

**COURSE CURRICULUM**  
**Bachelor of Business Administration (B.B.A.)**  
VBS Purvanchal University, Jaunpur – 222001 (U.P)

**B.B.A. – Semester IV**

Paper Code	Paper Name	Scheme of Marks			
		External		Internal	Total
		Theory	Practical		
BBA-401	Company Law	75	---	25	100
BBA-402	Research Methodology	75	---	25	100
BBA-403	Specialized Accounting	75	---	25	100
BBA-404	Consumer Behaviour	75	---	25	100
BBA-405	Indian Economy	75	---	25	100
BBA-406	Summer Training Presentation and Viva-Voce	---	100	---	100
<b>Total Marks</b>					<b>600</b>

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**B.B.A. – Semester IV**

**BBA-401: Company Law**

1. Introduction: Definition and Kinds of Company, Promotion and Incorporation of Companies.
2. Memorandum of Association, Articles of Association, Prospectus.
3. Shares, Share Capital, Members, Transfer and Transmission of shares, Directors-Managing Director, Whole Time Director.
4. Capital Management; Borrowing powers, mortgages and charges, debentures, Company Meetings-kinds, quorum, voting, resolutions, minutes.
5. 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

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**BBA-402: Research Methodology**

1. Introduction: Meaning of Research, Objectives of Research, Types of Research, Research Process, Research Problem formulation.
2. Research Design: Features of a good research design; Different Research Designs; Measurement in Research; Data types; Sources of Error.
3. Sampling Design: Census & Sample Surveys; Steps in Sampling Design; Types of Sample designs-Probability & Non Probability sampling.
4. Processing & Analysis of Data: Processing operations; problems in processing; types of analysis, Hypothesis Testing: Chi-square test, Z-test, t-test, F-test.
5. Presentation: Diagrams; graphs; chars. Report writing; Layout of Research report; Types of Reports; Mechanism of writing a Research report; Precautions for writing report.

**Suggested Books:**

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

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**BBA-403: Specialized Accounting**

1. Accounting of Non-trading Institutions, Joint Venture and Consignment.
2. Accounts of Banking companies and General Insurance companies.
3. Department account and Branch account.
4. Accounts related to Hire Purchase and Installment payment transactions, Royalty Accounts
5. 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-404: Consumer Behaviour**

1. Introduction: Concept, importance and scope of CB, need for studying CB, Consumer research process.
2. CB models: Economic model, Psycho-analytic model, Sociological model, Howard & Seth model, Nicosia model, Engel-Kollat-Blackwell model.
3. Individual determinants: Perceptual process, consumer learning process, consumer attitude formation, attitude measurement, meaning and nature of personality, self concept.
4. Influences & Consumer Decision making: Family, reference group, personal, social and cultural influence on CB, Consumer Decision making process, Consumer Communication process, consumer satisfaction.
5. 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. Suja. R. Nair, Consumer Behaviour in Indian Perspective
2. Schiffman & Kanuk, Consumer Behaviour
3. Louden & Bitta, Consumer Behaviour
4. Bennet & Kasarji, Consumer Behaviour

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**B.B.A. – Semester IV**

**BBA-405: Indian Economy**

1. Meaning of Economy, Economic growth & development, Major Characteristics of India Economy, Concepts of Human development, Factors affecting economic development.
2. An overview of Economic Resources of India, Human Resources of India: Concept of Population Explosion, Interrelation of Population and economic development, Population policy of India, Problem of Unemployment in India.
3. Economic planning in India; Planning commission, Critical evaluation of current Five Year Plan.
4. Problems and prospects of Indian Agriculture, agriculture development during plan period. Position, Problems and Prospects of Large Scale Industries. (Iron, Steel, Sugar, Cotton and Textile).
5. Service and Entrepreneurial Sector, role of Commercial Bank and Financial Institutions, Role of Small Scale Industries in Indian Economy.

**Suggested Books:**

1. Dutt and Sundharam, Indian Economy
2. Mishra and Puri, Indian Economy

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