research – importance, testing advertising effectiveness market testing for ads; International Advertising importance, international Vs local advertising.

### **Suggested Books**

1. Advertising and Promotion George E. Beich & Michael A. Belch. T.M.H.
2. Advertising Management, Concept and Cases Manendra Mohan, TMH
3. Advertising Management Rajeev Batra, PHI

## **THIRD SEMESTER**

### **COURSE CODE : BBA – N302 Indian Banking System**

#### **Unit I**

Indian Banking System : Structure and organization of banks; Reserve bank of India; Apex banking institutions; Commercial banks; Regional rural banks; Co-operative banks; Development banks.

#### **Unit II**

State Bank of India: Brief History; Objectives Functions; Structure and organization; Working and progress.

#### **Unit III**

Banking Regulation Act, 1949: History; Social Control; Banking Regulation Act as applicable to banking companies and public sector banks; Banking Regulation Act as applicable to Co-operative banks.

#### **Unit IV**

Regional Rural and Co-operative banks in India: Functions; Role of regional rural and co-operative bank in rural India; Progress and performance.

#### **Unit V**

Reserve Bank of India; Objectives; Organization; functions and working; monetary policy credit control measures and their effectiveness.

#### **Suggested Readings:**

1. Basu A.K. : Fundamentals of banking- Theory and Practice; A. Mukherjee and Co., Calcutta
2. Sayers R.S. : Modern Banking; Oxford University, Press.
3. Panandikar, S.G. and Mithani D.M.: Banking in India; Orient Longman
4. Reserve Bank of India : Functions and Working
5. Dekock : Central Banking; Crosby Lockwood Staples, London
6. Tennan M.L.: Banking-Law and Practice in India; India law House, New Delhi.

## **THIRD SEMESTER**

### **COURSE CODE : BBA – N303 Human Resource Management**

#### **Unit I**

Introduction to HRM & HRD: Concept of HRM, Objectives, Process, HRM vs. Personnel Management, HRM Vs. HRD, Objectives of HRD, focus of HRD System, Structure of HRD System, role of HRD manpower.

#### **Unit II**

Human Resource Policies & Strategies: Introduction, role of HR in strategic management, HR policies & Procedures, HR Programme., developing HR policies and strategies, Strategic control, Types of Strategic control, Operational Control System, Functional and grand strategies, Strategy factors.

#### **Unit III**

Human Resource Procurement & Mobility: Productivity & improvement job analysis & Job design, work measurement, ergonomics. Human Resource planning: objectives, activities, manpower requirement process Recruitment & Selection: Career planning & development, training methods, basic concept of performance appraisal. Promotion & Transfer.

#### **Unit IV**

Employee Compensation: Wage policy, Wage determination, Wage board, factors affecting wages & Salary, systems of payments,

Job evaluation, components of wage/salary-DA, incentives, bonus, fringe benefits etc., Minimum Wages Act 1948, Workmen Compensation Act 1923, Payment of bonus Act 1965. Unit V Employee relations: Discipline & Grievance handling types of trade unions, problems of trade unions

#### **Suggested Books:**

- 1.Human Resource Management – Dipak Kumar Bhattacharya
- 2.Managing Human Resource-Arun Monappa
- 3.Essential of HRM and Industrial Relations-P.Subba Rao
- 4.Personnel Management-C.B. Memoria

## **THIRD SEMESTER**

### **COURSE CODE : BBA – N304 Marketing Management**

#### **Unit I**

Marketing : Definition, nature, scope & importance, Marketing Management, Core concepts of marketing, selling concept, production concept, modern marketing concept, Societal marketing.

#### **Unit II**

Segmentation: Concept, basis of segmentation, Importance in marketing; Targeting: Concept Types, Importance; Positioning: Concept, Importance, Brand positioning, Repositioning.

#### **Unit III**

Marketing Mix: Product: Product Mix, New Product development, levels of product, types of product, Product life cycle, Branding and packaging. Distribution: Concept, importance, different types of distribution channels etc.

#### **Unit IV**

Price: Meaning, objective, factors influencing pricing, methods of pricing. Promotion: Promotional mix, tools, objectives, media selection & management.

#### **Unit V**

Marketing Research: Importance, Process & Scope

Marketing Information Systems: Meaning Importance and Scope Consumer Behavior: Concept, Importance and factors influencing consumer behavior.

#### **Suggested Books:**

1. Marketing Mgt. by Philip Kotlar (PHI)
2. Marketing by Etzet, Walker, Stanton
3. Marketing Management by Rajan Saxena

## **THIRD SEMESTER**

### **COURSE CODE : BBA – N305 Company Accounts**

#### **Unit I**

Joint Stock Companies- its types and share capital, Issue, For future and Re-issue of shares, Redemption of preference shares, Issue and Redemption of Debenture.

#### **Unit II**

Final Accounts: Including Computation of managerial Remuneration and disposal of profit.

#### **Unit III**

Accounting for Amalgamation of companies as per Accounting Standard 14 Accounting for Internal reconstruction.

#### **Unit IV**

Consolidated Balance Sheet of Holding Companies with one Subsidiary Only.

#### **Unit V**

Liquidation of Company, Statement of Affairs and Deficiency/Surplus, Liquid for final statement of A/c Receivers Receipt and Payment A/c.

#### **Suggested Books:**

- 1.Gupta R.L. Radhaswamy M, Company Accounts, Sultan chand &
- 2.Maheshwari, S.N., Corporate Accounting, Vikas Publishing
- 3.Monga J.R., Ahuja, Girish, and Sehgal Ashok, Financial Accounting
- 4.Shukla, M.C., Grewal T.s. and Gupta, S.C. Advanced Accounts, S. Chand & Co.
- 5.Moore C.L. and Jaedicke R.K., Management Accounting

## **THIRD SEMESTER**

### **COURSE CODE : BBA – N306 Company Law**

#### **Unit I**

Corporate Personality: Kinds of Company, Promotion and Incorporation of Companies.

#### **Unit II**

Memorandum of Association, Articles of Association Prospectus.

#### **Unit III**

Shares; Share Capital, Members, Share Capital- Transfer and Transmission, Directors-Managing Director, Whole Time Director.

#### **Unit IV**

Capital Management-Borrowing powers, mortgages and charges, debentures, Company Meetings-kinds quorum, voting resolutions, minutes.

#### **Unit V**

Majority Powers and minority Rights Prevention of oppression and mismanagement, winding up-Kinds and Conduct.

#### **Suggested Books:**

- 1.Grower L.C.B. Principles of Modern Company Law, Stevens & Sons, London
- 2.Ramaiya A. Guide to the Companies Act. Wadhwa & Co., Nagpur
- 3.Singh, Avtar Company Law, Eastern Book Co. , Lucknow
- 4.Kuchal, M.C. Modern Indian Company Law, Sri Mahavir Books, Noida
- 5.Kapoor, N.D. Company Law – Incorporating the Provisions of the Companies Amendment Act, 2000, Sultan & sons

## **IVth SEMESTER**

BBA-N401 Consumer Behaviour

BBA-N402 Financial Management

BBA-N403 Production Management

BBA-N404 Sales Management

BBA-N405 Research Methodology

BBA-N406 Operation Research

## **FOURTH SEMESTER**

### **COURSE CODE : BBA – N401 Consumer Behaviour**

#### **Unit I**

Introduction to consumer Behavior (CB)- Importance, Scope, need for studying CB, Consumer research process.

#### **Unit II**

Consumer models : Economic model, Psychoanalytic model, Sociological model, Howard & Seth model, Nicosia model, Engelkollat-Blackwell model.

#### **Unit III**

Individual determinates: Perceptual process, consumer learning process, consumer attitude formation, attitude measurement, meaning and nature of personality, self concept.

#### **Unit IV**

Influences & Consumer Decision making : Family, reference group, personal, social and cultural influence on CB, Consumer Decision making process, Consumer Communication process, consumer satisfaction.

#### **Unit V**

Industrial Buying Behaviour : Participants, characteristics of industrial markets, factors influencing industrial markets, stages of industrial buying process, Customer and marketing of services.

#### **Suggested Books:**

- 1.Consumer Behaviour in Indian Perspective Suja. R. Nair
- 2.Consumer Behaviour Schifman & Kanuk
- 3.Consumer Behaviour Louden & Bitta
- 4.Consumer Behaviour Bennet & Kasarjian



## **FOURTH SEMESTER**

### **COURSE CODE : BBA – N402 Financial Management**

#### **Unit I**

Introductory: Concept of Financial management, Finance functions, objectives of financial management- Profitability vs. shareholder wealth maximization. Time value of Money- Compounding & Discounting.

#### **Unit II**

Capital Structure Planning: capitalization Concept, basis of capitalization, consequences and remedies of over and under capitalization. Determinants of Capital structure, Capital structure theories.

#### **Unit III**

Management of Fixed Capital: Cost of Capital, Nature & Scope of Capital budgeting-payback NPV, IRR and ARR methods and their practical applications. Analysis of risk & uncertainty.

#### **Unit IV**

Management of Working Capital: Concepts of working Capital, Approaches to the financing of current Assets determining capital (with numerical problems) Management of different components of working capital.

#### **Unit V**

Management of Earning: Concept & relevance of Dividend decision. Dividend Models-Water, Gordons, MM Hypothesis. Dividend policy-determinants of dividend policy.

#### **Suggested Books:**

- 1.Financial Management S.N. Maheshwari
- 2.Financial Management Khan & Jain

## **FOURTH SEMESTER**

### **COURSE CODE : BBA – N403 Production Management**

#### **Unit I**

Nature & Scope of Production Management, Functions of Production Management, Production Systems, responsibilities of Production manager. Production Planning & Control (PPC), Objectives of PPC.

#### **Unit II**

Types of manufacturing Systems: Intermittent & Continuous Systems etc., Product design & development.

#### **Unit III**

Plant Location & Plant layout.

#### **Unit IV**

Materials Management & Inventory Control : Purchasing Economic lot quantity/Economic order quantity(EOR), Lead time, Rorder level. Brief of ABC analysis, Stock Keeping.

#### **Unit V**

Quality Control: Quality, Quality assurance, Quality Circles, TQM, JIT, Statistical Quality Control.

#### **Suggested Books:**

1. Production Operation management B.S. Goel
2. Production & Operation Management Buffa
3. Production & Operation Management S.N.Chany

## **FOURTH SEMESTER**

### **COURSE CODE : BBA – N404 Sales Management**

#### **Unit I**

Sales Management : - Evolution of sales function - Objectives of sales management positions - Functions of Sales executives - Relation with other executives

#### **Unit II**

Sales Organisation and relationship : - Purpose of sales organization - Types of sales organization structures - Sales department external relations - Distributive network relations.

#### **Unit III**

Salesmanship : - Theories of personal selling - Types of Sales executives - Qualities of sales executives - Prospecting, pre-approach and post-approach - Organising display, showroom & exhibition

#### **Unit IV**

Distribution network Management - Types of Marketing Channels - Factors affecting the choice of channel

- Types of middleman and their characteristics - Concept of physical distribution system Unit V Sales Force Management - Recruitment and Selection - Sales Training - Sales Compensation

#### **Suggested Books:**

- 1.Sales Management -Cundiff, Still, Govoni
- 2.Salesmanship & Publicity -Pradhan, Jakate, Mali
- 3.Sales Management -S.A. Chunawalla

## **FOURTH SEMESTER**

### **COURSE CODE : BBA – N405 Research Methodology**

#### **Unit I**

Introduction – Meaning of Research ; Objectives of Research; Types of Research; Research Process; Research Problem formulation.

#### **Unit II**

The Design of Research-Research Design; Features of a Good design; Different Research Designs ; Measurement in Research; Data types; Sources of Error.

#### **Unit III**

Sampling Design- Census & Sample Surveys; Steps in Sampling Design; Types of Sample designs- Probability & Non Probability sampling.

#### **Unit IV**

Processing & Analysis of Data- Processing operations; problems in processing; types of analysis Hypothesis Testing- Chi-square test, Z test, t-test, f-test.

#### **Unit V**

Presentation- Diagrams; graphs; charts. Report writing; Layout of Research report; Types of Reports; Mechanism of writing a Research report; Precaution for writing report.

Reference Books: 1.Research Methodology C.R. Kothari

## **FOURTH SEMESTER**

### **COURSE CODE : BBA – N406 Operation Research**

#### **Unit I**

Nature, Definition & characteristics of operations research, Methodology of DR, Models in OR; OR & managerial Decision making, OR techniques.

#### **Unit II**

Linear programming: Introduction, Advantages of Linear Programming, Applications areas of Linear Programming. LPP-problem formulation, Graphic Method, Simplex Method (including Big M method)

#### **Unit III**

Transportation-North West Corner Rule, matrix Minima & VAM Methods, Degenerating, MODI Method. Assignment Problems

#### **Unit IV**

Decision making under Uncertainty-Criteria of Maximax, maximin, Maximax Regret, laplace & Hurwinz. Decision making under Risk-Criteria of EMV & EOL, Decision Tree approach & its applications.

#### **Unit V**

PERT & CPM-Introduction, Network Analysis, Time Estimates in Network Analysis, Critical Path Method; Programme Evaluation & Review Technique. Reference Books:

1.Operation Research V.K. Kapoor

**Vth SEMESTER**

BBA-N501 Managerial Economics

BBA-N502 Entrepreneurship & Small Business Management

BBA-N503 Income Tax

BBA-N504 Cost and Management Accounting

BBA-N505 Industrial Law

BBA-N506 Fundamental of Computers

## **FIFTH SEMESTER**

### **COURSE CODE : BBA – N501 Managerial Economics**

Objectives : The Basic objective of this course is to familiarize the students with the concepts and tools of managerial Economics as applicable to decision making in contemporary business environment.

#### **Unit I**

Nature and Scope : Nature and Scope of Managerial Economics, its relationship with other subjects. Fundamental Economic Tools-Opportunity cost concept, Intermental concept, Principle of time perspective, Discounting principle and Equimarginal principle.

#### **Unit II**

Demand Analysis : Concept and importance of Demand & its determinants Income & Substitution effects. Various elasticities of demand, using elasticities in managerial decisions, revenue concepts, relevance of demand forecasting and methods of demand forecasting.

#### **Unit III**

Cost Concept : Various cost concepts and classification, Cost output relationship in short run & long run cost curves). Economics and diseconomies of scale, Cost control and Cost reduction, Indifferent curves.

#### **Unit IV**

Pricing : Pricing methods, Price and output decisions under different market structures-perfect competition, Monopoly and Monopolistic Competition, Oligopoly.

#### **Unit V**

Profit Mgt & Inflation : Profit, Functions of profit, Profit maximization, Break Even analysis. Elementary idea of Inflation.

#### **Suggested Readings:**

- 1.Varsney & Maheshwari : Managerial Economics
- 2.Mote Paul & Gupta : Managerial Economics : Concepts & Cases
- 3.D.N.Dwivedi : Managerial Economics
- 4.D.C.Huge : Managerial Economics
- 5.Peterson & Lewis : Managerial Economics
- 6.Trivedi : Managerial Economics
- 7.D.Gopalkrishnan : A Study of Managerial Economics

## **FIFTH SEMESTER**

### **COURSE CODE : BBA – N502 Entrepreneurship & Small Business Management**

Objective : The objective of the course is to familiarise the students with the basic concepts of entrepreneurship.

#### **Unit I**

Name & Scope Role & Importance in Indian Economy, Theories of Entrepreneurship traits of entrepreneur, entrepreneurs Vs professional managers, problems faced by entrepreneurs.

#### **Unit II**

Entrepreneurial Development Entrepreneurial Development, Significance and role of environment infrastructural network, environmental analysis, E.D. programmes (EDP), problems of EDP.

#### **Unit III**

Transportation-North West Corner Rule, matrix Minima & VAM Methods, Degenerating, MODI Method. Assignment Problems

#### **Unit IV**

Project & Reports Search for business idea, transformation of idea into reality: projects and classification. Identification of projects, project design and network analysis, project appraisal plant layout.

#### **Unit V**

Small industry setup Types of organization-sole proprietorship, partnership, joint stock company, co-operative organization, their merits, limitations, suitability. Organisational locations, steps in starting a small industry, incentives and subsidies available, export possibilities.

#### **Reference Books:**

1. Entrepreneurship Development Vasant Desai



## **FIFTH SEMESTER**

### **COURSE CODE : BBA – N503 Income Tax**

Objectives- It enables the student to know the basics of Income Tax and its implications.

#### **Unit I**

Basic Concept: Income, Agriculture Income, Casual Income, Assessment Year, Previous Year, Gross Total Income, Total Income, Person, Tax Evasion, Avoidance and Tax Planning.

#### **Unit II**

Basis of Charge: Scope of Total Income, Residence and Tax Liability, Income which does not form part of Total Income.

#### **Unit III**

Heads of Income : Income from Salaries, Income from House Properties.

#### **Unit IV**

Heads of Income : Profit and Gains of Business or Profession, Including Provisions relating to specific business, Capital Gains, Income from other sources.

#### **Unit V**

Aggregation of Income, Set off and Carry forward of losses, deduction from gross total Income.

#### **Suggested Readings:**

- 1.Mehrotra, H.C. Income Tax Law and Account
- 2.Prasad, Bhagwati Income Tax Law and Practice
- 3.Chandra Mahesh and Shukla D.C. Income Tax Law and Practice
- 4.Agarwal, B.K. Income Tax
- 5.Jain, R.K. Income Tax

## **FIFTH SEMESTER**

### **COURSE CODE : BBA – N504 Cost and Management Accounting**

#### **Unit I**

Introduction : Nature and Scope of Cost Accounting, Cost, concepts and Classification, Methods and Techniques, Installation of Costing System.

#### **Unit II**

Accounting for Material, Labour and Overheads.

#### **Unit III**

Element of Cost, Assessment of Cost-Preparation of Cost Sheet and Statement of Cost.

#### **Unit IV**

Management Accounting – Meaning, Nature, Scope, Functions Relationship of Management Accounting, Financial Accounting and Cost Accounting.

#### **Unit V**

Marginal Costing and Absorption Costing.

#### **Suggested Readings:**

1. Maheshwari S.N. : Advanced Problem and Solutions in Cost Accounting
2. Khan & Jain : Management Accounting
3. Gupta, S.P. : Management Accounting

## **FIFTH SEMESTER**

### **COURSE CODE : BBA – N505 Industrial Law**

#### **Unit I**

Factory act 1948.

#### **Unit II**

Workmen compensation act 1923

#### **Unit III**

Industrial dispute act 1947, Minimum wages act 1948

#### **Unit IV**

Employee state insurance act 1948.

#### **Unit V**

Employee provident fund act 1952

Payment of gratuity act 1972.

#### **Suggested Readings:**

1.Element of industrial law N D Kapoor

## **FIFTH SEMESTER**

### **COURSE CODE : BBA – N506 Fundamental of Computers**

#### **Unit I**

History of computing, Characteristics of computers, Limitations of computers, Basic computer organization, Generations of computers.

#### **Unit II**

Input-Output Devices : Keyboard, Mouse, Light pen, touch screens, VDU, Scanners, MICR, OCR, OMR, Printers and its type, Plotters, Microfilm, Microfiche, Voice Recognition and Reponses Devices.

#### **Unit III**

Storage Devices : Primary and Secondary Storage devices- RAM, ROM, Cached Memory, Registers, Storage Concept, Hard disk, Floppy disk, CD-ROM, Magnetic tapes and cartridges, comparison of sequential and direct- Access devices.

#### **Unit IV**

Computer Software: Relationship between hardware and software, Computer languages-Machine language Assembly language, Highlevel languages, Compilers & interpreters, Characteristics of good language.

#### **Unit V**

Operating System & Internet : Definition and functions of O.S. Batch Processing, Multipurpose, Multiprogramming, time sharing, On-line process, Real time process. Introduction to window-98,

Internet & its uses, terminology of internet, Browser, Search engines, E-Mail, Video conferencing.

#### **Reference Books:**

- 1.Computer Fundamental           Sinha, P.K.
- 2.Fundamentals of Computers   Jain, V.K.
- 3.Operating System                Godbole, G.B.
- 4.Window-98                         Manual
- 5.Internet                             Leon & Leon

**Vith SEMESTER**

BBA-N601 International Trade

BBA-N602 Strategic Management & Business Policy

BBA-N603 Vat & Service Tax

BBA-N604 Management Information System

BBA-N605 Auditing

BBA-N606 Fundamental of E-Commerce

## **SIXTH SEMESTER**

### **COURSE CODE : BBA – N601 International Trade**

#### **Unit I**

Basics of international trade: Basics of international trade, international trade theories, drivers of international trade, restraining forces, recent trends in world trade.

#### **Unit II**

Foreign trade & economic growth: Foreign trade & economic growth, balance of trade, balance of payments, free trade, forms and restrictions.

#### **Unit III**

International economic institutions: International economic institutions, IMF, World Bank, WTO (in brief), Regional economic groupings NAFTA, EU, ASEAN, SAARC.

#### **Unit IV**

Recent trends in India's foreign trade: Recent trends in India's foreign trade, institutional infrastructure for export promotion in India, projects & consultancy exports.

#### **Unit V**

India's Trade Policy: India's Trade policy, export assistance, marketing plan for exports.

Suggested Readings:

1. Varshney & Bhattacharya: International Marketing

## **SIXTH SEMESTER**

### **COURSE CODE : BBA – N602 Strategic Management & Business Policy**

#### **Unit I**

Nature & importance of Business Policy, Development & Classification of Business Policy; Mechanism or Policy making.

#### **Unit II**

Responsibilities & tasks of Top Management: objectives of Business Characteristics, Classification, Types of objectives and their overall Hierachy, Setting of objectives, Key areas involved.

#### **Unit III**

Corporate Planning; Concept of long term planning, Strategic Planning, Nature, Process & Importance.

#### **Unit IV**

Corporate Strategy: Concept, Components, Importance, and Strategy Formulation: Concept, Process & Affecting Factors. Strategy Evaluation: Procoess, Criteria, Environmental Analysis, Resource Analysis

#### **Unit V**

Concept of Synergy: Types, Evaluation of Synergy. Capability Profiles, Synergy as a Component of Strategy & its relevance

#### **Suggested Readings:**

1. Peter F. Drucker Management Task & Responsibilities
2. Igor Ansoff Corporate Strategy
3. Gluek & Jaunch Corporate Strategy
4. Hatton & Hatton Strategic Management
5. Christian, Anderson, Bower Business Policy
6. McCarthy, IninChiello, Curran Business Policy & Strategy
7. Azhar Kazmi Business Policy 8. Stanford Management Policy

## **SIXTH SEMESTER**

### **COURSE CODE : BBA – N603 Vat & Service**

#### **Unit I**

Legislative background, Basic concept of VAT-white paper on VAT, Report of Empowered Committee of State Finance Ministers, constitutional provisions, liability under VAT, Importance Definition under VAT, Difference between Sales Tax System and VAT

#### **Unit II**

Computation(VAT Variants), Procedural aspects including registration, Rates of tax, Assessment, Input Tax Credit, Filing of Returns, Refunds, Audit, Appeals, Revision and Appearances.

#### **Unit III**

Appointment, jurisdiction and powers of authorities under VAT, Concept of VAT on Services, Central Sales Tax; Goods and Service Tax.

#### **Unit IV**

Background, Statutory provisions, Taxable services, valuation, administrative mechanism and registration under service tax, rate and computation of service tax.

#### **Unit V**

Assessment, levy, collection and payment of service tax, exemptions, CENVAT credit for service tax, Filing of Returns, Appeals, Revisions.

#### **Recommended Books:**

1. Systematic Approach to Income Tax, Dr. Girish Ahuja and Dr. Ravi Gupta Bharat law House.
2. Indirect Taxes law and Practice, V.S. Datey, Taxman
3. Income Tax, Dr. V.K. Singhania, Taxman



## **SIXTH SEMESTER**

### **COURSE CODE : BBA – N604 Management Information System**

#### **Unit I**

Management Information System( MIS): Concept & definition, Role of MIS, Process of Management, MIS-A tool for management process, Impact of MIS, MIS & computers, MIS & the user, IMS- a support to the Management.

#### **Unit II**

Planning & Decision making: The concept of corporate planning, Strategic planning, Type of strategic, Tools of Planning, MISBusiness Planning; Decision making concepts, Methods, tools and procedures, Organizational Decision making, MIS & Decision making concepts.

#### **Unit III**

Information & System: Information concepts, Information: A quality product classification of the information, Methods of data & information collection, Value of information, MIS & System concept, MIS & System analysis, Computer System design.

#### **Unit IV**

Development of MIS: Development of long range plans of the MIS. Ascertaining the class of information, determining the information requirement, Development and implementation of the MIS,

Management of quality in the MIS, organization for development of the MIS, MIS: the factors of success and failure.

#### **Unit V**

Decision Support System (DSS): Concept and Philosophy, DSS: Deterministic Systems, Artificial intelligence(AI) System, Knowledge based expert system(KBES), MIS & the role of DSS, Transaction Processing System(TPS), Enterprise Management System(EMS), Enterprise Resource Planning (ERP) System, Benefits of ERP, EMS & ERP

#### **Reference Books:**

1. Management Information System, Jawadekar W S
2. Managing with information, Kanter, Jerome
3. Management Information System, Loudon & Loudon
4. Information system for Modern Management, Murdick & Ross, R.claggetti

## **SIXTH SEMESTER**

### **COURSE CODE : BBA – N605 Management Information System**

#### **Unit I**

Introduction: Meaning and objectives of Auditing, Types of Audit, Internal Audit, Audit Programme, Audit Notebook, Routine Checking and Test Checking.

#### **Unit II**

Internal Check System: Internal Control, audit Procedure: Vouching Verification of Assets and Liabilities.

#### **Unit III**

Audit of Limited Companies: Company Auditor- Appointment, Powers, Duties and Liabilities. Auditor's Report and Audit Certificate.

#### **Unit IV**

Special Audit, Audit of Banking Companies, Audit of Insurance Companies, Audits of Educational Institutions, Audit of Cooperative Societies, Efficiency Audit, Social Audit etc.

#### **Unit V**

Recent trends in Auditing: Nature and Significance of Cost Audit, Tax Audit, Management Audit.

#### **Suggested Books:**

1. BK Basu An insight with Auditing
2. Kamal Gupta Contemporary Auditing

## **SIXTH SEMESTER**

### **COURSE CODE : BBA – N606 Fundamental of E-Commerce**

#### **Unit I**

E-Commerce: Introduction, meaning and concept; Needs and advantages of e-commerce; Traditional commerce; Types of ECommerce, Basic requirements of E-Commerce.

#### **Unit II**

Internet: Concept & evaluation, Characteristics of Internet: email, WWW. Ftp, telnet, Intranet & Extranet, Limitation of internet, Hardware & Software requirement of Internet, searches Engines.

#### **Unit III**

Electronic Payment Systems: E-Cash, e-cheque, credit cards, debit cards, smart cards, E-Banking, Manufacturing information systems.

#### **Unit IV**

EDI introduction, networking infrastructure of EDI, Functions & Components of EDI File types of EDI.

#### **Unit V**

Security issues of e-commerce: Firewall, E-locking, Encryption; Cyber laws- aims salient provisions; PKI (Public key infrastructure)

#### **Reference Books:**

1. Frontiers of E-Commerce Ravi Kalkota, TMH
2. O, Brien J Management Information System, TMH
3. Oberoi, Sundeep E-Security and You, TMH
4. Young, Margret Levine The complete reference to Internet, TMH