

Devi Ahilya Vishwavidyalaya, Indore, M.P.

B.B.A .LL.B. (Hons) Revised Syllabus

B.B.A.LL.B. (HONS) PART - III SEMESTER - V

Paper I : Marketing Management

Unit - I

Introduction: Marketing Management Concept, Marketing Management Functions, Marketing Information System.

Unit – II

Consumer Behaviour: Concept and Importance, factors governing Consumer Behaviour, Decision-making Process in Buying.

Unit – III

Marketing Research: Concept, Objectives of Marketing Research, types and process of Marketing Research.

Unit – IV

Marketing Mix Element: Products, Distribution, Pricing and Promotion.

Unit – V

Target Marketing: Market segmentation on different basis, target marketing strategies.

Texts & References

1. Marketing Management- Kotler
2. Principles of Marketing Management- Kotler and Armstrong
3. Marketing Management- S.A. Sherlekar
4. Marketing Management- Czinkota and Kotabe

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Devi Ahilya Vishwavidyalaya, Indore, M.P.

B.B.A .LL.B. (Hons) Revised Syllabus

B.B.A.LL.B. (HONS) PART - III SEMESTER - V

Paper II : Law of Crimes-I (I.P.C.)

Unit - I

General 1. Concept of crime 2. Distinction between crime and other wrongs 3. McCauley's draft based essentially on British notions 4. Salient features of the I.P.C. 5. IPC: a reflection of different social and moral values 6. Applicability of I.P.C.- territorial and personal

Unit - II

Element of Criminal Liability Person definition - natural and legal person, Mens rea- evil intention, Recent trends to fix liability without mens rea in certain socio- economic offences, Act in furtherance of guilty intent- common object, Factors negating guilty intention, Definition of specific terms

Unit - III

Group liability Common Intention, Abetment, Instigation, aiding and conspiracy, Mere act of abetment punishable, Unlawful assembly, Basis of liability, Criminal conspiracy, Rioting as a specific offence, **General Exceptions: sec.76 to 106.**

Unit - IV

Offences against human body 1. Culpable homicide 2. Murder 3. Culpable homicide amounting to murder 4. Grave and sudden provocation 5. Exceeding right to private defence 6. Hurt - grievous and simple 7. Assault and criminal force 8. Wrongful restraint and wrongful confinement- kidnapping- from lawful guardianship, outside India 9. Abduction. 10 Rape

26/8/21

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26/08/2021

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Offences Relating to Marriage 1. Theft 2. Robbery, Dacoity 3. Cheating 4. Extortion 5. Mischief 6. Criminal misrepresentation and criminal breach of trust 7. Offences relating to Documents and properties.

Unit-V

Types of Punishment sec.53 to75 1. Death 2. Social relevance of capital punishment 3. Imprisonment- for life, with hard labour, simple imprisonment 4. Forfeiture of property 5. Fine 6. Discretion of court in awarding punishment 7. Minimum punishment in respect of certain offences

Select Bibliography -

1. K.D. Gaur, Criminal Law: Cases and Materials (1999), Butterworths, India
2. Ratanlal-Dhirajlal, Indian Penal Code (1994 reprint)
3. K.D. Gaur, A Text Book on the Indian Penal Code (1998), Universal Delhi
4. P.S. Achuthan Pillai, Criminal Law (1995) Eastern, Lucknow
5. Hidaythulla, M., et.al. Ratanlal and Dhirajlal, The Indian Penal Code (1994 reprint), Wadhwa Co. Nagpur
6. B.M. Gandhi, Indian Penal Code (1996), Eastern Nagpur

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26/08/2021

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Devi Ahilya Vishwavidyalaya, Indore, M.P.

B.B.A .LL.B. (Hons) Revised Syllabus

B.B.A.LL.B. (HONS) PART - III SEMESTER - V

Paper III : Environmental Laws

Unit – I

Concept of Environment and Pollution 1. Environment. Meaning and Concept 2. Pollution- Meaning and Effects of pollution 3. Environmental Pollution (Water, Air and Noise Pollution) 4. Meaning and standards, Culprits and victims , Offences and penalties

Unit – II

International Historical Perspective 1. Stockholm conference 2. Rio conference 3. U.N. declaration on right to development 4. Green house effect and ozone depletion

Unit – III

Constitutional Provisions related to Environment 1. Constitution in making- development and property oriented approach 2. Directive Principles, - Status, role and interrelationship with fundamental rights and fundamental duties 3. Fundamental Duties 4. Judicial approach 5. Fundamental Rights (Rights to clean and healthy environment, Environment Vs. Development) 6. Enforcing agencies and remedies (Courts, Tribunal, Constitutional, statutory and judicial remedies) 7. Emerging principles (Polluter pays: public liability insurance, Precautionary principles) 8. Sustainable development.

Unit – IV

Environment Protection Measures VIS A VIS Environment Pollution 1. Protection: means and sanctions 2. Protection agencies: power and functions 3. Emerging protection through delegated legislation 4.

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26/8/21

26-8-21

Hazardous waste 5. Bio- medical waste 57 6. Judiciary and complex problems in administration of environment justice

Unit – V

Forest and wildlife Protection 1. Greenery conservation laws 2. Forest conservation laws 3. Conservation agencies 4. Prior approval and non-forest purpose 5. Symbiotic relationship and tribal people 6. Judicial approach Deforestation 7. Wild life - Sanctuaries and national parks 8. State monopoly in the sale of wild life and wild life articles - Licensing of zoos and parks 9. Offences against wild life Bio- diversity 1. Legal control 2. Control of eco-unfriendly experimentation on animals, plants, seeds and micro-organisms

Texts & References

- 1. Environmental Laws –S.N Dubey
- 2. Environmental Law Pranjape

26/8/21

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26-8-21

Devi Ahilya Vishwavidyalaya, Indore, M.P.

B.B.A .LL.B. (Hons) Revised Syllabus

B.B.A.LL.B. (HONS) PART - III SEMESTER - V

Paper IV : Jurisprudence (Legal Method, Indian Legal System And Basic Theory Of Law)

Unit-I

Introduction 1. Definition of the term Jurisprudence 2. Definition of Law, kinds of law 3. Justice and its kinds 4. Sources of Law (Elementary study)

Unit-II

Schools of Jurisprudence 1. Natural law school 2. Analytical school, Imperative Theory of law, Pure Theory of law 3. Historical school 4. Sociological school 5. Realistic school 6. The ancient : The concept of 'DHARMA' 7. Feminist – Schools of Jurisprudence

Unit-III

Sources of Law 1. Legislation 2. Precedents: concept of stare decisis 3. Customs

Unit- IV

Legal Rights: the Concept 1. Rights: kinds, meanings 2. Duty: meaning and kinds 3. Relation between right and duty Persons 1. Nature of personality 2. Status of the unborn, minor, lunatic, drunken and dead persons 3. Corporate personality: Dimension of the modern legal personality: Legal personality of non-human beings.

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Unit-V

Possession and Ownership: the Concept 1. Kinds of possession, Theories of Possession 2. Kinds of ownership, Theories of Ownership 3. Difference between possession and ownership 4. Title Liability 1. Condition of imposing liability (Wrongful Acts) 2. Strict liability 3. Vicarious liability Obligation: 1. Nature and kind 2. Difference between : Being obliged and having obligation (HLA Hart)

Select Bibliography

1. Bodenheimer, Jurisprudence – The Philosophy and Method of Law (1996) Universal. Delhi.
2. Fitzgerald, (ed) Salmond on Jurisprudence (1999) Tripathi. Bombay
3. W. Friedmann. Legal Theory (1995) Universal. Delhi.
4. V.D. Mahajan, Jurisprudence and Legal Theory (1996 reprint), Eastern Lucknow.
5. M.D.A. Freeman(ed.). Lloyd's introduction to Jurisprudence. (1994), Sweet and Maxwell.
6. Paton G.W. Jurisprudence (1972) Oxford, ELBS.
7. H.L.A. Hart, The concepts of Law (1970) Oxford, ELBS.
8. Roscoe Pound, Introduction to the Philosophy of Law (1998 reprint) Universal Delhi.
9. Dias, S.N. Jurisprudence: A Study of Indian Legal Theory (1985), Metropolitan New Delhi.

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Devi Ahilya Vishwavidyalaya, Indore, M.P.

B.B.A .LL.B. (Hons) Revised Syllabus

B.B.A.LL.B. (HONS) PART - III SEMESTER - V
OPTIONAL Paper V : Management Accounting

Unit I

Management Accounting : Meaning, Nature, Scope and Functions of management accounting. Role of management accounting in decision making. Management accounting vs. financial accounting and cost accounting. Tools and techniques of management accounting.

Unit II

Financial Statement : Meaning, Importance, Limitations of financial statements, Objectives and methods of financial statements analysis, Ratio analysis, Classification of ratio – Profitability ratios, Turnover ratios and Financial ratios, Advantages of ratios analysis, Limitations of accounting ratios.

Unit III

Statement, Cash Flow Statement (As per Indian Accounting Standard-3), IFRS- Concept & Importance. Leverage.

Unit IV

Absorption and Marginal Costing : Marginal and differential costing as tool for decision making-make or buy, change of product mix, pricing, Break even analysis, Exploring new markets, Shutdown decisions of Production.

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26/08/2021

26-8-21

Unit V

Budgetary Control : Meaning of budget and budgetary control: Objectives, Merits and limitations, Types of budget : Cash budget and Flexible budget, Concept of management Audit, Responsibility Accounting. Management Reports, Types of reports and quality of good report.

SUGGESTED BOOKS:

1. Jawahar Lal, Cost Accounting, Tata McGraw Hill New Delhi
2. B.M. Lall Nigam and I.C. Jain, Cost Accounting, Principles, Methods and Techniques, PHI Pvt. Ltd, New Delhi
3. Bhabator Banerjee, Cost Accounting –Theory and Practice, PHI Pvt. Ltd, New Delhi.
4. H. V. Jhamb, H. V. Jhamb, Fundamentals of Cost Accounting, Ane Books Pvt Ltd, New Delhi
5. M. N. Arora, Cost Accounting – Principles and Practice, Vikas Publishing House, New Delhi.
6. M.C. Shukla, T.S. Grewal and M P. Gupta, Cost Accounting, Text and Problems, S. Chand & Co. Ltd., New Delhi

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Devi Ahilya Vishwavidyalaya, Indore, M.P.

B.B.A .LL.B. (Hons) Revised Syllabus

**B.B.A.LL.B. (HONS) PART - III SEMESTER - V
OPTIONAL Paper V : Business Research Method**

Unit - I

Introduction: Business Research, Meaning and methods of research. Research Process, Identification and formulation of Research Problem.

Unit – II

Research Design: Variables and types of variables, Hypothesis, Types and formulation of Hypothesis, Research Design and Types of research designs, Need for Research Design Features of a good research design and, Different research design-- Exploratory, Descriptive. Experimental and Diagnostic and Survey Research.

Unit – III

Measurement Methods: Interviews and Surveys. Observation, Content Analysis and Measurement Scales, Techniques of Developing Scales, Reliability and Validity of scales.

Unit – IV

Data Analysis: Data analysis using statistical Packages, Hypothesis Testing, Parametric and Non-Parametric Tests, Analysis of Differences between a Single Sample and a Population, Analysis of Differences between Two or More than Two Levels of an Independent Variable, Analysis of Designs with More than One Independent Variable, Analysis of relationships.

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26-8-21

Unit – V

Analysis & Sharing the Results. Chi-square tests, Analysis of Covariance (ANCOVA) and Use of Multivariate Analysis in Business Research. Reporting Research, Types of reports and Characteristics of a research report.

Texts & References :

1. O.R.Krishnaswamy; Research methodology in Social Sciences, HPH, 2008.
2. R. Divivedi: Research Methods in Behavior Science, Macmillan India Ltd., 2001.
3. J.K. Sachdeva: Business Research Methodology HPH
4. S.N. Murthy, V. Bhojanna: Business Research Methods Excel Books
5. Levin &Rubin: Statistics for Management, Prentice Hall of India, 2002
6. Gupta S; Research Methodology and Statistical Techniques, Deep & Deep Publication (P) Ltd., 2002
7. Thakur D: Research Methodology in Social Sciences, Deep & Deep Publications (P) Ltd.,1998.

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Devi Ahilya Vishwavidyalaya, Indore, M.P.

B.B.A .LL.B. (Hons) Revised Syllabus

B.B.A.LL.B. (HONS) PART - III SEMESTER - V
OPTIONAL Paper VI : Offence Against Child &
Juvenile

Unit - I

Concept of Child and Juvenile 1. Definition and concepts of term child and Juvenile. 2. Causes of offence against child. 3. International protection to child and convention

Unit – II

Offences against Child 1. Child abuse 2. Child labour and forced labour 3. Kidnapping, abduction 4. Abetment of suicide of child 5. Sale of obscene objects to young

Unit – III

Social relations and child 1. Child marriage (Child Marriage Restraint Act) 2. Abandonment of child 3. Custody of Child during matrimonial suit. 4. Obligations to supply necessities to children

Unit – IV

Protection of Child and Juveniles 1. Under the provisions of constitution (fundamental rights and directive principles) 2.

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26/08/2021

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Under IPC, 1860. 3. Under CRPC, 1973. 4. Under Contract Act, 1872 5. Under Juvenile Justice Act, 2001 58

Unit - V

Juvenile Delinquency 1. Juvenile delinquency – Nature, causes, 2. Juvenile Court System, 3. Treatment and rehabilitation of juveniles 4. Legislative and judicial protection of juvenile offender, 5. Juvenile Justice Act, 2001.

Select Bibliography:

1. Paras Diwan Children & Legal Protection.
2. Savitri Goonesekar Children Law and Justice.
3. O.P. Mishra Law Relating to women & child 59.

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Devi Ahilya Vishwavidyalaya, Indore, M.P.

B.B.A .LL.B. (Hons) Revised Syllabus

B.B.A.LL.B. (HONS) PART - III SEMESTER - V

OPTIONAL Paper VI : Foreign Trade

Unit - I

Sources of Foreign Trade Law International Conventions – Customary International Law – State practices with specific emphasis on Indian law -Lexmercatoria – Role of States in promoting Foreign trade – state as a regulating body – state as a trader – state immunity when engaged in trade.

Unit – II

Role of International Organizations in developing Foreign trade the GATT system – WTO agreement: important features – other world organizations like ECOSOC, UNCTAD, UNICITRAL, UNDP, UNIDO, FAO, IMO etc. – (Salient features only) Unification of international trade laws UNIDROIT OECD, OHBLA – Regional trade agreements EEC ASEAN.

Unit – III

International Regulation of Foreign trade – Liberalization of trade – MFN Clause – International rules on custom duties – prohibition on quantitative restrictions – Discriminatory internal measures –International Competition rules – Dumping – subsidies Dispute settlement system under WTO.

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Unit – IV

Indian Law on foreign trade

Constitutional scheme, Regulatory methods, Customs Act Exim Policy and Export import procedures Foreign Trade (Development and Regulation) Act;99,

Unit – V

Foreign Trade

Foreign exchange Management Act, c. Export Credit Guarantee Corporation Act – (outlines only –) d. Export Promotion Council – role in promoting

Texts & References

1. HansvamHoultee, The law of International Trade, Sweet & Maxwell, London (2002)
2. Chia – Juicheng, Basic Documents on International Trade Law, Kluwer Law
3. International, London (1999). Robert Howse, Regulation of International Trade,

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