

# BBA I Semester

## 101CC-PRINCIPLES OF MANAGEMENT

### OBJECTIVES:

To understand the basic principles of management and get acquainted with management process and functions.

### MODULE: 1

**Nature of Management:** Meaning, Definition, it's nature purpose, importance & Functions, Management as Art, Science & Profession. Characteristics of 21<sup>st</sup> century Executives. Social responsibility of managers.

### MODULE: 2

**Evolution of Management Thought:** Contribution of F.W.Taylor, Henri Fayol, Elton Mayo, Chester Barnard & Peter Drucker to the management thought. Various approaches to management (i.e. Schools of management thought), Indian Management Thought.

### MODULE: 3

**Planning:** Meaning and nature of planning, types of plans, steps in planning process; Objectives: meaning, setting and managing objectives – MBO method: concept and process of managing by objectives; Policies: meaning, formulation of policies; Decision making, steps in decision making, types of decision making.

### MODULE: 4

Organizing - Elements of organizing & processes: Types of organizations, delegation of authority - Need, difficulties in delegation – Decentralization; Staffing - Meaning & Importance, Direction - Nature – Principles, Communication - Types & importance, Motivation - Importance – theories, Leadership - Meaning - styles, qualities & functions of leaders

### MODULE: 5

**Controlling:** Control function in management, The basic control process. Types of control – feed forward, concurrent and feedback controls. Factors in control effectiveness.

### MODULE: 6

**Strategic Management:** Definition, Classes of Decisions, Levels of Decision, Strategy, Role of different Strategist;

**Recent Trends in Management:** Social Responsibility of Management – environment friendly management, Management of Change, Management of Crisis, Total Quality Management, Stress Management, International Management

### Books Recommended:-

1. Essential of Management - Horold Koontz and Itainz Weibrich -McGrawhills
2. International Management Theory & Practice - J.N.Chandan
3. Essential of Business Administration - K.Aswathapa, Himalaya Publishing House
4. Principles & practice of management - Dr. L.M.Parasad, Sultan Chand, & Sons - New Delhi

# **BBA I Semester**

## **102CC-BUSINESS ORGANIZATION**

### **Objectives:**

To expose students to various forms of business organisations. And help appreciate why particular form of business organisation is suitable for particular form of business.

### **Module 1: Nature and Purpose of Business**

Concept and characteristics of business, Business, profession and employment – distinctive features, Objectives of business – economic and social, role of profit in business, Classification of business activities: Industry and Commerce, Industry – types: primary, secondary, tertiary, Commerce: Trade and Auxiliaries, Business risks – nature and causes.

### **Module 2: Nature and Purpose of Business**

Sole Proprietorship: meaning, features, merits and limitations, Partnership: features, types, registration, merits, limitations, types of partners; Joint Hindu Family Business: features, merits and limitations. Cooperative Societies: features, types, merits and limitations, Company: Private Company, Public Company – features, merits and limitations; Choice of form of business organizations, starting a business – Basic factors.

### **Module 3: Public, Private, Global Enterprises and Company Formation**

Private Sector and Public Sector, Forms of organising public sector enterprises; features, merits and limitations of following: Departmental Undertaking, Statutory Corporation. Government Company, Changing role of public sector, Global Enterprises: features. Joint ventures- features; Stages in the formation of a company: Promotion, Incorporation, and Commencement of business

### **Module 4: Business Services**

Nature and types of Business services – Banking, Insurance, Transportation, Ware housing, Communication. Banking – types of Banks, Functions of Commercial banks, E- banking Insurance – principles, types: life, fire and marine, Warehousing: types and functions, Postal and Telecom services

### **Module 5: Emerging Modes of Business**

E-Business – Scope and benefits, Resources required for successful e-business, implementation, On-line transactions, payment mechanism, security and safety of business transactions, Outsourcing- concept, need and scope.

## **Module 6: Social Responsibility of Business and Business Ethics**

Concept of social responsibility; Case for social responsibility; Responsibility towards owners, investors, employees, consumers, government and community, Environmental protection and business, Business ethics: concept and elements.

## **Module 7: Consumer Protection**

Importance of consumer protection, Consumer rights, Consumer awareness and legal redressal with reference to Consumer Protection Act, Role of consumer organizations and NGOs.

### **Recommended Books**

1. N D Kapoor-Elements of Mercantile Law-Sultan Chand
2. Legal Aspects of Business - Akhileshwar Pathak, 3<sup>rd</sup> Edition, Tata Mc GRAW HILL
3. Saravanavel & Sumathi- Business Law for Management – HPH
4. M C Kuchhal -Business Law -Vikas, 4/e, 2005
5. Business Law – S.S. Gulshan, Excel Books

# **BBA I Semester**

## **103AC-BUSINESS MATHEMATICS**

### **Objectives:**

1. To understand the concepts of mathematics and their applications in business world

**Module 1. Ratio, Proportion and Percentage :** Ratio- Definition, Continued Ratio, Inverse Ratio, Proportion, Continued Proportion, Direct Proportion, Inverse Proportion, Variation, Inverse Variation, Joint Variation, Percentage- Meaning and Computations of Percentages. Arithmetic Progression & Geometric Progression and their managerial application.

### **Module 3 Interest**

Simple Interest, Compound interest ( reducing balance & Flat Interest rate of interest), Equated Monthly Instalments (EMI), Problems

**Module 3: Matrices And Determinants :** Multivariable data, Definition of a Matrix, Types of Matrices, Algebra of Matrices, Determinants, Adjoint of a Matrix, Inverse of a Matrix via adjoint Matrix, Homogeneous System of Linear equations, Condition for Uniqueness for the homogeneous system, Solution of Non-homogeneous System of Linear equations (not more than three variables). Condition for existence and uniqueness of solution, Solution using inverse of the coefficient matrix, Problems.

### **Module 4: Functions :**

Introduction, Definition of function, constants, variables, continuous real variable, Domain or interval, Types of functions, one valued function, Explicit function, Algebraic functions, Polynomial functions, Absolute value function, Inverse function, Rational and Irrational function, Monotone function, Even and odd function, Supply/ Demand function, Cost function, Total revenue function, Profit Function, Production function, utility function, Consumption function.

### **Reference Books :**

- 1) Business Mathematics by Dr. Amarnath Dikshit & Dr. Jinendra Kumar Jain.
- 2) Business Mathematics by V. K. Kapoor - Sultan chand & sons, Delhi
- 3) Business Mathematics by Bari - New Literature publishing company, Mumbai
- 4) Business Mathematics for Business and Economics , JK Sharma: Asian Books
- 5) Business Mathematics and Statistics, AP Verma: Asian Books

# BBA III SEMESTER

## 301CC: MANAGEMENT ACCOUNTING

### Evaluation

Continuous evaluation in the form of assignments,  
Surprise quizzes, and, case presentations

} 40%

End term

} 60%

**Total Marks – 100**

### **OBJECTIVES:**

To understand financial accounting in depth and get acquainted further with the financial management process and functions.

### **Unit 1.**

**Cost Concepts and Cost Sheet:** Cost, Costing, Cost Accounting, Elements of Cost: Material, Labour and Overheads, Classification of Cost: Direct and Indirect Cost; Fixed and Variable Cost: Average and Marginal Cost, Cost Sheet.

### **Unit 2.**

**Introduction to Management Accounting:** Branches of Accounting, Scope of Management Accounting, Managerial Uses of Management Accounting.

### **Unit 3.**

**Responsibility Accounting:** Costing Methods; Job costing, process costing, operating costing and contract costing. Concept of Responsibility accounting and Types of Responsibility Centres

### **Unit 4.**

**Marginal Costing:** Marginal Cost, Marginal Costing, Difference between Absorption Costing and Managerial Costing, Assumptions of Marginal Costing, Advantages and limitations of marginal costing, Break Even Point, Profit Volume Ratio, Applications of Marginal Costing.

### **Unit 5.**

**Concept of Standard Costing:** Standard cost, Standard Costing, Advantages and limitations of standard costing, Variance Analysis, Material Cost variance, Labour Cost Variance and Overhead variance

### **Unit 6.**

**Budgeting** Budget, Budgeting, Importance of Budgeting, Types of Budgets –Functional Budget, Master Budget, Fixed and Flexible Budget

**References:**

1. Cost Accounting: Principles & Practices by SP Jain & K.L.Narang, Kalyani Publishers (Latest Edition).
2. Management Accounting by Khan and Jain & Mc Graw Hill.
3. Cost and Management Accounting by Colin Drury
4. Principles of Costing by Aashish Bhattachary

# BBA III SEMESTER

## 302CC: BUSINESS LAW

### Evaluation

Continuous evaluation  
in the form of assignments,  
surprise quizzes, and,  
case presentations } 40%

End term – 60%

**Total Marks – 100**

**Objective:** The course is designed to assist the participants in understanding basic laws affecting the operations of a business enterprise.

### Unit-I:

**Indian Contract Act, 1872;** Definitions: essentials of a valid contract, offer, acceptance, free consent, consideration, legality of object, capacity to contract, discharge of contract; consequences of breach of contract & remedies; Bailment, Pledge, Indemnity & Guarantee.

### Unit II:

**The Negotiable Instruments Act, 1881** Definitions, types of negotiable instruments; Negotiation; Holder and holder in due course; payment in due course; Endorsement and crossing of Cheque.

### Unit-III:

**The Sales of Goods Act:** Introduction to Act; Distinction between Sale and Agreement to Sell Conditions and Warranties – Performance of Contract of Sale – Transfer of Ownership Rights of an Unpaid Seller.

### Unit-IV:

**Contract of Agency:** Meaning and Nature of Agency – Kinds of Agents Creation of Agency – Duties and Rights of Principal – Duties and Rights of Agents; Principals liability for the Agent – Personal Liability of Agent; Termination of Agency.

### Unit-V:

**The Companies Act, 1956:** Definitions and types of companies; Memorandum of association; Articles of association; Prospectus; Share capital and membership Meetings and resolution; Company managements; Winding up and dissolution of companies; Latest amendments in Companies Act.

### **Unit-VI:**

The **Consumer Protection Act 1986**; salient features; Definition of consumer, rights of consumer; Grievance redressal machinery.

### **Reference Books**

1. **Mercantile Law** by N.D.Kapoor; Sultan Chand & Co., New Delhi.
2. **Mercantile Law** by S.S. Gulshan; Excel Books, Naraina Phase-I, New Delhi.
3. **Principles of Mercantile Law (Eighth Edition)** by Avtar Singh; Eastern Book Company, Lucknow.
4. **Business Law for Managers** by P Saravanel and S Sumathi; Himalaya Publication, Mumbai.



# BBA III SEMESTER

## 303CC : ORGANISATIONAL BEHAVIOUR

### Evaluation

Continuous evaluation in the form of assignments, surprise quizzes, and, case presentations	}	40%
End term	-	60%

**Total Marks – 100**

### **Objective**

The objective of this course is to help students understand the conceptual framework of organisational behaviour.

### **Unit-I:**

**Introduction to Organisational Behaviour:** Organisational behaviour -concept and significance; Relationship between management and organisational behaviour; Emergence of ethical perspective; Attitudes; Perception; Learning; Personality.

### **Unit-2:**

**Concept and Theories of Motivation:** Process of motivation; Theories of motivation - need hierarchy theory, theory X and theory Y, two factor theory, Alderfer's ERG theory, McClelland's learned need theory, Victor Vroom's expectancy theory, Stacy Adams equity theory.

### **Unit-3:**

**Leadership Concept and Theories:** Concept; Leadership styles; Theories -trait theory, behavioural theory, Fielder's contingency theory; Harsey and Blanchard's situational theory; Managerial grid; Likert's four systems of leadership.

### **Unit-4:**

**Group Dynamics and Team Development:** Group dynamics -definition and importance, types of groups, group formation, group development, group composition and group performance factors, Interpersonal and Organisational Communication, Transaction analysis, Organisational Conflict and Organisational Development.

### **References Books**

1. Robbins, Stephen P: Organizational Behavior" Prentice Hall, New Delhi.
2. Fred Luthans: Organizational Behaviour, Tata McGraw-Hill Publications, New Delhi.
3. Griffin, Ricky W: Organisational Behaviour, Houghton Mifflin Co., Boston.

4. Hellreigel, Don, John W. Slocum, Jr., and Richard W. Woodman: Organizational Behavior, South Western College Publishing, Ohio.
5. Hersey, Paul, Kenneth H. Blanchard and Dewey E. Johnson: Management of Organizational Behaviour: Utilising Human Resources, Prentice Hall, New Delhi.
6. Ivancevich; John and Micheol T.Matheson: Organisational Behaviour and Management, Business Publication Inc., Texas.
7. Newstrom, John W. and Keith Davis: Organizational Behavior: Human Behavior at Work, Tata McGraw-Hili, New Delhi.
8. Steers, Richard M. and J. Stewart Black: Organizational Behavior, Harper Collins College Publishers, New York.
9. Sukla, Madhukar: Understanding Organisations: Organisation Theory and Practice in India, Prentice Hall, New Delhi.
10. Udai Pareek: Understanding Organizational Behaviour, Oxford University Press, New Delhi.

# BBA III SEMESTER

## 304AC: BUSINESS COMMUNICATIONS

### Evaluation

Continuous evaluation in the form of assignments, surprise quizzes, and, case presentations	}	40%
End term	-	60%

**Total Marks – 100**

### **Objective**

To train the students to communicate effectively for the business requirements.

### **Unit 1: Introduction to Communication**

Meaning and Definition - Process - Functions - Objectives - Importance - Essentials of good communication - Communication barriers - Overcoming communication barriers.

### **Unit 2: Types of Communication**

Written - Oral - Face-to-face - Silence - Merits and limitations of each type

### **Unit 3: Business Letters**

Need and functions of business letters - Planning & layout of business letter - Kinds of business letters - Essentials of effective correspondence

### **Unit 4: Drafting of business letters**

Enquiries and replies - Placing and fulfilling orders - Complaints and follow-up - Sales letters  
Circular letters - Application for employment and resume - Report writing - Notices, Agenda and  
Minutes of the Meetings – Memos

### **Unit 5: Oral Communication**

Meaning, nature and scope - Principles of effective oral communication - Techniques of effective  
speech - Media of oral communication (Face-to-face conversation - Teleconferences – Press  
Conference – Demonstration - Radio Recording - Dictaphone – Meetings - Rumor -  
Demonstration and Dramatisation - Public address system - Grapevine - Group Discussion –  
Oral report - Closed circuit TV). The art of listening - Principles of good listening.

### **Unit 6: Application of Communication Skill**

Group Decision-Making-Conflict and Negotiations-Presentation and interviews-  
speeches-customer care/customer relations- public relations(Concept, principles,  
Do's and Don't's etc. to be studied for each type)

### **Recommended Books:**

- 1) Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.
- 2) Media and Communication Management - C. S. Rayudu - Himalaya Publishing House, Bombay.
- 3) Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons, New Delhi.
- 4) Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi.
- 5) Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra Kothavade - Diamond Publications, Pune.
- 6) Business Correspondence and Report Writing - R. C. Sharma, Krishna Mohan - Tata McGraw-Hill Publishing Company Limited, New Delhi.
- 7) Communicate to Win - Richard Denny - Kogan Page India Private Limited, New Delhi.
- 8) Modern Business Correspondence - L. Gartside - The English Language Book Society and Macdonald and Evans Ltd.
- 9) Business Communication - M. Balasubrahmanyam - Vani Educational Books.
- 10) Creating a Successful CV - Siman Howard - Dorling Kindersley.

# BBA III SEMESTER

## 305AC: BUSINESS STATISTICS

### Evaluation

Continuous evaluation  
in the form of assignments,  
surprise quizzes, and, } 40%  
case presentations

End term – 60%

**Total Marks – 100**

### **Objective**

To familiarize the students with the statistical tools used in business decision making.

### **Unit I:**

Statistics: Nature and scope; Application of Statistics in business. Data; Data collection; Organisation of data- classification, frequency distribution; Presentation of data- table, bar diagram, pie diagram, histogram, frequency polygon, frequency curve, ogive.

### **Unit 2:**

Measures of central tendency- arithmetic mean, median, mode.

### **Unit 3:**

Measures of dispersion: range, quartile deviation, mean deviation, standard deviation, variance.

### **Unit 4:**

Correlation- meaning, types, Carl Pearson coefficient of correlation, Spearman's rank correlation, regression analysis, time series analysis. Index number- meaning, methods of calculation, some important index numbers.

### **Unit 5:**

Concept of probability, probability theory, probability distribution.

### **Books Recommended:**

J. K. Sharma: Business statistics, Pearson Education.

Levin, Rubin: Statistics for Management, Person Education.

S.P. Gupta: Statistical Methods. Sultan Chand

# **BBA V SEMESTER**

## **501CC: INTRODUCTION TO RESEARCH METHODOLOGY**

**Course Objectives: To familiarise with research methodology to the students.**

### **UNIT I : Research Methodology**

An Introduction, Meaning of Research, Objectives and Purpose of research, Meaning of Business Research, Nature and Scope of Business research. Types of Business Research, Significance, Characteristics & Criteria of a good research

### **UNIT II: Research Process**

Steps Research Problem – Meaning-Statement of Research Problem.

### **UNIT III: Research Design**

Meaning of Research design -Types of Research design – Data types – Sources of Error, Sampling Design –Census and Sample survey – Implications of a sample design, Types of sample design, Characteristics of a good sample design.

### **UNIT IV: Processing and Analysis of Data**

Data Collection, Processing & Analysis of Data- Processing operations; problems in processing; types of analysis Hypothesis.

### **UNIT V: Interpretation and Report Writing**

Meaning of Interpretation – Techniques of Interpretation; Significance of Report Writing – layout of the Research Report – Types of Reports – Oral Presentation.

### **Reference Books:**

1. Research Methodology C.R. Kothari
2. Business Research Methods S N Murthy & U Bhojanna

# **BBA V SEMESTER**

## **502CC: INDIAN ECONOMY AND BUSINESS ENVIRONMENT**

**Course Objectives: To familiarise the students with the Indian business environment in general and the Indian economy specially.**

**UNIT I:** Business And Its Environment.

Meaning- nature- Environment of business – Types of Business Environment - Economic environment of Business- national & Global – Non-Economic Environment of Business.

**UNIT II:** Economic Systems.

Market, Economic Planning and Controls, Capitalism-Socialism-Mixed Economy-The Market Mechanism-Economic Planning – Economic controls \*Factors in Economic Development – Growth Models

**UNIT III:** Indian Economic Environment.

Profile of Indian Economy –Economic reforms and liberalisation – Globalisation and its impact on Indian Economy

**UNIT IV:** Business and Government – Indian Perspective

Economic roles of the State and Government – Economic planning – Fiscal and Monetary Policies – Industrial Policy – Export Import Policy

**UNIT V:**Indian Industrial and Trade Environment;

Public sector – Private Sector ,Industrial Sickness ,Labour Environment in India

Reference Books:

- |                                     |                      |
|-------------------------------------|----------------------|
| 1. Economic Environment of Business | S K Misra & V K Puri |
| 2. Business Environment             | Francis Cherunilam   |

# **BBA V SEMESTER**

## **503CC: (MARKETING): CONSUMER BEHAVIOUR**

**Course Objectives:** To familiarise the students with the various aspects of consumer decision making process.

### **Unit I – Consumer Behaviour**

Definition of Consumer behavior, Consumer and Customer, Buyers and Users, Development of consumer behavior field, development of marketing concept, disciplines involved in the study of consumer behavior.

### **Unit II- Consumer an Individual**

Consumer Motivation, Personality, Perception, Learning, Attitude, attitude change.

### **Unit III-Consumer in their Social and Cultural setting**

Consumer and cultural influences, Social class influence and consumer behavior, group influences and consumer behavior, family influences.

### **Unit IV- Consumer decision making process**

Consumer decision making, problem recognition, information search, evaluation of alternatives and selection, purchase, post-purchase behavior.

### **Unit V- Organizational buyer behavior**

Introduction to organizational buyers' behavior, Factors influencing organizational buying behavior.

### **References:**

1. Consumer Behaviour – Text and cases- by Satish K Batra and S H H Kazmi-II Edition, Excel Books.
2. Consumer Behaviour-Ramanuj Majumdar
3. Consumer Behaviour-Suja Nair, Himalaya Publishing House.



# **BBA V SEMESTER**

## **504CC(MARKETING): FUNDAMENTAL OF ADVERTISING**

**Course Objectives: To provide students with the insights into the process of marketing communications process.**

### **Unit-I: Field of Advertising Management**

The Field of Advertising Management, Fundamental of Advertising. The types of advertising; Organizing for Advertising and Promotion: Advertising agency setup and agency compensation. History of Indian Advertising Industry.

### **Unit-II: Advertising Budgeting and Research**

Models of advertising budgeting, Advertising goals and objectives, Approaches in setting advertising objectives. The communications process, Source, Message and Channel Factors

### **Unit-III: Media Planning and Creative Strategy**

Evaluation of Broadcast, Print, Outdoor, the Internet and Interactive Media, Media planning and development.

### **Unit-IV: Developing and implementing media strategies**

Creative Strategy: Planning and Development; Creative Strategy Implementation and Evaluation, DAGMAR approaches in setting advertising objectives. Advertising appeals and execution: creative tactics and TV.

### **Unit-V: Society and advertising, Ethics in Advertising**

Regulatory System of Indian Advertising Industry. Advertising Fests: GOA Fest, Cannes, Ad Asia etc.,. Self regulatory originations of Indian Advertising Industry.

### **Suggested Readings (latest editions)**

1. S. A. Chunawalla and K. C. Sethia, Foundations of Advertising: Theory and Practice, Seventh Revised Edition, HPH
2. Belch, G. and Belch, M: Advertising and Promotion: An Integrated Marketing Communications Perspective, 6/e , Mc-Graw Hill,.
3. Ogilvy, David: Confessions of an Advertising Man, Atheneum: New York,.
4. David A Aaker & John Myers: Advertising Management, PHI,

# **BBA V SEMESTER**

## **503CC (HRM): COMPENSATION MANAGEMENT**

**Course Objectives:** The course is designed to promote understanding of issues related to the compensation forwarding human resources in the corporate sector, public services and other forms of organisations and to impart skills in designing analysing and restructuring reward management systems, policies and strategies.

### **Unit I: Introduction**

Introduction to Compensation Management, Nature of Compensation, purpose of CM, Need and Significance, CM in HRM, objectives of CM

### **Unit II: Concept, plans policy and programs of Compensation**

Concept of Equity, General concept of Compensation, Compensation plans, types of Compensation plans, Compensation policy, concept of minimum earnings, Compensation programmes

### **Unit III: Background theories and competitive imperatives influencing compensation**

Economic theories related to Compensation, levels of economic studies, assumptions and applicability of theories, internal and external equity in compensation system, productivity, speed and quality of work, services, learning and performance.

### **Unit IV: Compensation designing**

Job analysis, identifying job contents, process of job analysis, factors affecting compensation designing, individual factors, organizational factors, competitive factor, product cost factor, other factors, compensation structure, forms of Components, system of payment of DA

### **Unit V: Benefits and Services**

Need and Objectives of Benefits and services, principles, types and nature of Benefits and services, perks/Benefits, Fringe benefits, common services being provided by various organizations.

### **Unit VI: Compensation Design.**

Compensation Designs for Executive Class; private and public sector organizations; MNCs

Executive compensation strategies, watch on Inflation, executive benefit designs, compensation for CEO's, compensation practices in private and public sector organizations, Strategic Compensation system

### **Unit VII: Compensation Management**

Human capital, organizational strategies and compensation, compensation systems, functions of compensation management, compensation administration and management, objectives of wage and salary administration, benchmarking, terminology applicable in W/S Administration, principles of W/S Administration, role of various exercises in Wage and Salary administration, effectively resolving compensation(W/S) disputes

## **SUGGESTED BOOKS**

1. Compensation Management by Er. SoniShyam Singh excel publication
2. Compensation Management text and cases by Tapomoy Deb excel publication
3. Compensation Management by Dr. Kanchan Bhatia Himalaya Publishing House
4. The Compensation Handbook by Lance Berger and Dorothy Berger McGrawHill Co.
5. Strategic Compensation: A Human Resource Management approach by Joseph J. Martocchio  
Pearson Prantice Hall

## **BBA V SEMESTER**

### **504CC(HRM): HUMAN RESOURCE PLANNING AND DEVELOPMENT**

**Course Objectives:** The objective of this paper is to develop a conceptual as well as a practical understanding of Human Resource Planning, Development in organisations.

#### **Unit-I: Introduction**

Conceptual issues; need quantitative and qualitative dimensions of HRP approaches to HRP.

#### **Unit-II: Forecasting HRP:**

Demand forecasting supply forecasting: corporate experiences.

#### **Unit-III: Human resource development**

concepts and components HRD experience; technology change and HRD.

#### **Unit-IV: HRD comparative experience**

HRD in government HRD in service; sector HRD in voluntary organizations HRD in other sectors.

#### **Unit-V: HRD and culture building work**

culture productivity culture transformation through HRD total productive operations and HRD developing HRD professionals.

#### **SUGGESTED BOOKS:**

1. Human Resource Planning by D.K. Bhattacharya excels publications.
2. Managing Human Resources by Ramaswamy oxford university press.
3. Strategic Humanby Resources Development Kandula Srinivas, prentice hall of India.
4. Human Resource Management by Cynthia D. fisherIylef Schoenfeldt & James B.shaw, wiley India New Delhi.
5. Training for Development by Lynton R.PareekU New Delhi, Vistar.
6. Managing Transitions the HRD response Pareek, U. New Delhi Tata McGraw hill.
7. RaoT.V.ET.al Alternative Approaches & Strategies of Human Resource Development Rawat Jaipur.

**BBA V SEMESTER**  
**503CC(FINANCE): FINANCIAL SERVICES**

**Course Objectives: To help the student understand the importance of financial services.**

**Unit I: Introduction to financial services**

Meaning, features, importance, classification and scope of financial services.

**Unit II: Merchant Banking**

Origin, services of merchant banks, progress of merchant banking in India, problems and scope of merchant banking in India.

**Unit III: Hire purchase and leasing**

Features of hire purchase, hire purchase agreement, origin and development of hire purchase. Leasing-concept of leasing, types, advantages and disadvantage of lease. History and development of leasing.

**Unit IV: Venture capital and Mutual Funds**

Venture capital-Concept, importance, the Indian scenario.

Mutual Funds-Definition, Scope, origin, types and importance of MF's.

**Unit V: Discounting and Credit**

Discounting, factoring, credit rating, credit rating in India, credit cards, types of credit cards, benefits and demerits of credit cards, credit card business in India.

**SUGGESTED BOOKS:**

1. Financial Markets and Services-By Gordon Natarajan, 6 th edition, Himalaya publishing House.
2. Financial services-By M Y Khan, TMH Publication.

# **BBA V SEMESTER**

## **504CC(FINANCE) INVESTMENT MANAGEMENT**

**Course Objectives: Help students understand risk and returns associated with investment decisions.**

### **Unit-I: Investments**

Meaning and nature of investment, types of investments, characteristics of investment products.

### **Unit-II: Risk and Return concepts**

Assessing Risk and Return associated with investment product/revenue.

### **Unit-III: Approaches to investment Analysis**

Fundamental Vs Technical Analysis

### **Unit-IV: Primary and Secondary Market**

Meaning, role in creating investment opportunities, Role of SEBI & its functions.

### **Unit-V: Portfolio Analysis & Management:**

Introduction to Portfolio Management, Modern Portfolio Management Theory. Estimating rate of return and standard deviation of portfolio. Effect of combining the securities; Markowitz Risk-return optimization; Portfolio market risk and unique risk, simple sharpe's optimization solution. Measure of return, risk adjusted measures of return, market timing, evaluation criteria and procedures

### **References (Latest edition):**

1. Amling: Fundamentals of investment Analysis, Prentice Hall, International Edition.
2. Bhalla: Investment Analysis, S.Chand & Co. Delhi.
3. Chandratre K.R: Capital Issue, SEBI & Listing, Bharat Publishing House, New Delhi.

4. Clark, James Francis, Investment-Analysis and Management, McGraw Hill, International Edition.
5. Donal, E. Fisher and Ronald J.Jorden: Security Analysis & Portfolio Management, Prantice Hall, New Delhi
6. Fabozzi, Frank J: Investment Management, Prentice Hall, International Edition.
7. Gupta, L.C: Stock Exchange Trading in India: Society for Capital Market Research and Development, Delhi.
8. Machi Raju, H.R, Working of Stock Exchanges in India: Wiley Eastern Ltd, New Delhi.
9. Sharpe, William F, Gordon J Alexander and J.V.Bailly: Investments, Prentice Hall of India, New Delhi.
10. Shapre, William F: Portfolio Theory and Capital Markets: McGraw Hill, New York.
11. Francis J.Clark: Management of Investments: McGraw Hill, New York.

# **BBA V SEMESTER**

## **505EC ENTREPRENEURSHIP DEVELOPMENT**

**Objectives: To make students familiar about the entrepreneurship development and small business management.**

### **Unit-I: Introduction to Entrepreneurship**

Evolution of the concept of entrepreneur and entrepreneurship, Theories of Entrepreneurship, characteristics of an entrepreneur, functions of an entrepreneur, types of entrepreneurs, difference between entrepreneur, manager and intrapreneur, growth of entrepreneurship in India, women and rural entrepreneurship, problems of women and rural entrepreneurship, Role of entrepreneurship in economic development,.

### **Unit- II: Entrepreneurship Development**

Factors Affecting Entrepreneurship Development, entrepreneurial motivation, Entrepreneurial competencies, entrepreneurial mobility, Entrepreneurship Development Programs (EDP)

### **Unit- III: Small Business Establishment**

Introduction to Small Business Establishment and management, Project identification and selection, Project formulation, Project appraisal, Financing of enterprise, Financial Institutions supporting to SMEs, Institutions supporting to SMEs, Role of venture capital in entrepreneurship development, Ownership structure of Small Business, Latest government policy for SMEs.

### **Unit-IV: Management Strategies for SMEs**

Fundamentals of Management, Working capital and inventory Management, Production and operations and Quality management, Marketing and Human Resource management, Growth strategies for SMEs, Sickness in SMEs, Exporting and internationalization of SMEs, E-Commerce and SMEs

### **Suggested Readings**

1. S. S. Khanka, Entrepreneurial Development, S. Chand Publication fourth edition 2010
2. Vasant Desai, Entrepreneurial Development, HPH,
3. Prasanna Chandra: Project Preparation, Appraisal, Implementation; Tata McGraw Hill, New Delhi.
4. Pandey I.M: Venture Capital - The Indian Experience; Prentice Hall of India.
5. Holt: Entrepreneurship-New Venture Creation; Prentice Hall of India.
6. Papola, T S. Rural Industrialization Approaches and Potential. Bombay, Himalaya, 1982(Preferably latest edition).





## BBA Course Matrix

### II sem

<b>Sub Code</b>	<b>Subject</b>	<b>Credits</b>
201CC	Financial Accounting	3
202CC	Business Economics	3
203AC	Corporate Governance	2

## **OBJECTIVES:**

To understand the basic principles of financial accounting and get acquainted with financial management process and functions.

## **MODULE: 1**

Introduction: Financial Accounting-definition and Scope, objectives of Financial Accounting, Accounting v/s Book, Keeping Terms used in accounting, users of accounting information and limitations of Financial Accounting.

## **MODULE: 2**

Conceptual Frame work: Accounting Concepts, Principles and Conventions, Accounting Standards-concept, objectives, benefits, brief review of Accounting Standards in India, Accounting Policies, Accounting as a measurement discipline, valuation Principles, accounting estimates.

## **MODULE: 3**

Recording of transactions: Voucher system; Accounting Process, Journals, Subsidiary Books, Ledger, Cash Book, Bank Reconciliation Statement, Trial Balance. Depreciation: Meaning, need & importance of depreciation, methods of charging depreciation. .(WDV & SLM)

## **MODULE: 4**

Preparation of final accounts: Preparation of Trading and Profit & Loss Account and Balance Sheet of sole proprietary business. Computerised Accounting: Computers and Financial application, Accounting Software packages.

## **MODULE: 5**

Introduction to Company Final Accounts: Important provisions of Companies Act, 1956 in respect of preparation of Final Accounts. Understanding of final accounts of a Company.

## **Recommended Books**

1. Fundamentals of Accounting & Financial Analysis: By Anil Chowdhry (Pearson Education)
2. Financial accounting: By Jane Reimers (Pearson Education)
3. Accounting Made Easy: By Rajesh Agarwal & R Srinivasan (Tata McGraw Hill)
4. Financial Accounting for Management; By Amrish Gupta (Pearson Education)
5. Financial Accounting for Management: By Dr. S. N. Maheshwari (Vikas Publishing House)

## 202CC-Business Economics

### Objectives:

1 To study and appreciate the economic behaviour of the firm and the economy as a whole in general.

### Module: 1

**Introduction to economics:** Business Economics- Nature, Scope, & significance. Role of Business Economist in Decision making.

### Module: 2

**Market structure:** Perfect Competition, Features, Determination of price under perfect competition . Analysis of competition - Kinds of Competitive situations - State of Equilibrium under perfect competition. Monopoly and Monopolistic competition.

### Module: 3

**Demand analysis:** Law Of Demand, Exceptions to the Law of Demand, Elasticity of demand – Price, Income & Cross elasticity, Uses of elasticity of demand for Managerial decision making, Measurement of elasticity of demand. Advertising and promotional elasticity of demand.- Demand forecasting: Meaning & Significance

### Module: 4

Pricing Decisions - Pricing under perfect competition - Pricing under monopoly - Price discrimination - Pricing under Monopolistic Competition - Price Leadership.

### Module: 5

**Production analysis:** Concepts, production function: Single Variable – Law of Variable Proportions & Two variable Function – ISO-Quants & ISO-Costs & Equilibrium (Least cost combination). Total, Average, & Marginal Product. Returns to scale. Technological progress & Production function. Economics of Scale: meaning, significance ,definition and characteristics and types; ISO.

Module 6: **Profits:** Determinants of Short-term & Long-term profits. Classification – Measurement of Profit. Break Even Analysis – Meaning, Assumptions, determination of BEA, Limitations – Uses of BEA in Managerial decisions.

### Suggested Reference Books(latest edition):

1. Ahluwalia, I J: India's economic reforms and development, essays for Manmohan Singh : New Delhi: OUP,.
2. Ahluwalia, Montek S.: Macroeconomics and Monetary Policy: Issues for an reforming economy: New Delhi: Oxford University Press,.
3. Ahuja, H. L.: Advanced Economic Theory : Microeconomic Theory: Ed 13, New Delhi : S Chand & Co.,.
4. Bilas, Richard A.: Microeconomics: Theory: 2nd. ed. McGraw-Hill, New York,.
5. Chiang, Alpha C.: Fundamental Methods of Mathematical Economics: Ed 3<sup>rd</sup>, Auckland: McGraw-Hill Book Company, .
6. Chiang, Alpha C. and Kevin Wainwright: Fundamental Methods of Mathematical Economics: Irwin Professional Pub,.
7. Datt, Rudder: Economic Reform in India: An Appraisal and Policy Directions for Second Generation Reforms: New Delhi: Bookwell, 2001(Preferably Latest edition).

## **: Corporate Governance**

**Objectives:** To sensitize students to issues concerning Corporate Governance and corporate success in long run.

**Unit-I:** Corporate Governance, Concept, objectives and nature and scope of corporate governance, significance of corporate governance, ethics and social responsibility, models of corporate governance, corporate misconduct and misgovernance.

**Unit-II:** Summary of recommendations of various committees on corporate governance, listing agreement and stock exchange, role of SEBI, constitution of Board, Board Committees, Constitution, need duties and responsibilities.

**Unit-III:** Corporate Social Responsibilities and corporate governance

**Unit-IV:** Company Law and Governance Practices- Companies Amendment Act and Bill, Governance Practices in buy –back of shares, business mergers and amalgamations and takeover.

### **REFERENCE(Latest Edition):**

1. C.S.M. Murthy, “Business Ethics”, Himalaya Publishing House, latest edition.
2. Lara P. Hartman, Perspectives in Business Ethics”, Tata McGraw-Hill Publishing Co, Ltd., Second Edition, latest edition.
3. Banarjee R.P. “Ethics in Business and Management-Concepts and Cases”, Himalaya Publishing, House. latest edition
4. S.K. Chakraborty, “Management by Values” Oxford University Press Publication latest edition .
5. Dr. S. Singh, “Corporate Governance- Global Concepts and Practices”, Excel Book First,latest edition.
6. Dr. C. I. Bansal, “Taxmann’s Corporate Governance” Law practice and procedures with case studies-December latest edition.
- 7.Sanjiv Agarwal, “Corporate Governance-Concept and dimensions”. Snow white publications Pvt.Ltd.Edition- latest edition.
8. Anthony Williams, “Corporate Governance-who will Guard the Guardians” latest edition.
9. D. Gopal Krishna, “Corporate Governance” latest edition.











**IV Sem**

<b>Sub Code</b>	<b>Subject</b>	<b>Credits</b>
401CC	Human Resource Management-	3
402CC	Marketing Management	3
403CC	Financial Management	3
404CC	Operations Management	3
405EC	E- Business	4

**BBA IV Semester**  
**401CC: Human Resource Management**

**Evaluation**

Continuous evaluation in the form of assignments, Surprise quizzes, and, case presentations	}	40%
End term		

**Total Marks – 100**

**Objectives:**

In a complex world of industry and business, organizational efficiency is largely dependent on the contribution made by the members of the organisation. The Objectives of this course is to sensitize students to the various facets of managing people and to create an understanding of the various policies and practices of human resource management.

**Unit – I:**

Nature of HRM; Scope of HRM; Objectives of HRM; Importance of HRM; Evolution of the concept of HRM.

**Unit-II:**

Personnel Management; Difference between Personnel Management and HRM, Principles of HRM, Role of HR Manager; HR manager's proficiencies and qualifications; Organization of Personnel Department.

**Unit-III**

Job Analysis; Introduction; uses of Job analysis; Process of Job Analysis; Competency Approach of Job Analysis; Job Description; Job Specification.

**Unit-IV**

Recruitment; introduction; definition; constraints and challenges; environmental factors affecting recruitment; sources of recruitment; methods of recruitment; Selection; introduction; definition; process of selection.

**Unit -V**

Placement; induction and orientation; internal mobility; Transfer; Promotion; Demotion; Employee Separation; Training; Introduction;; Training vs. Development; Types of Training; Training Methods. Development; Introduction; Definition; Importance; Methods/Techniques of Management Development.

**Reference Books: (Latest Editions)**

1. V S P Rao: Human Resource Management, Excel Publication, New Delhi.
2. Gray Dessler: Human Resource Management, Pearson Education, Delhi, 2009.
3. BiswadeepPattanayak: Human Resource Management, Prentice Hall of India Private Limited, Delhi, 2008.
4. S.S.Khanka: Human Resource Management, S. Chand & Company Limited, New Delhi, 2009

# BBA IV Semester

## 402CC: Marketing Management

### Evaluation

Continuous evaluation  
in the form of assignments,  
surprise quizzes, and,  
case presentations } 40%

End term – 60%

**Total Marks – 100**

**Objective:** The objective of this course is to introduce the students to the subject and develop an understanding of the concepts, strategies and issues involved in marketing.

### Unit –I

Marketing: Nature and scope of marketing; concepts-traditional and modern; selling and marketing; marketing mix; marketing environment; service marketing-characteristics of service.

### Unit -II

Consumer behavior and market segmentation; nature, scope and significance of consumer behavior; market segmentation-concept and importance; bases for market segmentation.

### Unit-III

Product; concept of product; consumer and industrial goods; product planning and development; packaging-role and functions; branding; brand name and trade mark; product life cycle; after sales service.

Price; importance of price in marketing mix; factors affecting price; discounts and rebates; pricing strategies and pricing techniques.

Promotion: Promotion mix; methods of promotion; advertising; personal selling; selling as a career; functions of a salesman; characteristics of a good salesman; approach and presentation to a customer; objection handling; closing sale and follow up; publicity and public relations.

Distribution: Physical distribution; channels of distribution-concept and role; types of channels; factors affecting choice of a particular channel; physical distribution of goods; transportation-modes; retail formats-supermarkets, chain stores, department stores, discount stores, margin free markets, electronic retailing.

### Unit-IV

Advertising; functions of advertising; advertising media; different types of media; relative merits and demerits; characteristics of effective advertisement; measuring media effectiveness; media planning and scheduling; Legal and ethical aspects of advertising.

## **Unit-V**

Sales promotion; meaning, nature and functions; limitations of sales promotion; sales promotion schemes; sample; coupon; price off; premium plan; consumer contests and sweep stakes; POP displays; demonstration; trade fairs and exhibitions; sales promotion techniques and sales force.

### **Reference Books: (Latest Editions):**

1. Kotler, Philip: Marketing Management; Prentice Hall, New Jersey.
2. Condiff E.W. and Still, R.R., Basic Marketing Concepts, Decisions and Strategy; Prentice Hall of India, New Delhi.
3. Stanton W.J. Etzel Michael Jand Walter Bruce J; Fundamentals of Marketing; McGraw Hill, New York.
4. Rorsiter Johan R, Percy Larry; Advertising and Promotion Management; Mc Graw Hill, New York.
5. Aaker, David and Myers Johan G,et.al,;Advertising Management; Prentice Hall of India; New Delhi.
6. Kumar, Ramesh: Application Exercises in Management, Vikas Publishing House, 2004.
7. Varshney & Gupta: Marketing Management, Sultan Chand & Sons, 2005.
8. Kotler & Armstrong; Principles of Marketing Management, Prentice hall India, 2003.
9. Gandhi, T.C.Marketing; A Managerial Introduction, 2003.
10. Gupta & Suri; Case Studies in Marketing Mgt., Himalaya Publishing House, 2005.

**BBA IV Semester**  
**403CC: Financial Management**

**Evaluation**

Continuous evaluation  
in the form of assignments,  
surprise quizzes, and,  
case presentations } 40%

End term – 60%

**Total Marks – 100**

**Objective:** To provide conceptual understanding of corporate finance.

**Unit-I**

**Introduction:** Scope of Financial Management, Objectives of Financial Management, Role of Financial Managers

**Unit -II**

**Time Value of Money:** Meaning of Time Value of Money, Computing, Discounting

**Unit -III**

**Capital Structure and Cost of Capital :**Sources of Long term finance, Cost of Capital, Theories of Capital Structure

**Unit -IV**

**Capital Budgeting:** Nature of Capital Expenditure Decisions, Importance of Capital Budgeting Decisions, Techniques of Capital Budgeting

**Unit-V**

**Dividend Decisions:** Importance of Dividend Divisions, Relevance and Irrelevance Dividend Decisions

**Unit -VI**

**Working Capital Management:** Gross and Net Working Capital, Working Capital Cycle, Estimation of Working Capital

**Reference Books: (Latest Editions)**

1. I.M. Pandey - Financial Management - Vikas Publishing House
2. M.Y. Khan and P.K. Jain - Financial Management - Tata - McGraw Hill
3. Prasanna Chandra - Financial Management - Tata - McGraw Hill

BBA IV Semester  
**404CC: OPERATIONS MANAGEMENT**

**Evaluation**

Continuous evaluation  
in the form of assignments,  
surprise quizzes, and,  
case presentations } 40%

End term – 60%

**Total Marks – 100**

**Objective:** To introduce the basis of production and operations management.

**UNIT- I**

Meaning and Functions of Production Management, Role and Responsibility of Production Function in Organization, Types of Production System- Continuous Intermittent, Joblotsetc Plant Layout- Objectives, Types, Materials Flow Pattern. Safety Considerations and Environmental Aspects.

**UNIT – II**

**Production Design:** Definition, Importance, Factors affecting product Design- Product Policy- Standardization, Simplification. Production Development-Meaning, Importance, Factors Responsible for Development, Techniques of Product Development

**UNIT –III**

**Operations Planning and Control:** Meaning, Objectives, Scope, Importance & Procedure of Production Planning, Routing scheduling Master Production Schedule, Production Schedule, Dispatch, Follow up, Production Control-Meaning, objectives, Factors affecting Production Control.

**UNIT – IV**

**Methods Study, Work Study and Time Study Methods Study:** Concept, Questioning Techniques, Principles of Motion Economy, flow Process Chart, Multiple Activity Chart, SIMO Chart, Travel Chart.

**Work Study-** Concepts, Scope and Applications, Work Study and Production Improvement.

**Time Study** –Routing Concepts, Stopwatch Study, Allowance, PMTS Systems (Concepts Only) Activity Sampling.



## **UNIT – V**

**Productivity:** Meaning, Importance, Measurement, Techniques, Factors affecting Productivity, Measures to boost Productivity- ISO 9000 to ISO 2000, Quality Control, Quality Circles, Effects of Globalization on Business.

### **Reference Books: (Latest Editions)**

1. Production & Operations Management R S Goel
2. A Key to Production Management KalyaniPublicaion, Ludhiyana
3. Production & Operations Management, AnshuVyas, Vision Publications
4. Production and Operations Management, S.N.Charry.

# **BBA IV Semester**

## **405EC: E-Business**

### **Evaluation**

Continuous evaluation In the form of assignments, Surprise quizzes, and, Case presentations	}	40%
End term	–	60%

**Total Marks – 100**

### **Objectives**

- Sensitizing students about the process and practices of making business online.
- Motivate students to gain in-depth knowledge about e-Business and make them prefer online business career option.

### **Unit-I:**

Nature of, importance, challenges, requirements and impact and inhibitors of e-business, Environmental Forces of affecting planning and practice of e-business (external and internal), Fundamental models of e-Business: B2B, B2C, C2C, C2B, G2C.

### **Unit-II:**

E-Business technological infrastructure: telecommunications, Internet software, online sellers and content providers. Developing e-Business models: brokerage e-Business models, advertising e-Business model, subscription, pay purview and membership e-Business model, distribution channel member e-Business model, affiliation e-Business model, community e-Business model, portal e-Business model.

Overview of strategic management: strategic planning and value chain analysis for e-business model building, building an online presence for an existing business, Control of the e-Business plan: setting performance objectives and standards, measuring performance, taking corrective actions.

### **Unit-III:**

Application of e-Business: e-Management (administration and governance), e-Marketing: e-banking- e-HR, e-business and rural marketing (e-choupal).

### **Unit-IV:**

Security and reliability of e-Business, e-Business risks, application of security requirements, and security mechanism for e-Business, network level security, digital certification and ICT Laws in India.

Ethical, legal and social concerns, privacy and confidentiality issues, Future of e-Business, opportunities and growth, convergence of technologies - online communities, partnering online.

### **Books:**

- 1. Michael P. Papazoglou, e-Business, Wiley India.**
- 2. BrahmCanzer, e-Business and Commerce, Biztantra.**
- 3. P.Allen, Realising e-Business with Components, Addison Wesley.**
- 4. S. Chan, Strategic Management of e-Business, John Wiley & Sons.**

## **VI Sem**

<b>Sub Code</b>	<b>Subject</b>	<b>Credits</b>
601CC	Strategic Management	4
602CC	International Business	4
603CC	Elective	4
604CC	Elective	4
605AC	Personality Development Lab	4
606CC	Dissertation- (Work on dissertation will commence in V Sem.)	4

Marketing of Services/ Industrial Relation/ Basics of Derivatives – 4 credits

Sales and Direct Marketing/ Labour Laws/ Financial Inclusion- 4 credits

# **BBA VI SEMESTER SYLLABUS**

## **601CC: STRATEGIC MANAGEMENT**

**Course Objectives: To familiarise the students the concept and process of strategic management.**

### **Unit I: Introduction to Strategic Management**

Definition of Strategy, Strategic Management, Evolution of Strategic Management, Strategic Management process, Levels of strategies.

### **Unit II: Strategic Intent**

Vision, Mission, Business definitions, Goals, Objectives and plans.

### **Unit III: Environmental Scanning**

External and Internal analysis, PESTEL analysis, SWOT analysis, resources capabilities and core competencies.

### **Unit IV: Strategy formulation**

Business level strategies-Cost leadership, differentiation and focus. Corporate level strategies-Types of Corporate strategies.

### **Unit V: Strategic Implementation and Control**

Functional implementation, Structural Implementation- Organizational design, Behavioural Implementation, managing strategic change, strategic control- techniques of strategic evaluation and control.

### **Reference Books: (Latest Edition)**

1. Business policy and Strategic Management Concepts and applications : Vipin Gupta, Kamala Gollakota and R.Srinivasan- Revised 2nd Edition,( PHI New Delhi).
2. Strategic Management : Azhar Kazmi.(TMH)
3. Strategic Management : Subbarao (Himalaya Publication)

## **602CC: INTERNATIONAL BUSINESS**

**Course Objectives: To introduce the basic issues associated with international business.**

### **UNIT I: International Business**

An Over view, Evolution of International Business, Drivers of globalisation, Influences of International Business , Stages of Internationalisation ,International business approaches

### **UNIT II: Theories of International Trade.**

Mercantalism, Theory of Absolute Cost Advantage, Comparative Cost Advantage Theory Relative Factor Endowments theory, Country similarity theory, Product Life cycle theory, Global strategic rivalry theory, Porter's National Competitive Advantage theory

### **UNIT III: Modes of Entering International Business**

Modes of Entry, FDI, WTO, MNCs

### **UNIT IV: Trade Blocks and Business Centres.**

Implications of Trade blocks for business.

### **UNIT V: Global Strategic Management and Business Ethics**

International Production and Logistics Management, IHRM, Controlling and Evaluation of International Business

### **Reference Books: (Latest Edition)**

1. International Business : P Subba Rao (HPH)
2. International Business : John B.Cullen and K.Praveen Parboteeah (Routledge)
3. International Business : Justin Paul (PHI)
4. International business : Francis Cherunilam(PHI)

## 603CC (MARKETING): MARKETING OF SERVICES

**Objectives:** Today's most of the world economies are service industry driven. Hence services marketing play important role in the business management. This paper tries to make students familiar with different aspects of services marketing.

### **Unit I: Basics of Service Marketing**

Introduction to Services, service concept, goods and services: a comparative analysis, Features of services, significance of services marketing, reasons for growth in service economy; need to study service organizations; marketing approaches to services, contribution of service sector in Indian economy

### **Unit II: Key Dimensions in Services Marketing**

Service Environment, Services blueprint, Demand –supply management, Management of service capacity, relationship marketing, service recovery, customer service expectations, service encounters, service quality, service quality gap, service quality audit, SERVQUAL model, total quality management in services.

### **Unit III: Services Marketing Mix:**

**Product:** Development of service products, Levels of service product, developing package, product attractiveness, branding service products.

**Promotion mix:** Components of promotion mix, advertising strategies for services firms, **Price and Place Mix, Physical evidence:** types of service scapes, Role of service scapes, framework for understanding service scapes and its effect on behaviour, guidance for physical evidence strategies. **People:** internal marketing, **process,** capacity planning and scheduling.

### **Unit IV: Introduction to Services Organization**

Introduction to Service Organization Management, Trends in Management of Service Organizations, Consumer evaluation process in services; building a customer oriented organization;

### **Unit V: Understanding Specific Services**

Marketing Banking and Financial service, Hospitality and Tourism services, IT, Healthcare services.

### **Reference Books: (Latest Edition)**

1. Service Marketing : Lovelock, C.H (Prentice Hall, London)
2. Service Marketing : Jha S.M. (Himalaya Publishing House, New Delhi.)
3. Service Marketing : R. Srinivasan The Indian Context, third edition, (PHI)
4. Management of Tourism in India: Akhtar J.: (Ashish Publishing House, New Delhi.)

## **604CC(MARKETING): SALES & DIRECT MARKETING**

**Course Objectives:** To introduce to the students the sales management and direct marketing.

### **Unit I: Introduction to Sales Management**

Selling, Sales management, evolution of sales management, functions of sales managers, relationship selling, objectives of sales management, sales management process, sales management competencies.

### **Unit II: Personnel selling & Salesmanship**

Buying decision process, theories of selling, personnel selling process, classification of personnel selling approaches, qualities of sales person, salesmanship, personnel selling, communication.

### **Unit III: Sales planning and budgeting**

Personnel selling strategies, sales planning, sales policies, sales forecasting-methods, sales budgeting, approaches to budgeting process, sales territory, sales quota.

### **Unit IV: Direct Marketing**

Direct marketing, growth and benefits of direct marketing, requisites of success of direct marketing, differences between conventional marketing and direct marketing, differences between direct marketing and non-stores.

### **Unit V: Forms of direct marketing**

Mail order marketing, catalogue marketing, direct mail marketing, direct response marketing, telemarketing, teleshopping-homeshopping, direct selling, online marketing.

### **Reference Books: (Latest Edition)**

1. Sales and Distribution Management : K Shridhar Bhat, (Himalaya publishing House)
2. Marketing Management : Ramaswamy & Ramakumari, (McMillan publication)



## **603CC (HRM): INDUSTRIAL RELATIONS**

**Course Objectives: Organisational efficiency and performance are interlinked with Industrial Relations in a business enterprise. This course provides the conceptual and practical aspects of IR at the macro and micro levels.**

### **UNIT I: Introduction**

Meaning and scope of IR, the systems framework, theoretical perspectives, rule-making and industrial relations, substance of a sound industrial relations system, basic concepts and values.

### **UNIT II: Theoretical foundation and legal framework**

Introduction, theories of trade union movement, trade unions in india, trade unions and economic development, legal framework, trade union recognition, union recognition agreement, non-union firms

### **UNIT III: Trade union structures**

Introduction, models of national trade union movements, international trade union federations, trade union structures at the national level, managerial trade unions, women in trade unions, multiple unionism, trade union unity and trade union mergers.

### **UNIT IV: Management of Trade unions in India and role of government in IR**

Introduction, trade union constitution, trade union functions, internal challenges, external challenges, leadership and organizational issues. Introduction, divergent perspectives, types of government interventions, the means of State Interventions, role of state in industrial relations at the state level, future role of the government.

### **UNIT V: Collective bargaining, Tripartism and Bipartism**

Collective bargaining: introduction, concept, nature of collective bargaining, legal framework of collective bargaining, levels of bargaining and agreement, negotiating techniques and skills, Tripartism: introduction, types and levels of tripartite agreements, assessment of the working of Tripartism, Bipartite consultative Machinery, Bipartism's link with Tripartism.

### **Reference Books:(Latest Edition)**

1. Industrial Relations : C. S. Venkata Ratnam, (Oxford University Press)
2. Dynamics of Industrial Relations : MemoriaMemoria and Gankar, (Himalaya Publishing House)
3. Human Resource Management and Industrial Relations : P. SubbaRao (Himalaya Publishing
4. House)
5. Case laws on Industrial Relations : Mishra L (Excel Publication)
6. Industrial Relations in India : Rao P L & Raju (Excel)

## **604CC(HRM) : LABOUR LAWS**

**Course Objectives:** The course aims to provide an understanding, application and interpretation of the various labour laws and their implications for industrial relations and labour issues to help management in taking ethical decisions relating to management.

### **Unit I: Laws related to Industrial Disputes**

Industrial Disputes Act, 1947, Definition, Authorities for the settlement of disputes, methods of settlement, collective bargaining, conciliation, arbitration and adjudication, strikes and lockouts, lay off and retrenchment.

### **Unit II: Laws related to Employment**

Industrial Employment (standing orders) Act, 1946: Certificate, applicability, interpretation, appeal, disciplinary actions and grievance procedure; Industrial Relations Act, 1960 and other State Legislations dealing with the labour.

### **Unit III: Laws related to Wages**

Payment of Wages Act, 1936 Constitutional provisions in respect of wages and remuneration, Minimum Wages Act, 1948, Payment of Bonus Act, 1965, Equal Remuneration Act, 1976, The Payment of Gratuity Act 1972, The Contract Labour (Regulation & Abolition) Act 1970

### **Unit IV: Law Related to Social Security & Safely Measures**

Workmen's Compensation Act, 1923; Employees State Insurance Act, 1948; Employees provident fund and miscellaneous provisions Act, 1952; Maternity Benefit Act, 1961; Fatal Accident Act 1855

### **Unit V: Factories Act**

Trade Union Act, 1926; Factory Act 1948; The employer's liability Act 1938; The sales Promotion employees (Conditions of Service) Act, 1976

### **Reference Books:(Latest Edition)**

1. Industrial Disputes and Labour Laws : ms. Sabina, (Alfa publication)
2. Service and Labour Laws : justice A R Laxmanan (universal law publishers)
3. Labour and Industrial laws by Universal's Legal Manual, (Universal Law Publishing co).
4. Labour laws in India ; savita pathak Lap (lambert academic publishing)
5. Child Labour – Issues challenges and Laws : S C Joshi (Akansha publishing house)
6. Simplified approach to Labour Laws :Dr. J P Sharma (Bharat Law House Pvt. Ltd).

## **603CC(FINANCE) : BASICS OF DERIVATIVES**

**Objective: This course introduces students to derivatives and its usefulness in investment & risk management decision.**

### **Unit-I: Introduction**

Definitions of Risk. Sources & Types of Risk:

### **Unit-II: Derivatives; Introduction to Derivatives**

Meaning and definition, Types of derivatives, Forward contracts, future contracts, options, swaps and other derivatives; Type of traders; Trading future contracts; Specification of the future contracts; Operation of margins; Settlement and regulations.

### **Unit-III: Forward & Futures**

Meaning-mechanism of Forward and Futures contracts-Payoffs.

### **Unit-IV: Options and Futures:**

Meaning and options, call options, put options, payoffs. Types of options; Option trading; Margins; Valuation of options; Binomial Option Pricing Modal; Black-Schools model for Call Options; Valuation of put options; Index options; Option markets- exchange traded options, over-the counter options, quotes, trading, margins, clearing, regulation and taxation; Warrants and convertibles, Hedgers and speculators: Future contracts; Future markets-clearing hours, margins, trading, future positions and taxation; Future prices and spot prices; Forward prices vs future prices; Futures vs. options.

### **Unit-V: Managing Market Risk**

Introduction to Risk Management through derivatives.

### **Unit-VI: Derivatives Market in India:**

Present position in India, Regulation of derivatives trading activity.

### **Reference Books: (Latest Edition)**

1. An Introduction to Derivatives Chance, Don M, (Dryden Press, International Edition).
2. Managing Derivative Chew, Lilian: Risk, (John Wiley, New Jersey).
3. Swap & Derivative Financing Das Satyajit:, Probus.
4. Financial Mangement Prasanna Chandra, (TATA MacGraw Hill, New Delhi)
5. Financial Management, Khan and Jain: (TATA MacGraw Hill, New Delhi)
6. Futures and other Derivatives, Hull, J., Options: (Prentice Hall, New Delhi).
7. Understanding Futures Markets, Kolb, Robert W: Prentices Hall Inc., New Delhi.

## **604CC(FINANCE): FINANCIAL INCLUSION**

**Objective: Top introduce the students the concept of financial inclusion and to familiarise with the government initiatives for the same.**

### **Unit I: Introduction**

Financial Inclusion- Definition; Scope, Current status of financial inclusion in India, Importance of financial inclusion, International Experiences in Financial Inclusion – Key Learning Areas.

### **Unit II: Role of Banking services in Financial Inclusion**

Financial Inclusion by extension of banking services and expansion of Infrastructure, Role of Rural Banks; emerging trends in rural banking sector, Role of Micro Finance Institutions in Financial inclusion, Role of SIDBI and NABARD, Role of RBI in Financial Inclusion.

### **Unit III: Financial Literacy**

Factors influencing financial literacy, Role of technology in Financial Inclusion - Core banking; Electronic banking, National electronic fund transfer; Real time gross settlement system (RTGS), Direct Benefit Transfer (DBT)

### **Unit IV: Socio Economic Development and Financial Inclusion**

Role of self help groups (SHG) and Micro Finance Institutions (MFIs) in economic and social development, Inclusive growth through rural employment, Women employment and sustainable development.

### **Unit V: Govt support system**

Govt. sponsored schemes for urban and rural areas- Insurance cover; Subsidy, Swarn Jayanti Shahri Rozgar Yojana (SJSRY); Prime Minister Rozgar Yojana (PMRY); Mahatma Gandhi National Rural Employment Gurantee Act (MNREGA): Self help group and Swarnajayanti Gram Swarojgar Yojana(SGYS)) scheme, The SHG - Bank Linkage Scheme, Issue and challenges in financial inclusion.

### **Reference Books: (Latest Edition)**

1. Principles and Practices of Banking, Indian Institute of Banking & Finance, (Macmillan, 2nd edition).
2. Rural Banking, Indian Institute of Banking & Finance, (Macmillan),
3. Rangarajan committee on Financial Inclusion(2008)