



**Department of Business Administration**  
**Faculty of Management**  
**MAHATMA JYOTIBA PHULE ROHILKHAND UNIVERSITY, BAREILLY**

**BBA – IV Semester**  
**Supply Chain Management**

State Paper code: F020401T-A

MJPRU Paper code: RU-BBA401

**Course outcomes:**

- *Understanding of the basic concepts of Supply Chain Management.*
- *Understanding of the concept of ERP.*
- *Understanding of the concept of Benchmarking.*
- *Understanding of the concept of Logistics.*

**UNIT-I**

Introduction to Supply Chain Management (SCM), Generations of supply chain, Key Drivers of Supply Chain Management, flows in supply chain (product, information and money flow)

**UNIT-II**

Evolution of ERP, Concept of ERP in SCM, Quick Response and Accurate Response System in SCM.

**UNIT-III**

Introduction to Benchmarking, Understanding the Benchmarking Concept, Benchmarking Process, Benchmarking Procedure

**UNIT-IV**

Introduction to logistics, role of logistics in SCM, types of logistics, third party logistics

**UNIT-V**

New Developments in Supply Chain Management, Outsourcing Supply Chain Operations, The Role of E- Commerce in Supply Chain Management, Green Supply Chain Management, Global supply chain, Service supply chain, logistics

**Suggested Books :**

1. Supply Chain Management by Michel H Hungo.
2. Supply Chain Management by Sunil Chopra.
3. Supply Chain Management by Janat Shah.

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**BBA - IV Semester**  
**Research Methodology**

State Paper code: F020401T-B

MJPRU Paper code: RU-BBA402

**Course outcomes:**

- *Understanding of the basic concepts of subject.*
- *Understanding of the techniques of sampling.*
- *Understanding of Data presentation & Report Writing*
- *Understanding fundamentals of MS Windows and their application in research.*

**UNIT-I**

Meaning, Purpose and Scope of Research, Steps in Research, Identifying the Research Problem, Basic Concepts, Types of research, Literature Review: Need - Sources to Collect Review. Research Designs.

**UNIT-II**

Census vs Sampling, Characteristics of Good Sample, Advantages and Limitations of Sampling, Sampling Techniques or Methods (Probability and Non-Probability), Sampling Frame.

**UNIT-III**

Data Meaning, Types of Data - Primary Data & Secondary Data, Data Collection instruments, Questionnaire, Interview, Schedule Preparation model, Pilot study, Processing of Data: Editing, Coding, Classification, Tabulation of Data. Interactive discussion. Introduction of MS Excel.

**UNIT-IV**

Hypothesis Testing - Concept, Need, Characteristics of Hypothesis, Types of Errors, Various Hypothesis tests - Z - test, T Test, Chi-Square Test - ANOVA (theory only).

**UNIT-V**

Diagrams and Graphs: types (using Excel Sheet), Limitations, Discussion and Practical Introduction of Power Point Presentation.

Report Writing, types, Format, Principles of Writing report, Documentation: Footnotes and Endnotes, Bibliography, Citation Model, APA Model, guidelines for writing references.

**Suggested Books :**

1. C.R. Kothari, Research Methodology
2. Banerjee S. and Roy Ramendu, Fundamentals of Research Methodology .





# Department of Business Administration

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MAHATMA JYOTIBA PHULE ROHILKHAND UNIVERSITY, BAREILLY

## BBA - IV Semester Specialised Accounting

State Paper code: F020402T-A

MJPRU Paper code: RU-BBA403

### Course outcomes:

- Understanding the accounting mechanism followed under consignments & Joint Ventures.
- Understanding of accounts of banking & insurance companies.
- Understanding that How accounts of Branch, Royalty, their purchase and Installments system are prepares.
- Understanding this mechanism of preparing partnership account.

### UNIT-I

Accounting of Non-trading Institutions, Joint Venture and Consignment.

### UNIT-II

Accounts of Banking companies and General Insurance companies.

### UNIT-III

Accounting of Branch accounts and departmental accounts under different Conditions.

### UNIT-IV

Accounting for Royalty Accounts under different business conditions Accounting of Hire-Purchase and Installment payment transactions.

### UNIT-V

Partnership Accounts: Final Account, Reconstitution of Partnership firms: admission, retirement and death of a partner, Dissolution of Partnership (Excluding insolvency of Partner)

### Suggested Books :

1. Agarwal, B.D., Advanced Accounting
2. Chawla & Jain, Financial Accounting
3. Chakrawarti, K.S., Advanced Accounts
4. Shukla, M.B., Financial Analysis and Business Forecasting
5. Jain & Naranag, Advanced Accounts





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**BBA – IV Semester**  
**Consumer Behaviour**

State Paper code: F020402T-B

MJPRU Paper code: RU-BBA404

*Course outcomes:*

- *Understanding of determinants of Consumer Behaviour.*
- *Understanding of the Consumer Decision making process.*
- *Understanding of the industrial Buying Behaviour.*
- *Understanding of the Consumer Behaviour Models*

**UNIT-I**

Introduction to CB, Needs & Wants, Factors affecting CB, Relevance of CB to Marketing field, Consumer Research Process.

**UNIT-II**

Individual determinants: Perceptual process, consumer learning process Introduction: Concept, importance and scope of CB, need for studying, consumer attitude formation, attitude measurement, meaning and nature of personality, self concept.

**UNIT-III**

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

**UNIT-IV**

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

**UNIT-V**

CB models: Economic model, Psycho-analytic model, Sociological model, Howard & Seth model, Nicosia model, Engel-Kollat-Blackwell model.

**Suggested Books :**

1. Suja. R. Nair, Consumer Behaviour in Indian Perspective
2. Schiffman & Kanuk, Consumer Behaviour
3. Louden & Bitta, Consumer Behaviour
4. Bennet & Kasarjan, Consumer Behaviour





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**BBA - IV Semester**

**Investment Analysis & Portfolio Management**

State Paper code: Fo20403T-A

MJPRU Paper code: RU-BBA405

**Course outcomes:**

- *Understanding the working of Capital market and risk Components.*
- *Understanding valuation process of bonds and equity shares.*
- *Understanding fundamental, technical analysis and market efficiency.*
- *Understanding the mechanism of portfolio management*

**UNIT-I**

Investments: Nature, scope, objective and Process of investments analysis, concept of return and risk analysis, measurement of return and risk: Systematic and Unsystematic Risk.

**UNIT-II**

Investment Alternatives: Investment instrument of Capital Market and Money Market, Valuation of Fixed and Variable securities (Valuation of Bonds and Equity shares) Non Security forms of Investment, Government Securities, Mutual Fund, Real Estate and Gold.

**UNIT-III**

Fundamental Analysis: Economic analysis industry analysis and company analysis  
Technical Analysis: Trends, indicators, indices and moving average applied in technical analysis. Efficient Market Hypothesis: weak, semi-strong and strong market and its testing techniques.

**UNIT-IV**

Portfolio Management: Meaning, importance and objectives of portfolio and portfolio management, Risk and Return- Definition types and importance. Portfolio Analysis: Risk Measurement; estimating rate of return and standard deviation of portfolio returns; Effects of Combining securities; CAPM and its application in portfolio management.

**UNIT-V**

Performance evaluation of portfolios-different techniques.

**Suggested Books:**

1. Security analysis and Portfolio Management by Punithavathy Pandian





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## BBA - IV Semester Company Law

State Paper code: Fo20403T-B

MJPRU Paper code: RU-BBA406

### *Course outcomes:*

- *Understanding provisions governing types of Companies and its formation.*
- *Understanding provisions regarding MA and AA*
- *Understanding provisions regarding share Capital, dinettes and meeting.*
- *Understanding provisions regarding winds up of companies.*

### **UNIT-I**

Introduction: Definition and Kinds of Company, Promotion and Incorporation of Companies; Memorandum of Association, Articles of Association, Prospectus.

### **UNIT-II**

Provisions governing the Memorandum of Association, Article of Association and prospectus.

### **UNIT-III**

Shares, Share Capital, Members, Transfer and Transmission of shares, Directors-Managing Director, Whole Time Director-appointments, powers and removal.

### **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 of companies, its Kinds and Conduct

### **Suggested Books :**

1. Grower L.C.B., Principles of Modern Company Law
2. Ramaiya A., Guide to the Companies Act
3. Singh, Avtar, Company Law
4. Kuchhal, S.C., Modern Indian Company Law
5. Kapoor, N.D., Company Law

