

School of Commerce & Management Studies	Programme: B.B.A.
Year : Second Year	Semester- IV
Course: Management Information System	Course Code: XBS-401
Theory: 4 Hrs/Week	Max. University Theory Examination:60 Marks
Max. Time for Theory Exam.:2 ½ Hrs	Continuous Internal Assessment:40 Marks

Objectives

5.	To make the students aware of the management information system in the organisation and how it is useful in managerial decision making.
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Unit Number	Detail s	Hour s
1	Data and Information, Data Processing, Types of Data, Information system The meaning and use MIS, Scope and Need of MIS System View of Business, Process of MIS, Development of MIS within the organization, Management Process, Information Needs, System Approach in Planning Organizing and Controlling MIS.	8
2	Planning, Implementation and Controlling of Management Information System.	8
3	Fundamentals of Data Processing, Computer Operation of Manual Information System, Components of Computer Systems, Flow Chart, Conversion of Manual to Computer Based Systems, Computer Hardware Computer Systems Software, Application Software, Telecommunication Modem.	8
4	Managerial Decision Making, characteristics and components of Decision Support	8
5	System Design: System design consideration, input/output design, forms design, file organization and database, data management, file design, program design, control and security	8
Total		40

Resources

Recommended Books	Suggested Readings:- <ol style="list-style-type: none"> 1. Jawadekar W S, (2008) Management Information System, Tata Macgraw Hill 2. Louden & Louden (2004) Management Information System, Pearson Education 3. Information system for Modern Management, Murdick & Ross, R. claggett
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School of Commerce and Management Studies	Programme: BBA			
Course Code: XBS 402	Semester - IV			
Course: Introduction to Entrepreneurship	L	T	P	C
	4			4
Practical: 4 Hrs/Week	Max. University Practical Examination:60 Marks			
Max. Time for Theory Exam : 2.30Hrs	Continuous Internal Assessment:40 Marks			

Objectives	
On completion of this course, student should be able to:	
1.	Understand the fundamentals of entrepreneurship.
2.	Apply the theories of entrepreneurship and entrepreneurial motivation.
3.	Prepare a business plan and understand the requirements of growing a business globally
4.	Knowledge of business principles and ideas – with a focus on global business environment.
5.	Understand how to Managing Creativity, Innovation and the Sense of Ownership in a Growing Organization

Course Outcomes		Domain	Level
CO1	Students will get the briefing about the different Theories of Entrepreneurship	Cognitive, Psychomotor	Understand, Remembering & Apply
CO2	Understand the fundamentals of entrepreneurship, business principles and ideas	Cognitive, Psychomotor	Understand, Apply
CO3	Student will get to know how to Managing Creativity, Innovation and the Sense of Ownership in a Growing Organization	Cognitive, Psychomotor & Affective	Understand, Remembering & Apply
CO4	Student able to apply the theories of entrepreneurship and entrepreneurial motivation.	Cognitive, Psychomotor	Understand, Apply
CO5	Prepare a business plan and understand the requirements of growing a business globally	Cognitive, Psychomotor	Understand, Apply, Guided Response

Unit Number	Detas	Hours
1	Theories of Entrepreneurship Entrepreneur and Entrepreneurship, Theories of Entrepreneurship, Economic Entrepreneurship Theories, Psychological Entrepreneurship Theories, Personality Traits theory, Locus of Control, Need for Achievement theory, Traits of Successful Entrepreneurs, Types of Entrepreneurs, Clarence Danhof Classification, Arthur H. Cole Classification, Classification on the Basis of Ownership, Classification Based on the Scale of the Enterprise.	12
2	Entrepreneurial Motivation Entrepreneurial Motivation, the Needs Framework, EDII, Entrepreneurship Development Programmes (EDPs), The Kakinada Experiment, Objectives of Entrepreneurship Development Programmes (EDPs), The Entrepreneurship Development Programme Model in India, Criteria for the Evaluation of EDPs.	12
3	Forming a Business Plan Forming a Business, Business Structure, Creating a Business Plan, Market Size Analysis, Funding a Business Plan, Regulations and Laws, Sustaining a Business, Customer Satisfaction, Commerce Bank, Customer Service scenario in India, Managing cash flows, Employee Buy-in, HCL, Government Incentives and Resources	12
4	Growing the Business Growing the Business, Managing Creativity, Innovation and the Sense of Ownership in a Growing Organization, Creativity and Innovation, Strategies	12

	for Growth, Organic and Inorganic Growth, Growing the business across geographical borders	
5	The Global Entrepreneur Laws and regulations that govern entrepreneurship, Things to know and plan before setting up a venture for the global market, Ideas to arrange for finances, Support system for entrepreneurs, Identifying opportunities in the global market, Case studies	12
Total Hours		60

Resources

Recommended Books	<ol style="list-style-type: none"> 1. Hatten, Timothy S. (2011). Small Business Management: Entrepreneurship and Beyond, Mason: Cengage Learning. 2. Bansal, Rashmi. (2012). Connect the Dots. New Delhi: Westland. 3. Bansal, Rashmi. (2012). Stay Hungry, Stay Foolish. New Delhi: Westland. 4. Hisrich, Robert. Michael Peters and Dean Shepherd. (2006). Entrepreneurship. New Delhi: Tata McGraw-Hill Education. 5. Bohoney, Jason. (2011). The Entrepreneurship Toolkit: Successful Approaches to Fostering
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School of Commerce and Management Studies	Programme: BBA-			
Course Code: XBS 403	-Semester -			
Course: Business Laws	L	T	P	C
	4			4
Practical: 4 Hrs/Week	Max. University Practical Examination:60 Marks			
Max. Time for Theory Exam : 2.30Hrs	Continuous Internal Assessment:40 Marks			

Objectives	
On completion of this course, student should be able to:	
1.	Identify the relevant provisions of Indian Contract Act and the elements of Indian Contract act.
2.	List the documents required for registering a company under Companies Act.
3.	State the legal requirements for setting up a limited liability company in India
4.	Explain the role of Information technology act and the use of Information technology act in Indian Business Environment
5.	Exploring the laws of various companies .

Course Outcomes		Domain	Level
CO1	Students will get exposed to Indian contract Act and company Law	Cognitive, Psychomotor	Understand, Remembering & Apply
CO2	Will understand about documents required for registering a company under Companies Act.	Cognitive, Psychomotor	Understand, Apply
CO3	Students will get to know the legal requirements for setting up a limited liability company in India	Cognitive, Psychomotor & Affective	Understand, Remembering & Apply
CO4	Understanding difference between sale & agreement to sale, Transfer of ownership in goods including sale by non-owners, Performance of contract of sale etc	Cognitive, Psychomotor	Understand, Apply
CO5	Understanding of Information technology act and the use of Information technology act in Indian Business Environment	Cognitive, Psychomotor	Understand, Apply, Guided Response

Unit Number	Details	Hours
1	Indian Contract Act, 1872 Meaning, Characteristics & Scope of the contract law, Elements of contract, Offer and acceptance, Lawful consideration, Capacity to contract, Free Consent, Lawful object. Discharge of contract including performance of contract. Breach of contract, contingent contract, quasi contract. Contract of Indemnity and Guarantee. Contract of Bailment. Contract of Agency	12
2	Company Law (Companies Act, 2013 Introduction, Meaning and Definition, Corporate Personality, Stages of formation of a Company: Company, Classification of Companies. Memorandum of Association, Articles of Association Distinction between Memorandum and Articles. Prospectus and Other Documents: Doctrine of Indoor Management, Shares, Debentures and Dividends: Transfer and Transmission of shares, Directors, Meetings, Winding up. Amendments	12

3	The Limited Liability Partnership Act, 2008 Salient features of LLP, Difference between LLP & Partnership, LLP & Company, Nature of LLP, Partners & designated partners, Incorporation document, Incorporation by Registration, Partners & their relations	12
4	The Sale of Goods Act, 1950 Contract of sale, Meaning & difference between sale & agreement to sale; conditions & warranties, Transfer of ownership in goods including sale by non- owners, Performance of contract of sale, Unpaid seller- meaning & rights of an unpaid seller against the goods	12
5	The information Technology Act, 2000 Definition, Digital signature, Electronic governance, Attribution, acknowledgement & dispatch of electronic records, Regulation of certifying authorities, Digital signatures certificates, Duties of subscribers, Penalties & adjudication, Appellate tribunal, offences	12
Total Hours		60

Resources

Recommended Books	<ol style="list-style-type: none"> 1. S. S. Gulshan and G. K. Kapoor (2016) Business Law.1st edition, New Age International. 2. N. D. Kapoor, (2016) Elements of Mercantile Law.3rd edition, Sultan Chand and Company. 3. Robert W. Emerson (2012) Business Law.1st edition, Barron’s Educational Series Inc. 4. Satyanarayana G (2014) Business Law.3rd edition, Apollo Publishers.
School of Commerce and Management Studies	Programme: BBA-FS

School of Commerce and Management Studies	Programme: BBA			
Course Code: XBS 404	Semester – IV			
Course: Business Ethics and Values	L	T	P	C
	4			4
Practical: 4 Hrs/Week	Max. University Practical Examination:40 Marks			
Max. Time for Theory Exam : 2.30Hrs	Continuous Internal Assessment:60 Marks			

Objectives	
On completion of this course, student should be able to:	
1.	Outline the meaning of ethics, values and its role in business decision making.
2.	Identify difficulties in ethical decision making.
3.	Describe the importance of ethical decision making in Marketing and accounting
4.	Display the required etiquettes in business organization
5.	Recognize diverse environments and implement the strategies to manage the diversity

Course Outcomes		Domain	Level
CO1	Students are introduced to ethics, values and its role in business decision making.	Cognitive, Psychomotor	Understand, Remembering & Apply
CO2	Students will get ideas of difficulties in ethical decision making.	Cognitive, Psychomotor	Understand, Apply
CO3	Describe the importance of ethical decision making in Marketing and accounting	Cognitive, Psychomotor & Affective	Understand, Remembering & Apply
CO4	Display the required etiquettes in business organization	Cognitive, Psychomotor	Understand, Apply
CO5	Recognize diverse environments and implement the strategies to manage the diversity	Cognitive, Psychomotor	Understand, Apply, Guided Response

Unit Number	Details	Hours
1	Introduction to Ethics and Values Nature of Business Ethics and Values, Significance and types of values, Ethics and Religion, Culture and Ethics, Social culture and Individual Ethics, Factors Influencing Business Ethics, Ethics as strategy,	12
2	Ethical Decision Making Ethical Decision Making, Difficulties in Ethical Decision Making, Managing Ethics: Ethics codes – Comparison of codes of Ethics, Codes of Conduct, codes of Practice, Ethics Programs, Kohlberg’s Study and Business Ethics, Laws of Enforcing Ethical Conduct: Laws and Ethics, Justice –Theory of Natural Role of the Government of India in Enforcing Ethical Behavior	12
3	Ethics in Marketing and Accounting Ethics in Marketing –Product relative ethics, Competition Relative Ethics: Advertising as a process of competitive strategy, Piracy and predatory as a strategic choice, Ethics in Finance Accounting and Reporting, Insider Trading	12

4	<p>Introduction to Business Etiquette Introduction to Business Etiquette, First Impression, Creating Professional Style and Presence, Building an Appropriate Work Wardrobe, Dress Codes, Personal Hygiene and Grooming, The Art of Meeting and Greeting, Body Language, Remembering Names, The Art of Making Conversations, Sparking A Conversation, Handling Office Conversations, Respecting Ethnic, Cultural, and Gender Differences, Improving Your Telephone Manners, Speaking and Listening on the Phone</p>	12
5	<p>Handling Diverse Environments Etiquette in a Diverse Business Environment, Working in a Diverse Environment, Respecting Physical Differences, Dealing with Specific Disabilities, Respecting Racial and Ethnic Differences, Respecting Gender Differences, Handling Conflicts Introduction, Workplace Dynamics, Handling Problem Personalities, Managing Conflicts, Business Communication and Other Etiquette, Etiquette at Major Events, Travel Etiquette, Women Travellers</p>	12
Total Hours		60

Resources	
Recommended Books	<ol style="list-style-type: none"> 1. Larry Johnson & Bob Phillips, Absolute Honesty: Building a Corporate Culture That Values Straight Talk and Rewards Integrity, AMACOM, 2003 2. Paul J. Zak and Michael C. Jensen, Moral Markets: The Critical Role of Values in the Economy, Princeton University Press, 2008 3. Daniel Freidman, Morals and Markets: An Evolutionary Account of the Modern World, Palgrave Macmillan, 2008

Semester – IV

Sr. No.	Course Code	Theory Paper/Practical	Teaching Scheme (Hrs/Week)				Credits	Examination Scheme					
			L	T	P	Total		Duration University Exam. (Hrs.)	CIA	University Exam. (Maximum Marks)			Total Marks
										TH	P	TW	
01	XBB 401	Management Information System	4	--	--	4	4	2.3	40	60	--	--	100
02	XBB 403	Business Law	4	--	--	4	4	2.3	40	60	--	--	100
03	XBB 402	Introduction to Entrepreneurship	4	--	--	4	4	2.3	40	60	--	--	100
04	XBB 404	Business Ethics & value	4	--	--	4	4	2.3	40	60	--	--	100
05		Project Work	--	--	4	4	4			--	100	--	100
06				--	--						--	--	
Total			16	--	--	20	20		200	240	600	--	500

