

Faculty of Management Studies

Study and Evaluation Scheme

Of

Bachelor of Business Administration (Honors)

B.B.A.(Hons.)

(Applicable w.e.f Academic Session 2013-16 till revised)



AKS UNIVERSITY, SATNA

Study and Evaluation Scheme

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AKS University, Satna

Sherganj, Panna Road, Satna (MP) 485001

Study & Evaluation Scheme of Bachelor of Business Administration (Honors) SUMMARY

Programme :	BBA (Hons.)		
Duration :	Three year full time (Six Semesters)		
Medium :	Hindi & English Both		
Minimum Required Attendance :	75 %		
Maximum Credits:	138		
Evaluation Assessment :	Internal	External	Total
	50	100	150

Internal Evaluation (Theory/ Practical Papers)

	Sessional-I	Sessional-II	Continuous Assessment & attendance
	10	10	10+20= 30
Duration of Examination :	External	Internal	
	3 hrs.	2 hrs	

To qualify the course a student is required to secure a minimum of 36% marks in aggregate including the semester end examination, internal assessment evaluation (Both theory & Practical Papers)

A candidate who secures less than 36% or Grade 'D' of marks in a Subject/Paper(s) shall be deemed to have failed in that Subject/Paper(s). In case a student has secured less than 36% or Grade 'R' in Subject/Paper(s), he/she shall be deemed to re-appear (ATKT Examination) in Subject/Paper(s) to achieve the required percentage (Min. 36%) or grade (Min. D) in the Subject/Paper(s).

Question Paper Structure

1. The question paper shall consist of 26 questions in three Sections. Out of which Section-A shall be of Objective type 10 questions and will be compulsory. (weightage 2 marks each).
2. Section-B shall contain 10 Short answer type questions and students shall have to answer any eight (weightage 5marks each).
3. Out of the remaining six question s are long answer type questions, student shall be required to attempt any four questions. The weightage of Questions shall be 10 marks each.

Faculty of Management Studies

Bachelor of Business Administration (Honors)

BBA (Hons.)

I Semester

TEACHING & EXAMINATION SCHEME

Sr. No	Subject Code	Subject	Periods			Credit
			L	T	P	
1	32MT101	Principles & Practices of Management	3			3
2	32AC102	Business Accounting	4			4
3	32EC103	Business Economics	3			3
4	32EV104	Ecology & Environmental Studies	3			3
5	32CA105	Computer Application in Business	3			3
6	32SD106	SSD – Functional English-I	3			3
7	32CA151	Computer Application in Business(Lab)			3	2
TOTAL			19		3	21

Faculty of Management Studies

Bachelor of Business Administration (Honors)

BBA (Hons.)

II Semester

TEACHING & EXAMINATION SCHEME

Sr. No	Subject Code	Subject	Periods			Credit
			L	T	P	
1	32MT201	Organisational Behaviour	3			3
2	32AC202	Cost Accounting	3	2		4
3	32MT203	Business environment	3			3
4	32MS204	Mathematics for Management	3	2		4
5	32MM205	Elementary Marketing	4			4
6	32SS206 (H/I)	Spiritual Studies (H/I)	3			3
7	32SD207	SSD- Functional English-II	3			3
TOTAL			22	4	0	24

Faculty of Management Studies

Bachelor of Business Administration (Honors)

BBA (Hons.)

III Semester

TEACHING & EXAMINATION SCHEME

s.no.	Subject code	Subject	Period			Credit
			L	T	P	
1	32HR301	Personnel Management	4			4
2	32SO302	Research Methodology	3	2		4
3	32EN303	Entrepreneurship Theories & Practices	3			3
4	32MT304	Production Management	4			4
5	32FM305	Financial Management	3	2		4
6	32MS306	Quantitative Techniques	3	2		4
7	32SD307	Soft Skill Development			2	1
		Total	20	6	2	24

Faculty of Management Studies
Bachelor of Business Administration (Honors)

BBA (Hons.)

IV Semester

TEACHING & EXAMINATION SCHEME

Sr. No	Sub. Code	Subject	Periods			Credit
			L	T	P	
1	32MM401	Advertisement & Brand Management	3	1		4
2	32HR402	Human Resource Management	3	1		4
3	32MT403	Business Ethics & CSR	3	1		4
4	32MT404	Business Legislation	3	1		4
5	32MT405	Strategic Management	3	1		4
6	32IT406	E - Commerce for Management	3		2	4
7	32SD407	SSD	0		2	1
TOTAL			18	5	4	25

Faculty of Management Studies
Bachelor of Business Administration (Honors)

BBA (Hons.)

V Semester

TEACHING & EXAMINATION SCHEME

Core Subjects

s.no.	Subject code	Subject	Period			Credit
			L	T	P	
1	32IT501	Management Information System	4			4
2	32MT502	Operation Research	3	2		4
3	32TP503	Income Tax For Individuals	4			4
		TOTAL	12	2		12

Elective Subjects

s.no.	Subject code	Subject	Period			Credit
			L	T	P	
1		Group-A (Financial Management)				
	32FM504-A	Financial Services	3	2		4
	32FM505-A	Working Capital Management	3	2		4
2		Group-B (Marketing Management)				
	32MM504-B	Consumer Behaviour	3	2		4
	32MM505-B	Sales Management	3	2		4
3		Group-C (Human Resource Management)				
	32HR504-C	Organisational Development	3	2		4
	32HR505-C	Labour Laws	3	2		4

NOTE :- ANY ONE ELECTIVE GROUP IS ALLOWED AND BOTH THE PAPERS OF THE SELECTED ELECTIVE GROUP ARE COMPULSORY

Faculty of Management Studies
Bachelor of Business Administration (Honors)

BBA (Hons.)

VI Semester

TEACHING & EXAMINATION SCHEME

Core Subjects

s.no.	Subject code	Subject	Period			Credit
			L	T	P	
1	32MT601	Event Management	4			4
2	32MM602	Service Marketing	3	2		4
3	32MT651	Project Work				8
		TOTAL	7	2	8	16

Elective Subjects

s.no.	Subject code	Subject	Period			Credit
			L	T	P	
1		Group-A (Financial Management)				
	32FM603-A	Security Analysis & Portfolio Management	3	2		4
	32FM604-A	Corporate Tax Planning & Management	3	2		4
2		Group-B (Marketing Management)				
	32MM603-B	International Marketing	3	2		4
	32MM604-B	Retail Marketing	3	2		4
3		Group-C (Human Resource Management)				
	32HR603-C	Strategic Human Resource Management	3	2		4
	32HR604-C	Industrial Relation	3	2		4

BBA (Hons)
I SEMESTER
Principles & Practices of Management

Unit I: Nature of Management

Meaning, Definition, its nature purpose, importance & Functions, Management as Art, Science & Profession- Management as social System, Concepts of management-Administration- Organization.

Unit II: Evolution of Management Thought

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

Unit III: Functions of Management- Part- I

Planning - Meaning – Need, Process, Types, Importance, Advantages and limitations. Forecasting - Need & Techniques. Decision making - Types - Process of rational decision making & techniques of decision making.

Unit IV: Functions of Management- Part- II

Organizing - Elements of organizing & processes: Types of organizations, Delegation of authority - Need, difficulties in delegation – Decentralization, Staffing - Meaning & Importance. Direction - Nature – Principles.

Unit V: Functions of Management: Part- III

Communication - Types & Importance. Motivation - Importance – theories. Leadership - Meaning - styles, qualities & functions of leaders. Controlling - Need, Nature, importance, Process & Techniques. Coordination - Need – Importance.

Topics for Workshop

- i. Planning
- ii. Leadership
- iii. Coordination

Text Books :

1. Essentials of Management – Koontz; TMH / 8th edition
2. Robbins – 9th edition

Reference Books :

1. L.M Prasad – 8th (reprint)

BBA (Hons)
I SEMESTER
Business Accounting

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

Unit II : Recording of transactions

Accounting Process, Journals, Ledger, Trial Balance, Subsidiary Books, Rectification of Error

Unit III : Bank Reconciliation and Depreciation

Bank Reconciliation Statement. Depreciation: Meaning, need & importance of depreciation, methods of charging depreciation.(WDV & SLM), Change of Method of Depreciation(by both current and retrospective effect), Provisions and Reserves.

Unit IV: Preparation of final accounts

Preparation of Trading and Profit & Loss Account (with adjustments) and Balance Sheet of sole proprietary business.

Unit V: Introduction to Company Final Accounts

Important provisions of Companies Act, 1956 in respect of preparation of Final Accounts (Schedule VI). Understanding of final accounts of a Company. Basic concepts of Fund Flow and Cash Flow statements (Overview).

Text Books :

- 1.Introduction to Management Accounting - Horngreen and Sundlem
- 2.Principles of Management Accounting - Manmohan & Goyal
- 3.Management Accounting - Dr. E.B. Khedkar, Dr. D.B. Bharati and Dr. A. B. Kharapas.

Reference Books:

- 1.Double Entry Book Keeping - T.S.Grewal
- 2..Principles and Practice of Cost Accounting – Ashish K. Bhattacharya
- 3.Management Accounting 3rd Ed. - Khan & Jain

BBA (H)
I SEMESTER
BUSINESS ECONOMICS

Objective: - The objective of the course is to familiarize the students with the concepts and theory of Economics applicable in business decision making.

Unit I: INTRODUCTION

Meaning, Nature and Scope of Business Economics, Difference between Business Economics and Economics. Micro Vs Macro Economics. Basic Economic Problems, Market forces in solving economic problems, Circular Flow of Income and Expenditure.

Unit II : DEMAND and SUPPLY ANALYSIS

Concept and Law of Demand, Factors affecting Demand, Elasticity of Demand and their types, Revenue Concepts - Total Revenue, Marginal Revenue, Average Revenue and their relationship. Concept and Law of Supply, Factors Affecting Supply. Concept of Equilibrium.

Unit III: CONSUMER BEHAVIOUR ANALYSIS

Utility: Meaning and Types: Cardinal Utility Analysis: Concept, Law of diminishing marginal utility, Law of Equi Marginal utility. Ordinal Utility Analysis: Concept, Indifference Curve Analysis: Assumptions and Properties.

Unit IV: COST ANALYSIS

Cost: Accounting Costs and Economic Costs, Short Run Cost Analysis: Fixed, Variable and Total Cost Curves, Average and Marginal Costs, Long Run Cost Analysis: Economies and Diseconomies of Scale and Long Run Average and Marginal Cost Curves.

Unit V: PRICING UNDER VARIOUS MARKET CONDITIONS

Market- Meaning and types. Perfect Competition - Equilibrium of Firm and Industry under Perfect Competition. Monopoly - Price Determination under Monopoly. Monopolistic Competition - Price and Output Determination under Monopolistic Competition.

Text Books :

1. Managerial Economics – Analysis, Problems and Cases, P.L. Mehta, Sultan Chand Sons, New Delhi.
2. Managerial Economics – Varshney and Maheshwari, Sultan Chand and Sons, New Delhi.

Reference Books:

1. Managerial Economics – G.S. Gupta, T M H, New Delhi.
2. Managerial Economics – Mote, Paul and Gupta, T M H, New Delhi.
3. Managerial Economics – Joel Dean, Prentice Hall, USA.

BBA (Hons)
I SEMESTER
COMPUTER APPLICATION IN BUSINESS

Unit I: Introduction to Computer

Meaning, Characteristics and Components of computer system. Hardware: Input / Output devices, storage devices and memory. Software: System and Application Software.

Unit II: Operating Systems

Basic concept and types of operating system. DOS: External and Internal Commands and Features.

WINDOWS 7: Basic Operations, utilities and features.

Unit III: Application Software- I

MS Word 2007: Word basics, formatting text and documents, working with headers, footers and footnotes, tabs, tables and sorting, working with graphics, templates, wizards and sample documents, introduction to mail merge and macros. MS Access 2007: Database creation, screen/form design, report generation using wizard.

Unit IV: Application Software - II

MS Excel 2007: Excel basics, rearranging worksheets, excel formatting tips and techniques, introduction to functions, Excel's chart features, working with graphics, using worksheet as databases. MS PowerPoint 2007: PowerPoint basics, creating presentation the easy way, working with text in PowerPoint, working with graphics in power point. Inserting various objects (Picture, Organisational Chart, Audio, Video etc.) in slide. Adding Animation effects in slide.

Unit V : Concept of Data Communication and Networking

Networking concepts, Types of network (LAN, MAN, WAN), Communication Media, Mode of transmission (Simplex, Half Duplex, Full Duplex), Different Topologies. Internet: Meaning, Evolution, Merits and Demerits. Internet Vs Intranet. e-Mail, Search engine.

Text Books:

1. Balagurusamy Fundamentals of Computer 1e, Tata MacGrawHill
2. Deepak Bharihoke Fundamentals of Information Technology Excel books

Reference Books:

1. Manish Mahajan IT Infrastructure & Management Acme learning

ECOLOGY & ENVIRONMENTAL STUDIES **(Compulsory For all Undergraduate Courses)**

Unit I

Definition, scope and importance, need for public awareness. Natural resources and associated problems. Forest resources: Use and over-exploitation, deforestation, mining, dams and their effects on forest. Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems. Land resources : Land as a resource, land degradation, soil erosion and desertification.

Unit II

Food resources : World food problems, effects of modern agriculture, fertilizer-pesticide problems, Mineral resources : Use and exploitation, environmental effects of extracting and using mineral resources, Energy resources : Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles.

Unit III

Concept of an ecosystem, Structure and function of an ecosystem. Energy flow in the ecosystem. Ecological succession. Food chains, food webs and ecological pyramids. introduction, types, characteristic features, structure and function of the terrestrial ecosystem and Aquatic ecosystems.

Diversity, Definition & types, Biogeographical classification of India, Value of biodiversity, Biodiversity at global, National and local levels. India as a mega-diversity nation, Hot-spots of biodiversity, Threats to biodiversity, Endangered and endemic species of India, Conservation of biodiversity.

Unit IV

Definition: Cause, effects and control measures of :- Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear hazards, Solid waste Management : Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Pollution case studies, Disaster management: floods, earthquake, cyclone and landslides.

Unit V

Sustainable development, urban problems related to energy Water conservation, rain water harvesting, watershed management, Resettlement and rehabilitation of people; its problems and concerns, Environmental ethics: Issues and possible solutions. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Environmental legislation, Public awareness. Population growth, Population explosion - Family Welfare Programme. Environment and human health. HIV/AIDS.. Role of Information Technology in Environment and human health.

Suggested Books:

A text book of Environmental Studies, Erach Bharucha, UGC Publication Delhi
A text book of Environmental science: Purohit Shami & Agrawal, Agrobios Student edition Jaipur
A text book of Environmental Studies: Kaushi & Kaushik New age International Publication
Paryavaran Addhyan : MP Hindi Granth Academy
Paryavaran Addhyan : KL Tiwari and Jadhav
Paryavaran Addhyan/Shiksha by: Dr Mahendra Kumar Tiwari University Publication Delhi
A Text Book Of Environmental Science: P.C. Joshi & Namita Joshi, APH Publication Delhi
Concept of Ecology: E.P.Odum
A text book of Environmental science: SC Santra, Kalyani Publication
Ecology and Environment: PD Saharma, Rastogi publication Meerut UP
Introduction to Environmental Science by Y. Anjaneyulu BS Publication Hyderabad

SSD - FUNCTIONAL ENGLISH-1

1st Semester

B.Tech (Engg.)/B.Tech (Ag.)/B.Tech (BT)/B.Sc.(Hons) Ag./B.Sc
(BT)/B.Pharm/BBA/B.Com/B.com(Hons)/BCA(Hons)/Diploma (Engg.)

INTRODUCTION: Grammar is vital for the efficient use of language in academic as well as social environment. You already know that our speech is made up of sentences. A sentence is the basic unit of the written and spoken language. In this unit we will learn about various structural and functional parts of the sentence, their types ,subtypes and their usage.

Objectives:

- To enable the students to use verbs in appropriate contexts.
- To improve students' command of spoken English by practicing the functional language needed in different situations
- To familiarize the students with the concept of Functional English as a multi-focal discipline.
- To enable the students to use English correctly and confidently

UNIT-1

- a. Articles: Definite, Indefinite and Zero, Noun: numbers (singular and plural) and Personal Pronouns
- b. Introduction to verb :Ordinary and Auxiliary verbs, Regular and Irregular verbs
- c. **The Present Tense:** Present Continuous, Simple Present (Form and Use)

UNIT-2

The Past and Perfect Tenses: Simple Past, The Past Continuous, The Present Perfect, The Present Perfect Continuous, The Past Perfect and The Past Perfect Continuous. (Form and Use)

UNIT-3

The Future Tense: Future Simple, The future Continuous (Form and Use),Causative Verbs,The Sequence of Tenses.

UNIT-4

Introduction to Modal Auxiliaries (Form and Use)
May and can for Permission and Possibility.
Could for permission in the Past
May ,Might for Possibility.
Can and be able for Ability.
Ought, Should, Must, have to,had to, Need for Obligation.

UNIT-5

The Conditional Sentences, The Passive Voice; Active Tenses and their Passive Equivalent including Modals, Use of Passive Structure.

NOTE: Coverage of 1220 Regular (600) and Irregular Verbs (620) with their meaning and uses.

(Teachers are required to Introduce 25 verbs from the given verb list in every lecture)

B.B.A (Hons.)
II SEMESTER
Organizational Behaviour

Objective: To teach have to behave in organization.

UNIT – 1

Introduction : concept and meaning of organizational behavior , importance of organizational behaviour in management. Process of behaviour. Model of organizational behaviour. Organization and Individual – Personality determinants and attributes , Job attitude. Learning and learning theories. Emotional intelligence- Meaning, Importance, myths and application in organization.

UNIT -2

Motivation – Definition and concept theories of motivation. Maslow hierarchy of needs. Herzberg two factors. ERG Theory, Vroom expectancy Equity theory, reinforcement theory. Leadership – nature and significance of leadership theories and style , leadership in different culture.

UNIT – 3

Decision making – introduction, meaning, nature , decision – making in group , decision making – style and process. Conflict and negotiation : conflict , process , characteristics , level , functions and types. Negotiation process – bargaining strategies, global implications.

UNIT – 4

Personality, attitudes and values : introduction , meaning of personality , determinants of personality and development of personality. Transaction analysis & interpersonal Behaviour.

UNIT – 5

Organizational Culture and Stress Management: introduction , meaning , definition and features of organizational culture , strong and weak culture, relationship of culture of organizational behavior. National and global culture. Stress – work stress and its management.

Text Books-

- Kavita singh organizational behavior text and cases new delhi-pearson education.
- Jai B.P. Sinha culture and organizational behavior sage publication.

Reference Books-

- John W.Newstrom and keith davis organizational behaviour (TMH)
- M.N.Mishra organizational behaviour

**B.B.A (Hons.)
II SEMESTER
COST ACCOUNTING**

Objective: To enhance the knowledge of Accounting.

UNIT 1:- Introduction

Meaning, Nature, Scope, Objectives , Terms and Advantages of cost accounting. Difference between cost accounting and management accounting, Difference between cost accounting and financial accounting. Cost concepts and classifications, Elements of costs. Installation of a costing system. Cost Center and Profit Center, Methods and Techniques, Concept of Cost Audit. Essentials of a good cost accounting system.

Unit 2:- Materials

Material/ Inventory Control-concept and techniques, Methods of pricing of material

Unit 3:- Labour

Accounting in Corporate, Manufacturing and Service Sector and control of labour cost. Time keeping and time booking, Piece rate wage system. Concept and treatment of idle time, over time, Causes and methods of calculating labour turnover, Cost of labour turnover and fringe benefits. Payroll procedure. Payment of wages, Overview of statutory requirements. Incentive Systems.

Unit 4:- Overhead

Classification, allocation, apportionment and absorption of overhead. Under and Over absorption and its treatment. Capacity Costs. Treatment of certain items in costing like interest on capital, Packing Expenses, Debt Research and Development Expenses, Bad Activity-based cost allocation. Machine Hour Rate, Preparation of cost sheet.

Unit 5:-Methods of Costing

Unit Costing, Job Costing, Batch Costing. Contract Costing.

Text Readings:-

1. Lal, Jawahar. Cost Accounting. Tata McGraw Hill Publishing Co., New Delhi.
2. Nigam, B.M.

**B.B.A (Hons.)
II SEMESTER
BUSINESS ENVIRONMENT**

Objective- Enhance the know how of national & international business environment. The course is designed to aware the student regarding overview and insight of national and international arena.

Unit-1 introduction

Meaning of business environment .factors effecting environment to the business ,Meaning of PEST and respective explanation., Micro and macro environment.

Unit-2

Economic environment

Economic environment nature of economy,. Economic policy. , economic indicators,exim policy,monetary policy, tax system ,double taxation agreement,,SEBI and its recent reform.

Unit-3

Socio-political and global environment

Political environment,and its impact, , legal environment, economic role of the government, Technological Environment – Introduction, definition technology.its impact & its features. Social responsibility of business. Consumerism and ethics.

Unit-4 global environment

Internal trade, International business- v/s domestic trade,.. Foreign Direct investment., foreign institutional investor,. Important provision of FEMA,FERA.MNCS, WTO ,

Unit-5

Industrial environment

Industrial policy, new industrial policy. ,LPG, Industrial sickness. IDRA. MRTP ACT.,BIFR.

Text Books

- Mishra s.k. and puri v.k. economic environment of business
- Paul justin- business environment text and classes (TMH)

Reference Books

- Shaikh & saleem – business environment. (pearson 1st edition)
- Suresh bedi- business environment(excel books 1st edition)
- Vivek Mittal- business environment

B.B.A (Hons.)
II SEMESTER
Mathematics for management

Unit-I Set Theory

Definition of set, Elements of set, Different form of representation of set, Types of set, Venn diagram and problem based on its, Union and intersection of set, Complements, demorgans law and application of set.

Unit-II Ratio and Proportion

Average, Simple Interest, Compound interest, Ratio and Proportion, Compound proportion, Partnership, Unitary method, Time and work

Unit-III Differentiation

Definition, Formulae, Differential coefficient of $\sin x$, $\cos x$, $\tan x$, Differential of algebraic function, differential of two function, Graph of $\sin x$, $\cos x$, $\tan x$.

Unit-IV Integration

Definition and formulae of integration, Integration of algebraic function only, Integration by part and definite integration of algebraic function (only).

Unit-V Permutation and Combination

Definition of permutation and combination, ${}^n C_r$ and ${}^n P_r$, Problem based on permutation and combination. Introduction to probability.

Text Books:-

1. J.K.Singh Business Mathematics
2. R. S. Agrawal Mathematics for competitive exam
3. M Raghavchari Mathematics for Management
4. Yugbodh Publication Mathematics Class XI & XII

**B.B.A (Hons.)
II SEMESTER
ELEMENTARY MARKETING**

Objectives:- The purpose of this course is to develop and understanding of underlying concepts, strategies and issued involved in the marketing of products and services

UNIT – 1

Introduction to Marketing: Definition & Functions of Marketing. Core concepts of marketing –

- a) Need, Want, Desire, Benefits, Demand, Value, Exchange,
- b) Goods – Services Continuum, Product, Market
- c) Customer Satisfaction, Customer Delight.
- d) Approaches to Marketing – Product – Production - Sales – Marketing – Societal – Relational.
- e)Difference between selling and marketing.

UNIT – 2

Market mix : Introduction to marketing mix .Types of consumer and industrial products. Products related decisions- product line , product mix , product life cycle , new product development , branding and packaging decisions. Price mix- introduction, types of pricing strategies. Stage of PLC & pricing.

UNIT – 3

Channels of Distribution : definition, role of marketing channels, classification of channels, factors influencing channel selection. **Elements of promotion mix** –Advertising role and its media, sales promotion, personal selling, publicity, direct marketing.

UNIT – 4

Market Segmentation: meaning, definition, determinants of segmentation, and essentials of effective market segmentation.

Market positioning- Definition, characteristics, strategies. **Market repositioning.**

UNIT – 5

Service marketing – definition & concept, characteristics, 7 p's of service marketing, difference between product and services, recent trends in service marketing.

Text Reading :

1. Kotler, Keller, Koshy, Jha **MARKETING MANAGEMENT – a SOUTH ASIAN PERSPRCTIVE,PEARSON**
2. Skena,Rajan, marketing management,McGraw Hill, new delhi.

Reference books

1. Kurtz, Principles of marketing, Cengage Learning India, 2010
2. Biplo Bose, Marketing Marketing,2011, Himalaya Publishing House

SSD- CSEP(COMMUNICATION SKILLS ENHANCEMENT PROGRAM)

FUNCTIONAL ENGLISH-II

2nd Semester

B.Tech (Engg.)/B.Tech (Ag.)/B.Tech (BT)/B.Sc.(Hons) Ag./B.Sc (BT)/B.Pharm/BBA/B.Com/B.com(Hons)/BCA(Hons)/Diploma (Engg.)

Unit-1

Subject verb Agreement, Adjectives and Comparison of Adjectives, Determiners

Unit-2

Introduction to Prepositions (Use and omission), Preposition of travel and movement, Preposition of Date and Time, Relations expressed by Preposition, Words followed by preposition, Finite and Non Finite Clauses& Uses of Let.

Unit-3

Conjunction: Co-ordinating and Subordinating, Sentences :Simple, Compound and Complex

Unit-4

Statement : Direct & Indirect, Phrasal Verb, Antonyms, Synonyms, Letter Writing: Formal (Parts& Layout)

Unit-5

Communication: Definition & Meaning of Communication, Importance & Process, Types: Verbal & Non-Verbal, Barriers, and how to overcome these barriers.

Reference:

Thomson, A.J and A.V. Martinet. *A Practical English Grammar*. Oxford University Press: New York.

Wren and Martin. *High School English Grammar and Composition*. S.Chand & Company Pvt. Ltd. : New Delhi

Greenbaum, Sidney. *Oxford English Grammar*. Oxford University Press: New York.

Rudzka-Ostyn, Brygida. (2003) *Word Power: Phrasal Verbs and Compounds*. Mouton de Gruyter, Berlin: New York

Chambers Dictionary of Antonyms & Synonyms

Hudson, Richard. *English Grammar*. Routledge: New York.

Rodrigues, M.V. *Effective Business Communication*. Concept Publishing Company: New Delhi.

Raman, Meenakshi & Sangeeta Sharma. *Communication Skills*. Oxford University Press

SPIRITUAL STUDIES (HINDUISM)
SRIMADBHAGWADGITA
Compulsory for All Programme/ Courses
श्रीमद्भगवद्गीता

UNIT-I

अध्याय—एक

अर्जुन की मोहग्रस्तता,

अध्याय—दो

अर्जुन का नैराश्य, शरीर और आत्मा का विश्लेषण, कर्तव्यपालन, निष्काम कर्मयोग, स्थितप्रज्ञ एवं तापत्रय

अध्याय—तीन

कर्मयोग, षट्ठिकार

UNIT-II

अध्याय—चार

गीता का इतिहास, भगवान के प्राकट्य का कारण एवं उनकी सर्वज्ञता

अध्याय—पांच

ईश्वरभावनाभावित कर्म

अध्याय—छः

ध्यान योग या सांख्य योग, सिद्धि या समाधियोग

अध्याय—सात

परा और अपरा शक्ति, पुण्यात्मा मनुष्य के लक्षण

UNIT-III

अध्याय—आठ

ब्रह्मा, आत्मा, अधिभूत, अधिदैव, अधियक्ष, मुक्तिलाभ की विधि

अध्याय—नौ

परमगुहाज्ञान

अध्याय—दस

श्रीभगवान का ऐश्वर्य

UNIT-IV

अध्याय—ग्यारह

श्रीभगवान का विराटस्वरूप

अध्याय—बारह

भक्तियोग का वर्णन, अव्यक्त की उपासना में क्लेश, शुद्ध भक्त के लक्षण

अध्याय—तेरह

क्षेत्र, क्षेत्रज्ञ एवं कर्मक्षेत्र की परिभाषा, ज्ञान, ज्ञेय, प्रकृति एवं परमात्मा, चेतना

अध्याय—चौदह

त्रिगुण स्वरूप

अध्याय—पंद्रह

परम पुरुष का स्वरूप, जीव का स्वरूप

UNIT-V

अध्याय—सोलह

दैवीय स्वभाव, आसुरी स्वभाव

अध्याय—सत्रह

श्रद्धा के तीन प्रकार, भोजन के प्रकार, यज्ञ के प्रकार, तप के प्रकार, दान के प्रकार, ऊँ कार का प्रतिपादन, सत्, असत् का प्रतिपादन

अध्याय—अठारह

सन्यास एवं त्याग में अंतर, त्याग के प्रकार, कर्म के कारण, कर्म के प्रेरक तत्व, कर्म के प्रकार, कर्ता के प्रकार, चार वर्णों के स्वाभाविक गुण, प्रभु के प्रति समर्पण भाव

Recommended books

संदर्भ ग्रंथ सूची

1. श्रीमद्भगवद्गीता—गीताप्रेस, गोरखपुर।
2. श्रीमद्भगवद्गीता—मधुसूदनसरस्वती, चौखम्भा संस्कृत संस्थान, वाराणसी, 1994।
3. श्रीमद्भगवद्गीता—एस.राधाकृष्णन् कृत व्याख्या का हिन्दी अनुवाद, राजपाल एण्ड सन्स, दिल्ली, 1969।
4. श्रीमद्भगवद्गीता—श्रीमद् भक्तिवेदांत स्वामी प्रभुपाद, भक्तिदांत बुक ट्रस्ट, मुंबई, 1996।
5. Srimadbhagawadgita-English commentary by Jaydayal Goyandaka, Gita Press, Gorakhpur, 1997.

SULLABUS
SPIRITUAL STUDIES (ISLAM)
Compulsory for All Programme/ Courses

UNIT-I

इस्लाम धर्म:— 6वीं शताब्दी में अरब की (राजनैतिक, धार्मिक, सामाजिक, आर्थिक परिस्थितियां व कबीलाई व्यवस्था)

मोहम्मद साहब का जीवन परिचय, संघर्ष व शिक्षाएं, इस्लाम का प्रारम्भ, इस्लाम क्या है और क्या सिखाता है, ईमान—ईमाने मोजम्मल, ईमाने मोफस्सल।

UNIT-II

इस्लाम धर्म की आधारभूत बातें:—

तोहीद, कल्मा—कल्मा—ऐ—शहादत, कल्मा—ऐ—तैय्यबा, नमाज, रोजा, जकात और हज का विस्तारपूर्वक अध्ययन

UNIT-III

खुदा—तआला की किताबें (आसमानी किताबें):—

“वही” की परिभाषा, तौरैत, जुबूर, इंजील का परिचय, पवित्र कुरान का संकलन, पवित्र कुरान का महत्व, कुरान की मुख्य आयतें, पवित्र कुरान और हाफिजा

UNIT-IV

पवित्र हदीसों और सुन्नतें:—

हदीस और सुन्नत क्या है, हदीस और सुन्नत का महत्व, कुछ प्रमुख सुन्नतें और हदीसों का अध्ययन, सोकर उठने की सुन्नतें, लेबास की सुन्नतें, बीमारी और अयादत की सुन्नतें, सफर की सुन्नतें

UNIT-V

इस्लाम धर्म की अन्य प्रमुख बातें:—

मलाऐका या फरिशते (देवदूत), खुदा के रसूल, खुदा के पैगम्बर, नबी और रसूल में अन्तर, कयामत, सहाबा, खलीफा, मोजिजा और करामात, एबादत, गुनाह (कुफ्र और शिर्फ), माता—पिता, रिश्तेदार व पड़ोसी के अधिकार, इस्लाम में औरत के अधिकार, इस्लाम में सब्र और शुक्र, इस्लाम में समानता और भाईचारा

ADDITIONAL KNOWLEDGE:-

IN THE LIGHT OF ‘QURAN’ AND ‘HADEES’, TEN POINTS WILL BE DELIVERED TO THE STUDENTS DAILY, IN A SECULAR COUNTRY THE STUDENTS SHOULD KNOW THE PHILOSOPHY OF OTHER RELIGION ALSO SUCH

BBA (Hons)
III SEMESTER

Personnel Management

Objective : *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

Managerial Perspective, administrative Vs. Management Personnel Department – Function, Objectives, HRD. Line-Staff Relationship, Authority, Responsibility and Accountability, Organization of Personnel Department, Concept of personnel management .implementation of personnel policies. Function of personnel management.

CASE STUDY- Tata steel personnel policy.

New /latest- Important trends in HRM

UNIT – II

Manpower Management Cycle; Manpower Planning, Planning job analysis Job requirements and descriptions; and job specification . Sources of Recruitment, Interviewing, Qualities of an interviewer. Selection process and method

CASE STUDY- The case of the risky recruitment. The case of bench management. coca cola OK 4 KO. job description of an assistant.

New /latest- Need for effective recruiting

UNIT-III-:

Job evaluation – performance appraisal .methods and process. Merit rating –Compensation Function Methods of wage, payment, incentive compensation – Types, advantages, perquisites. Wage system in India – Minimum wage, fair wage, living wage

CASE STUDY- Various compensation scheme at L &T Infotec. Executive compensation at Diseny . Performance appraisal system at ZEE Television Ltd

New /latest- five guidelines for how to hold effective appraisal,

UNIT– IV

Employees Orientation and Training; Identifying training needs; Managerial Development, Training techniques, Promotions, career planning.

CASE STUDY- Training and development strategies of Wipro .Dell. Microsoft.

New /latest- Improving productivity through LMS (learning management system)

UNIT–V

Productivity of Workers; Motivation; Incentives; Morale, concept and method., industrial relation and trade union. Grievance and conflict.

CASE STUDY- Grievance procedure at Wipro and Infosys.

New /latest- High performance work system

Text Books:

1. R.S. Davar : Personnel Management & Industrial Relations, (Tenth Revised Edition), Vikas Publishing House Pvt. Ltd., New Delhi
2. Edwin B. Flippo : Personnel Management, (Sixth Edition) McGraw Hill International Ltd., New Delhi.
- 3 .Aswathappa, K. Human Resource and Personnel management, Tata Mc Graw Hill, New Delhi, 1997.

Reference books

1. De Cenzo, D.A. & Robbins S.P. Human Resource Management, 5th Ed., New York, John Wiley, 1994.
2. Gupta, C.B. Human Resource Management, Sultan Chand & Sons., New Delhi. 1999.

BBA (Hons)
III SEMESTER
Research Methodology

Objective : *To equip the students with the basic understanding of the research methodology and to provide an insight into the application of modern analytical tools and techniques for the purpose of management decision making.*

Unit- I : Introduction to Research

Business research: meaning and method of research. process of research. formulation of research problem. primary and secondary data. sources of data Social science research in society. Pure Vs Applied Research. Traditional Vs Modern Approach of Research. Process of Research: Steps Involved in Research Process. Research Design : Various Methods of Research Design.

Unit- II : Methods of descriptive and causal research

Tools of data collection, Survey research techniques. interview survey. observation content analysis –experiments – secondary data studies and observation – sampling design – simple random sampling – restricted random sampling – stratified, cluster and systematic - nonrandom sampling – convenient and judgment sampling – sampling error and non sampling error. Technology Part of Research : Selecting research problems, formulation of Hypothesis. Sources of Information in social research.

Unit –III : Measurement method

Measurement scale, reliability and validity .Projecting Method of Analysis. statistical variance, Co-relation. Regression. The sampling process-Sampling – types - probability and non-probability, Sampling error, sample size confidence interval and determination of sample size.

Unit IV

Writing Part of Research - The writing process, method of writing, Editing and effective statistical presentation. Report mechanics in written Case Analysis, Preparation of Bibliography case study, feedback study feed –foreword guidelines for dissertation.

Unit -V

Publication and Drafting of Research Proposal- Agencies conducting social science research, Scheme of research introduced of a research proposals. General guidelines of research aid agencies for preparation of research proposals.

Text Books :

1. Research Methodology : C.R. Kothari
2. Research Methodology : S.P. Gupta
3. Marketing Research : Green & Tull
4. Marketing Research : Beri, G.C.
5. Marketing Research : Sangeeta Agrawal

Reference Books :

1. Marketing Research :Principles, Applications & Cases : Sharma D.D., (Sultan Chand & Sons., New Delhi)

2. Marketing Research (Methodology Foundations) : Churchill, J.R. Gilbert A.
3. Marketing Research : Luck, D.J. Hugh G. Wales, D.A. Taylor & Rubin, R.S.

BBA (Hons)

III SEMESTER

Entrepreneurship Theories & Practices

***Objective:** The course aims at equipping the students with the basic understanding of the entrepreneurship function, along with the skill sets and knowledge required to establish and run an enterprise successfully.*

UNIT – I

Meaning, elements, determinants and importance of entrepreneurship and creative behavior. Entrepreneurship and creative response to the society“ problems and at work. Dimensions of entrepreneurship: intrapreneurship, technopreneurship, cultural entrepreneurship, international entrepreneurship, netpreneurship, ecopreneurship, and social entrepreneurship, *each with Case Studies. etc.

UNIT – II

Entrepreneurship and Micro, Small and Medium Enterprises. Concept of business groups and role of business houses and family business in India. . The contemporary rolemodels in Indian business: their values, business philosophy and behavioural orientations. Conflict in family business and its resolution.

UNIT – III

Public and private system of stimulation, support and sustainability of entrepreneurship. Requirement, availability and access to finance, marketing assistance, technology, and industrial accommodation, etc. Role of industries/entrepreneur’s associations and self-help groups. The concept, role and functions of business incubators, angel investors, venture capital and private equity funds.

UNIT – IV

Sources of business ideas and tests of feasibility. Significance of writing the business plan/ project proposal. Contents of business plan/ project proposal. Designing business processes, location, layout, operation, planning & control; preparation of project report (various aspects of the project report such as size of investment, nature of product, market potential etc. may be covered). Project submission/ presentation and appraisal thereof by external agencies, such as financial/non-financial institutions.

UNIT –V

Mobilising resources for start-up. Accommodation and utilities. Preliminary contracts with the vendors, suppliers, bankers, principal customers and the aspects of contract management. Basic startup problems . Aspects of small business management. Nature of planning in small business. Organizational structures suitable for small business. Financial: preparation of budgets,integrated ratio analysis, assessing business risks (leverage analysis). Marketing: product planning & development, creating and protecting market niche, sales promotion,advertising and product costing and pricing policies.

Commission(KVIC), National Small Industries Corporation (NSIC), Small Industries Development Bankof India (SIDBI)

Text Books:

- a) Zimmerer, T. H., Scarborough, N. M., Wison D., Essentials of Entrepreneurship and Small Business Management, PHI Learning Private Limited, New Delhi, 2009, 5th ed.
- b) Robert Hisrich, Michael Peters, Dean Shepherd, Entrepreneurship, Tata McGraw Hill, 7th ed, ISBN: 9780071259521
- c) Jeffrey Timmons, Stephen Spinelli, New Venture Creation: Entrepreneurship for the 21st Century, Tata McGraw Hill, 8th Edition, ISBN: 9780071276320
- d) Charantimath, P. M., Entrepreneurship Development and Small Business Management, Pearson Education
- e) Desai Vasant, The Dynamic of entrepreneurial development and management, Himalaya Publishing house (2010).
- f) Murthy CBS, Entrepreneurship Development, Himalaya Publishing house (2009)
- g) Taneja Satish, Entrepreneurship Development, Himalaya Publishing house (2009)
- h) Gupta CB, Srinivasan NP, Entrepreneurship Development in India, Text & Cases, Sultan Chand & Sons.
- i) Hisrich Robert D and Peters Michael P, Entrepreneurship, Tata McGraw Hill
- j) Dollinger Marc J, Entrepreneurship-Strategy & Resource, Pearson

Reference book:

- a) Robert Ashton, How to start your own business for entrepreneurs, Pearson Education, Jul 2009, ISBN13: 9780273723585, ISBN10: 0273723588
- b) Jurgen Wolff, Marketing for Entrepreneurs, Pearson Education, Jul 2009, ISBN13: 9780273720911, ISBN10: 0273720910
- c) Kathryn Lennon, Selling For Entrepreneurs, Pearson Education, Jul 2009, ISBN13: 9780273724926, ISBN10: 0273724924
- d) Richard Stutely, The Definitive Business Plan, The fast track to intelligent business planning for executives and entrepreneurs, Pearson Education , 2nd ed., Dec 2006, ISBN13: 9780273710967, ISBN10: 0273710966
- e) Caspian Woods, Brilliant Start-Up, How to set up and run a brilliant business, Pearson Education, Sep 2008, ISBN13: 9780273720577, ISBN10: 0273720570

BBA (Hons)
III SEMESTER
Production Management

Objective:- *The Objective of this course is to develop the understanding of various component of integrated production management. The learning is focused o developing “production management” to suit not only the domestic operation but also the global operation.*

UNIT I

Introduction to productions and operations management: Nature of production, productions and system, production as an organizational function, decision making in production, production management and operations management, Characteristics of modern production and operation management, organization of production function, recent trends in production/operations management.

UNIT II

Production process, manufacturing and service operations: production process, manufacturing operation, service operations, selection of process non manufacturing or service operations, difference between manufacturing and service operations, difference between manufacturing and service operations, classification of manufacturing process, manufacturing operations as conversion process, characteristics of modern manufacturing process

UNIT III

Design of production system: Product, process and production design, factors influencing product design, approaches for product design, process planning and process design, process selection, process management, major process decisions

UNIT IV

Plant location & Plant layout – Location theories, freedom of locations, errors in selection, steps in location selection, relative importance of location factors, location models, Meaning, definition scope and of facility layout, factors influencing layout, types of layout, importance of layout, layout planning, layout tools and techniques, analysis if layout with computers, criteria for selection and design of layout, layout design procedure.

UNIT V

Materials Management – functions, meaning and operations, – overview of materials planning & material requirement planning, over view of Store management–objectives & functions. . Quality control – Purpose of inspection and quality control.

Text Books

1. S.N Chary, Theory & Problems in Production and Operations Management, TMH
2. R.V.Badi N.V.Badi Production & Operations Management, Vrinda Publication

Reference Book

1. B. Mahadevan; Operation Management; Theory and Practice’ Pearson Education

BBA (Hons)
III SEMESTER
Financial Management

Objectives: To providing understanding of Indian financial system and nature, importance, structure of finance related areas and to impart knowledge regarding source of finance for a business and financial management decisions.

Unit-I

Introduction to Indian financial system: Role / functions, component / constituents, weaknesses of Indian financial system. Finance: Meaning, Nature and scope of finance function. Financial Management: Meaning, Definition, Nature, Scope, function, and Objectives (Profit Maximization ,Wealth Maximization). Organizational Framework of Financial Management, Relationship of finance department with other departments, Role of Finance Manager.

Unit- II

Analysis and Interpretation of financial statements: Understanding the Parameters of health of Business: Liquidity, Profitability, Solvency and Efficiency through computation, analysis and interpretation of Ratios. Preparation of Fund Flow Statement as per Accounting Standard and its Analysis, Introduction to cash flow statement (Elementary)

Unit – III

Capitalisation: Meaning - narrower and broader interpretation. Over Capitalisation - meaning, causes, consequences, remedies. Under Capitalisation - meaning, causes - consequences, remedies. **External Sources of Finance :** Shares - meaning, types, advantages and limitations. Debentures - meaning, types, advantages and limitations. Public Deposits - meaning, advantages and limitations. Borrowing from banks - types of loans - advantages and limitations. **Internal Sources of Finance:** Reserves and surplus - Bonus shares - Retained earnings Role of depreciation. - Importance, advantages and limitations of these sources.

Unit- IV

Capital Structure: Meaning, Capital Structure and Financial Structure, Patterns of Capital Structure, Optimum Capital Structure, Capital Structure Theories, Factors Determining Capital Structure, Capital Structure Practices in India. **Cost of Capital:** Concept, Importance, Classification and Determination of Cost of Capital. Calculation of cost of debt, preference capital, equity capital and retained earnings; **Leverages:** Concept, Types of leverages and their significance. Computation and inferences of Degree of Operating Leverage, Financial Leverage and Combined Leverage.

Unit-V

Capital budgeting: Nature of investment decisions; investment evaluation criteria- present value, net present value, internal rate of return, profitability index, payback period, accounting rate of return ,NPV Vs IRR. **Dividend:** Meaning and types of dividend; Dividend Policy: Meaning and types. Relevance and Irrelevance concepts of dividend. **Working Capital:** Concepts, Components, Determinants, and types of working capital.

Text Book:

S. P. Gupta- Financial Management – Sahitya Bhawan Publication

Reference Books:

P.V. Kulkarni - Financial Management - Himalaya Publishing House, Mumbai.

S.C. Kucchal - Corporation Finance - Chaitanya Publishing House, Allahabad.

I.M. Pandey - Financial Management - Vikas Publishing House.

M.Y. Khan and P.K. Jain - Financial Management - Tata - McGraw Hill Publishing co. Ltd., New Delhi.

BBA (Hons)
III SEMESTER
Quantitative Techniques

Objective:- *To generate understanding of the statistics in business decision making and impart knowledge of the tools of statistics.*

Unit- I

Introduction to statistics – purpose of statistics –, measurements, Variables, attributes, Descriptive Statistics-Compared to Inferential Statistics; Types of data; Summation operation; Rules of Sigma operations. Collection of data, Types of data Scope of Statistics in Economics,

Unit- II

Frequency distributions– Continuous frequency distribution– graphic representation– Histogram – frequency polygon and their uses.

Unit- III

Measures of central tendency – Mean, Median, Mode merits and demerits – Measure Of Dispersion – Range, mean deviation, standard deviation, coefficient of variations.

Unit- IV

Sampling and data collection-sampling, methods of sampling, Statistical estimation and testing- Test of significance: large sampling, small sampling

Unit -V

Correlation and regression – Scatter Diagram – Coefficient of correlation – Rank, Karl Pearson's coefficient of correlation.
Regression – Lines of Regression. Meaning of regression, two regression equations, Regression coefficients and properties.

TEXT BOOK

BUSINESS STATISTIC, DR.SHUKLA & SAHAI

Reference Book :-

S.C GUPTA , D.N ELHANCE

SSD- CSEP (Communication skills Enhancement Program)

3rd Semester

B.Tech (Engg.)/B.Tech (Ag.)/B.Tech (BT)/B.Sc.(Hons) Ag./B.Sc (BT)/B.Pharm/BBA/B.Com/B.com(Hons)/BCA(Hons)/B.Sc. (IT)/Diploma (Engg.)

CSEP PROGRAM: This programme is devised to give you all an exposure to the language used in various communication activities. The objective of the programme is to enhance our communication skills. Research says that the more you listen and speak a language the faster you learn. In these sessions, we are going to practice to speak sentences and words used in different situations. Once you have the command on the language, you can use it for any context; be it interviews, presentations, business, technology so on and so forth.

Learning through activities is more effective than learning through lectures and books. We are going to provide you with opportunities to make speeches, presentations, interact with various people etc.

Unit-1

Thematic structure: Money, Cricket, A trip to Gizmo world, Culture and Shopping

Assignment: Progress Test-1

Unit-2

Thematic structure: Festivals, Computers, Auto mania, Environment and studying abroad.

Assignment: Progress Test-2

Unit-3

Thematic structure: Internet, Fashion & Style, Globalization, all about jobs and Trends in Technology.

Assignment: Progress Test-3

Unit-4

Conversation Questions: College, Beauty and Physical attractiveness, Food and eating, Entertainment, Advertising, Films in your own language, Books & reading.

Activities: Reading newspaper and news analysis, Role plays, Extempore, JAM, Story creation, Picture description, Group Discussion and celebrity Interview.

Assignment: Post assessment Test

B.B.A (Hons.)
IV SEMESTER
ADVERTISEMENT & BRAND MANAGEMENT

Course Objective : The objective of this course is to provide an understanding of the basic principles of advertising management and to develop an understanding of the brand concept.

Unit 1: Introduction to Promotion mix

7Ps of marketing, Promotion details, Promotion mix, tools of promotion, designing appropriate promotion mix.

Unit 2

Role of Integrated Marketing Communication; Process of Marketing Communication; Definition and Scope of Advertising Management; Advertising and Consumer Behavior, DAGMAR approach.

Unit 3

Media Planning: Media selection, Evaluation; Media Buying; Measuring Advertising Effectiveness; Different types of media. Social, Ethical and Legal Aspect of Advertising.

Unit 4

Brand-concept: Nature and Importance of Brand; Brand Identity perspectives , Brand identity prism, Identity, Brand Equity ,Brand Loyalty, Measures of Loyalty, Brand Personality: Definition, Measures and, Formulation of Brand Personality; Brand Image dimension.

Unit 5

Brand Positioning: Concepts and Definitions, 3 Cs of positioning, Repositioning, Celebrity Endorsements, Brand Extension; Managing brands over time, managing global brands.

Text Books

1. Wells W., Burnet J. and Moriarty S. (2007). Advertising: Principles & Practice, 7th Edition, Pearson Education.
2. Keller K. L. (2008), Strategic Brand Management, 3rd Edition, Pearson Education

Reference Books

1. O'Guinn,T. and Allen, C. (2009), Advertising Management with Integrated Brand Promotion, 1st Edition Cengage Learning, New Delhi.
2. Shah, Kruti and D'Souza, Alan (2009) Advertising and Promotions" An IMC Perspective, 1st Edition, Tata McGraw Hill , New Delhi
3. Aaker, David (2002), Managing Brand Equity, Prentice Hall of India.
4. Belch, G. E. & Belch, M. A. (2001). Advertising and Promotion, Tata McGraw Hill.

B.B.A (Hons.)
IV SEMESTER
BUSINESS ETHICS AND CSR

OBJECTIVE –The course is designed to develop the value system among the future managers and aimed at equipping the students with the importance of business ethics.

UNIT-1 Introduction to business ethics

Introduction ,meaning , objective, nature, characteristics, ethics, in business , ethics v/s moral and values.

UNIT-2 Corporate social responsibility and community

Introduction, definition, importance of CSR, corporate social responsibility toward to customer, employees, investors, government and competitors, challenges toward CSR.

UNIT-3 Corporate governance and business

Introduction, definition, need and importance, principle of corporate governance, regulatory bodies and Ministry of corporate affairs, code of conduct, duties and responsibility of BOD, managers, shareholders, creditors, auditors.

UNIT -4 Corporate social Responsibility and sustainable development

Sustainable development – Introduction, definition , characteristics , need and importance, resources to be sustained, CSR V/S Corporate governance.

UNIT-5 Study of CSR activities

1.Birla group 2.Reliance group 3.Tata group

TEXT BOOKS

- 1.SHERELEKAR , ETHICS IN MANAGEMENT ; HIMALAYA PUBLISHING , NEWDELHI
- 2.RITYPARNA RAJ , STUDY IN BUSINESS ETHICS, HIMALAYA , BOMBAY
- 3.LAURA P HARTMAN ABHA CHATTERJEE – BUSINESS ETHICS (TATA Mc Graw hill)

REFERENCE BOOKS

- 1.Velasquez,G.Manuel,Business Ethics, Eastern company Edition,2006
- 2.Murthy, C.S. Business Ethics, Himalaya Publishing House, 2006.

B.B.A (Hons.)
IV SEMESTER
Human Resource Management – I

Objectives: Understanding of the HRM and how much it is important for the efficient decision-making relating to management and employees relations. The course aims to provide an understanding, application and interpretation of the various HRM application and their implications for industrial relations and labour issues.

UNIT – I Introduction to Human Resource Management

Human Resources Management (HRM) : Meaning, Nature and Scope, Difference between HRM and Personnel Management, HRM functions and objectives, Evolution of HRM environment – external and internal. CASE 1

UNIT – II Human resource planning and recruitment

Human Resources Planning-Objectives-Importance-HRP Process- Manpower Estimation-Job analysis-Job Description-Job Specification. Recruitment-Sources of Recruitment-Selection Process-Placement and Induction-Retention of Employees. CASE II

UNIT –III. Training/ development –PA –Job evaluation.

T & D- Objectives and Needs-Training Process-Methods of Training –Tools and Aids-Evaluation of Training Programs.

job evaluation and **Job analysis** process ..**PA**-meaning, need, importance, challenges, legal issues, global & new trends. Techniques including 360 degree PA Meaning of evaluation. importance .Professional Development Plan. Case –III.

UNIT –IV .. Compensation Management

Wage and Salary Administration, Incentives and Fringe Benefits, Morale and Productivity.

Unit V

Contemporary Issues in HR – Strategic Human Resource Management, International Human Resource Management Creating High Performing HR Systems: Wellness Programs and Work Life balance and Green HRM, Human Resource Information Systems, Human Resource Audit, and Human Resource Accounting

TEXT BOOKS

1. HRM by K Aswathappa, McG.Hill.
2. Human Resource Management by John Ivancevich; Tata McGraw Hill Publication
2. Strategic Human Resource Management by Tanuja Agarwala; Oxford Publication
- 3.Human Resource Management Text and Cases; 2nd edition; VSP Rao; Excel Publication

Reference books

1. Strategic Human Resource Management and Development by Richard Regis; Excel Publication
2. Human Resource Development by Haldar; Oxford Publication
- 3.Human Resource Management by Jyothi and Venkatesh; Oxford Publication

**B.B.A (Hons.)
IV SEMESTER
Business Legislation**

Course Objective- The course aims at making the students understand various laws, which need to be observed in conducting the business activities fruitfully. Emphasis is laid on the various provisions under the laws & how they are to be implemented to produce excellent results.

UNIT 1- Indian Contract Act, 1872

General introduction to law & need of laws. Agreement- definition & classification. Contract- definition, classification, essentials of a valid contract. Performance, discharge & breach of contract. Remedies for breach of contract. Case study.

UNIT 2- Negotiable Instrument Act,1881

Meaning & characteristics of Negotiable instrument, Different types of negotiable instrument- promissory note, cheque & bill of exchange. Parties- holder & holder in due course. Discharge & dishonor of negotiable instrument .Endorsement & its types .Case study.

UNIT 3- Companies Act,1956

Company- Definition, characteristics, formation & types. Incorporation of company- memorandum & article of association, Prospectus. Share capital. Case study.

UNIT 4- Consumer Protection Act, 1986

Introduction & definitions. Consumer rights. MRTPs & UTPs. Consumer dispute. Dispute redressal mechanism. Consumer forums. Appeal against forums. Case study.

UNIT 5- Indian Partnership Act, 1932

Introduction, definition & characteristics of partnership. Formation & registration of partnership firm. Partners- Rights, liabilities & types of partner. Relation & rights of partners towards third party. Dissolution of partnership. Case study.

Text Readings

1. Legal Aspects of business, R.S.N Pillai & Bagavathi, S. Chand publications.
2. Business Law, Satish B Mathur, McGraw hill publications.
3. Bulchandani, Business Law for Management,2009, Himalaya publishing House.
4. Avtar Singh, Mercantile law, Eastern book company.
5. Chandra Bose, Business laws, PHI,2008

Reference book

1. Taxman's General & commercial laws.

**B.B.A (Hons.)
IV SEMESTER
Strategic Management**

Course objective:

This subject is introduced with the objective to groom future managers with basics of Strategic management, tools of environment analysis, and issues in strategic action, implementation, evaluation & control. New trends in strategic management.

Unit – 1:

Strategy: levels, components: purpose, mission, objectives, goals, policies, and programme. Types of goal, pyramid of business policy, strategic decision making: comparison of operating and strategic decision.

Unit – 2:

Mintzberg's model, strategic management process, the 7 – S framework, Ansoff's growth vector. External environmental analysis: taxonomy of the firm's environment – Mega, Micro, Relevant environment) competition Analysis: porter's approach, strategic groups, porter's generic strategies. Internal corporate analysis: The Grid Approach, Value chain analysis. SWOT Analysis

Unit – 3:

Strategic factors analysis summary (SFAS) Matrix, The eight dimensions of quality, strategic alliance: Doom Loops, diversification strategy: concentric and conglomerate, portfolio analysis. BCG Growth share matrix, GE business screen, shell's directional policy matrix, Corporate parenting.

Unit –4:

Corporate Development stages, Diversification: related & unrelated, Merger & Acquisition: screening parameters and valuation. Re-engineering – 7 principals, downsizing, M.B.O., TQM: its objectives, essential ingredients. Balanced score card.

Unit – 5:

Characteristics of R&D process, co-operation strategies: technology strategy. Vicious circle of IT investment, Knowledge Management: definition, relationship among Knowledge management and New product development. Corporate entrepreneurship.

Text Books

1. Strategic Management: Indian context by S. Srinivasan (PHI)
2. Case Studies in Marketing: Indian context by S. Srinivasan (PHI)

Reference Books

1. AzharKazmi, Business Policy and Strategic Management. Tata McGraw Hill, New Delhi.
2. Hitt Michael A., Ireland R.D. and Robert E Hoskisson. Strategic Management: Competitiveness & Globalization, Concepts and Cases, Addison Wesley.

**B.B.A (Hons.)
IV SEMESTER**

E-Commerce

Objective of Course- A student should become familiar with mechanism for conducting business transactions through internet and appreciate the internet technology and its infrastructure and understand the methodology for online business dealings using E-Commerce infrastructure.

UNIT-1 : An introduction to Electronic commerce

Introduction to Ecommerce
Evolution of e-commerce
Role of e-commerce and framework
E-commerce Categories

UNIT-2 : The Internet and WWW

Introduction and evolution of internet
How to internet work and Internet services
Concept of WWW and search engine
Working of email and how to download files

Unit-3 : E-Banking

Introduction to EPS (Electronic Payment system)
EFS (Electronic fund system)
SET (Secure Electronic System)

Unit-4 : E-Governance

Introduction E-Governance
E-governance model G2B, G2C and C2G,
Strategies for implementation of e-governance

Unit-5 : E-Security

Firewalls
Types of security
Security tools

Recommended Books –

1. E-Commerce Concepts, Models, Strategies- :- G.S.V.Murthy Himalaya Publishing
2. E- Commerce :- Kamlesh K Bajaj and Debjani Nag

Additional Reading:

1. Building Own Website (Through HTML)
2. How to register a online website

SSD- CPP (Campus Placement Program)

4th Semester

B.Tech (Engg.)/B.Tech (Ag.)/B.Tech (BT)/B.Sc.(Hons) Ag./B.Sc
(BT)/B.Pharm/BBA/B.Com/B.com(Hons)/BCA(Hons)/Diploma (Engg.)

Introduction to CPP Program: ‘Soft skills’ are a framework of desirable qualities which gives a candidate an edge over his peers during the selection process of a company. We, at AKS University, have designed the Campus Placement Program (CPP) to help out our students who are sitting for their placement process in various Companies.

Teaching methods: The teaching methods in CPP training includes lectures, projects, role plays, quizzes, and various other participatory sessions. The emphasis will be on learning by doing. Since the method of training is experiential and highly interactive, the students imbibe the skills and attributes in a gradual and subtle way over the duration of the program. The students will not only learn the skills and attributes but also internalize them over a period of time.

Objective of the Program:

- ❖ Develop effective communication and Presentation skills.
- ❖ Develop all-round personality with a mature outlook to function effectively in different circumstances.
- ❖ Understand the skills tested and participate effectively in Group Discussion.
- ❖ Take part effectively in various selection procedures adopted by the recruiters.
- ❖ Develop broad career plans, evaluate the employment market, identify the organizations to get good placement, match the job requirements and skill sets.

UNIT-1

Soft skills – a general overview, Talking about Present, Past and Future, Describing Processes and operations, Expressing Opinion: Agreement & Disagreement, Special Expressions in English, Pronunciation and neutral accent,

UNIT-2

Introduction and definition of a GD, Purpose of a GD, Types and strategies in a GD, Do’s and Don’ts in GD, Presentation skills: A presentation about the company will be made by the students throughout the Unit. Each and every student is required to go through at least 10 Companies Profile related to their domain expertise., Telephone etiquettes- Preparing for business calls/Making business calls/Telephonic phrases, Dining etiquettes, Email etiquettes

UNIT-3

Industry Expectations, SWOT & STAR, Self Discovery, Leap to success- 7 Orientations, Time Management, Team building & leadership, Goal Setting, Developing Positive Attitude, Organizing meetings, Anchoring in a formal setting.

UNIT-4

Resume writing: Concept and Practice, Body Language, Corporate Grooming Dressing.

Mastering Personal Interviews: Paper Interview, Personal Interview, FAQs, Interview Practice,

Domain Specific Interview Preparation, Peer review- Pair interview, Interview model (Vocabulary for an effective Interview).

Reference Books:

1. Peter, Francis. *Soft Skills and Professional Communication*. New Delhi: Tata McGraw Hill.
2. Singh, Prakash and Raman, Meenakshi. *Business Communication*. New Delhi: Oxford UP.
3. Bailey, Edward P. *Writing and Speaking at Work: A Practical Guide for Business Communication*.
4. Pease, Allan and Peas, Barbara. *The Definitive Book of Body Language*.
5. Sherfield, R. M. ; Montgomery, R.J. and Moody, P, G. (2010). *Developing Soft Skills*. 4th ed. New Delhi: Pearson.
6. Johnson, D.W. (1997). *Reaching out – Interpersonal Effectiveness and Self Actualization*. 6th ed. Boston: Allyn and Bacon.
7. Jain, Alok, Pravin S.R. Bhatia & A.M., Sheikh *Professional Communication Skills*. S.Chand.
8. Krishnaswami, N and Sriraman, T., *Creative English for Communication*, Macmillan.
9. Mohan Krishna & Meera Banerji. *Developing Communication Skills*. Macmillan.
10. Robbins, S. P. and Hunsaker, Phillip, L” *Training in Interpersonal skills*”

BBA (Hons)
V SEMESTER
Management Information System (Core)

Course Objective:-

The objective of this course is to impart the basic knowledge of information system and various concepts of Management Information System so as to enable them to make more efficient use of information for decision making.

Unit-I Introduction

Meaning, Need, and characteristics of information. Meaning and Need of Management. Concept, Characteristics, and Types of System. System View of Business, System Approach and synergy. Meaning, Need, Role, and Components of MIS. Prerequisites of effective MIS, System Approach in Planning, Organizing, and Controlling MIS.

Unit- II MIS Structure

MIS Structure based on Management Activity, MIS Structure based on Organizational Function, Synthesis of a MIS Structure. Information required at various levels of Management.

Unit-III Types of Information System

Transaction Processing System, Executive Information System (Concept, Advantages, and Limitations), Expert System (Concept, Advantages and Disadvantages). MIS in relation to (Finance and Accounting), HR and Marketing.

Unit-IV Managerial Decision Making

Decision Support System (Concept, Characteristics, Components, Architecture, and Tools), Models of Decision Making (Classical, Administrative, and Herbert Simon's Models).

Unit-V Emerging Concepts and Issues in Information System

Cross-Functional MIS; ERP; CRM; SCM. Introduction to Data Warehousing, Data Mining and its applications.

Text Books

1. *Management Information Systems*, Davis and Olson, Tata McGraw Hill
2. *Management Information System*: Khasgiwala and Roy, NPP, Indore
3. *Management Information Systems: Managing the Digital Firm*, Laudon, Pearson Education Asia

Reference Books:

1. *Management Information Systems*, Jawadekar, Tata McGraw Hill
2. *Analysis and Design of Information Systems*, Rajaraman, Prentice Hall
3. *Decision Support Systems and Intelligent Systems*, Turban and Aronson, Pearson Education Asia

BBA (Hons)
V SEMESTER
Operations Research (Core)

Course Objective: The objective of this course is to help the students in acquisition of knowledge about quantitative tools, and use these tools for the analysis and solution of business decision problems.

Unit-I Quantitative Techniques and Operations Research

Meaning, Scope of Quantitative Techniques and Operations Research in Management, Advantages and Limitations of Quantitative Techniques, OR Methodology, OR Models.

Unit-II Linear Programming

Meaning of Linear Programming, General Mathematical Formulation of LPP, Graphical Analysis, Advantage and Limitations of LPP.

Unit-III Transportation Model

Mathematical Formulation, Initial Basic Feasible Solution (NWC, LCM, VAM Methods), Optimization (Minimization and Maximization) Using Modified Distribution Method and Stepping Stone Method. **Assignment Problem** Formulation of Assignment Problems, Solution of Assignment Problems Using Hungarian Method (Minimization and Maximization) Route Allocation.

Unit-IV PERT and CPM

Introduction, PERT / CPM Networks, Network Analysis, Programme Evaluation and Review Technique (PERT), Difference Between PERT and CPM.

Dynamic Programming: Introduction, Dynamic Programming Vs Linear Programming, Dynamic Programming: A Network Example, Terminology.

Unit-V Game Theory:

Introduction to Games, Maximin and Minimax Principles, Pure and Mixed Strategies, Solution of Games Using Algebraic and Graphical Methods.

Replacement Models: Introduction, Scope in Management, Single Equipment Replacement Model.

Queuing Theory: Introduction, Types and Characteristics of a Queuing System.

Text Books

1. Vohra, N D, Quantitative Techniques in Management, TMH, New Delhi.
2. V. K. Kapoor, **Problems and Solutions in Operations Research**, New Delhi, Sultan Chand and Sons, 2001

Reference Books

1. H.M. Wagner, Principles of Operations Research with Application to Managerial Decisions, PHI Learning. 2nd Ed., 2009.
2. Kanti Swarup, P K Gupta and Man Mohan, Operations Research – 11th Edition, Sultan Chand & Sons, New Delhi.
3. Heera & Gupta, Operations Research.

BBA (Hons)
V SEMESTER

Income Tax for Individuals (Core)

- OBJECTIVE:-**
1. To understand the basic concepts and definitions under the Income Tax Act, 1961.
 2. To Acquire knowledge about Computation of Income under different heads of Income of Income Tax Act, 1961.
 3. To Acquire Knowledge about the submission of Income Tax Return, Advance Tax, Tax deducted at Source, Tax Collection Authorities.
 4. To Prepare students Competent enough to take up to employment in Tax planner.

UNIT I:- Income Tax Act-1961.

(Meaning, Concepts and Definitions) Income, Person, Assessee, Assessment year, Previous year, Agricultural Income, Exempted Income, Residential Status of an Assessee, Fringe benefit Tax, Tax deducted at Source, Capital and Revenue Income and expenditure.

UNIT II :- Computation of Taxable Income under the different heads of Income.

- a) **Income from Salary:-** Salient features, meaning of salary, Allowances and tax Liability-Perquisites and their Valuation- Deductions from salary.(Theory and Problems)
- b) **Income from House Property-** Basis of Chargeability-Annual Value-Self occupied and let out property- Deductions allowed (Theory and Problems)
- c) **Profits and Gains of :-** Definitions, Deductions expressly allowed and Business and professions disallowed (Theory and Problems)
- d) **Capital Gains:-** Chargeability-definitions-Cost of Improvement Short term and long term capital gains-deductions (Theory and Problems)
- e) **Income from other sources:-** Chargeability-deductions-Amounts not deductible. (Theory and Problems)

UNIT III:- Computation of Total Taxable Income of an Individual.

Gross total Income- deductions u/s-80(80ccc to 80 u) Income Tax calculation- (Rates applicable for respective Assessment year) Education cesses.

UNIT IV :- Miscellaneous

Tax deducted at source-Return of Income-Advance payment of Tax- methods of payment of tax-Forms of Returns-Refund of Tax. (Theory)

UNIT V :- Income Tax Authorities

Organization structure of Income Tax Authorities / Administrative and Judicial Originations) Central Board of Direct Tax (Functions and powers of various Income Tax Authorities)

Recommended Books :

1. Indian Income Tax Act. Vinod Singhania
2. Students guide to Income Tax. Dr. Vinod Singhania
3. Income Tax. Ahuja and Gupta, Bharat Prakashan.
4. Indian Income Tax Act. H.C. Malhotra
5. Income Tax Act. R.N. Lakhotia
6. Practical Approach to Income Tax-Girish Ahuja and Ravi Gupta

BBA (Hons)
V SEMESTER
(Financial Management)
Working Capital Management

Objectives: To understand the need for and importance of adequate working capital and to gain in depth knowledge to manage working capital of SMEs.

Unit I Working Capital

Concepts, Need for and components of working capital; Kinds of working capital; Determinants of working capital; Estimation of working capital requirements.

Unit II

Working capital cycle; Working capital theories and approaches; determining the financial mix; Financing of working capital; Sources of working capital.

Unit III Cash Management

Facts of cash management; Cash conservation; Cash forecasting and budgeting; Managing cash flows; methods of accelerating cash flows; Methods of slowing cash outflows; Cash management models- Baumol Model, Beranetk Model, Miller-Orr Model, Stone Model; Determining optimum cash balances; Investment in marketable securities; Types of marketable securities and criteria for selection of securities for short term investment.

Unit IV Receivables Management

Determining appropriate receivable policy; Credit selection models; Formulation of suitable credit and collection policies; Collection techniques.

Unit V Inventory Management

Need, objectives and techniques of inventory management. Determining optimum order quantity- EOQ approach; Safety stocks, Selective inventory controls; Role of Finance Manager in inventory management. Valuation of inventory.

Text Book:

1. Bhalla, V.K.: Working Capital Management: Text and Cases, Anmol, Delhi, 2001.

References:

1. Chandra, Prasanna: Financial Managemetn, Tata McGraw Hill, New Delhi, 2005.
2. Scherr, F.C.: Modern Working Capital Management, Prentice Hall, 1989.
3. Hampton, J.J. and C.L.Wagner: Working Capital Management, John Wiley & Sons, 1989.

BBA (Hons)
V SEMESTER
(Financial Management)
Financial Services

OBJECTIVE – The course will help in giving clear understanding and knowledge of financial Services which are undergoing sea change with the latest development of IT.

Unit –I

Introduction to financial services, types of financial services , services related to securities -

Listing of securities, Process of IPO, Regulatory Framework -SEBI

Additional Reading – BSE, NSE, NSDL & CDSL, calculation of index of stock exchange

UNIT-II

Mutual fund – Concept, types, parties involved in mutual fund, advantages & disadvantages of mutual fund, regulatory framework

Venture capital financing – Concept, stages of financing, advantages & disadvantages

Additional Reading – study of any one company providing mutual fund services & providing venture capital financing in Indian market

Unit -III

Leasing – Concept, parties involved, types of lease, Advantages & disadvantages of leasing

Hire purchase – concept, parties involved in HP, modus operandi, characteristics, Differences between HP & lease

Additional reading – financial implications of HP/Lease/ purchasing the asset

Unit –IV

Credit Rating – Concept, factors that determine the rating of a company (**CAMEL Model**) , Process of ascertaining credit rating, Advantages & disadvantages, CRISIL, Regulatory framework

Additional Reading –Concept, ICRA, CARE, S&P, Fitch, Moody's ratings

Unit V

Factoring & forfeiting – Concept, types, Modus operandi, advantages & disadvantages, differences between factoring, forfeiting

Additional Reading – Differences between factoring & bill discounting

Reference books –

1. Financial services , MY Khan , Tata Mcgraw Hill Publication
2. Management of Financial Services, Bhatia and Batra, Deep & Deep Publication
3. Management of Banking and Financial Services, Padmalatha Suresh, Pearson
4. Financial Services, Dr. S Guruswamy, Tata McGraw Hill

BBA (Hons)
V SEMESTER
(Marketing Management)
Sales Management

Objective – To make the students aware about the concept and industry know how of sales management.

UNIT I

Definition, Nature, Scope and Importance of Sales Management, difference between selling and marketing, position & Functions of Sales executives. Sales theories.

UNIT- II

Recruiting, Selection, Training, Compensation and Motivation of sales force. Evaluating and supervising sales force .

UNIT- III

Sales planning – Designing and allocating sales effort, Sales Budgeting: Methods , Importance and Limitations. Sales Forecasting.

UNIT- IV

Salesmanship: Theories of personal selling ,Types of Sales executives , Qualities of sales executives ,Prospecting, pre-approach and post-approach. Process of personal selling.

UNIT- V

Sales Territory: introduction, Definition, characteristics, limitations, Basis of dividing territory, importance, process of division.

Reference Reading:

1. Krishna k.Havaladar & Vasant M. Cavale, Tata McGraw Hill Publications
2. Johnson, EM etc. sales management: Concepts, Practices and Cases. NewYouk, John Wiley,1989.

SUGGESTED READINGS:

1. Stanton, William J. Management of Sales Force. Chicago, Irwin, 1995.
2. Anderson, R. Professional Sales Management; Englewood Cliffs, New Jersey, PHInc. 1992.

BBA (Hons)

V SEMESTER

(Marketing Management)

CONSUMER BEHAVIOUR

Course Objective: Objective of this course on Consumer Behavior and Customer Loyalty is to present a comprehensive coverage of the subject with examples from the Indian Scenario. This course also challenges students to understand the complexities of consumer needs and perceptions and translate them into effective Marketing Strategies. The course will be focusing on real life case-studies from Indian environment

UNIT –I

Introduction to consumer behaviour, concept, scope and application information search process, evaluation criteria and decision rules levels of decision making

UNIT – II

Consumer decision making process, fair views of consumer decision rules types of buying decision. model of consumer decision making nicosia model

UNIT –III

Consumer motivation, need and goals, positive and negative motivation, dynamic nature of motivation , consumer perception , conceptual frame work.

UNIT-IV

Consumer attitude and change. influence of personality and self concept on buying behaviour. diffusion of innovations, the adoption and diffusion process.

UNIT- V

Factor affecting consumer buying behaviour. profile of consumer, opinion leadership. vals classification. industrial buying.

SUGGESTED READINGS

1. SCHIFFMAN L.G AND KANUK, ICONSUMER BEHAVIOUR, PHI, NEW DELHI
2. KHAN MATIN, CONSUMER BEHAVIOUR, NEW AGE INTERNATIONAL PUBLISHER, NEW DELHI

BBA (Hons)
V SEMESTER
(Human Resource Management)
Labour Laws

Objectives:- To empower the students with practical and conceptual knowledge about labour Capital conflicts, prevention and settlement of Industrial Disputes in India, Standing Orders and various other labour laws.

UNIT-I

Labour Capital conflicts - Evolution of Labour laws- Laissez fair to Welfare State- Constitutional Perspectives of Labour welfare and Industrial relations; Concept of Collective bargaining; Trade Unions: History of Trade Union Movement - The Trade Union Act 1926 – Definitions - Registration – Rights and Liabilities of Registered Trade Unions – Immunities – Amalgamation and dissolution of Unions .

UNIT-II

Prevention and Settlement of Industrial Disputes in India - The role of State in Industrial Relations – The Industrial Disputes Act 1947 - Definition of industry - Industrial Dispute – Individual Dispute - workman- Lay off – Retrenchment - Closure -Award - Strike – Lockout.

UNIT--III

Authorities under the ID Act – Works committee – Conciliation - Court of inquiry - Labour Courts- Tribunal – Powers and functions of authorities - Voluntary Arbitration - Provisions under Chapter V-A & V- B of the Act- Alteration of conditions of service – Management rights of action during pendency of proceedings – Recovery of money due from employer .

UNIT--IV

Standing Orders - Concept and Nature of Standing Orders – scope and coverage- Certification process – its operation and binding effect – Modification and Temporary application of Model Standing Orders – Interpretation and enforcement of Standing Orders and provisions contained in the Industrial Employment (Standing Orders) Act 1946.

UNIT--V

Disciplinary Proceedings in Industries - Charge sheet, Explanation, Domestic enquiry, Enquiry officer, Enquiry report, Punishment, Principles of Natural Justice.

Text Readings:

1. Srivastava: *Law of Trade Unions* , Eastern Book Company, Lucknow
2. Goswami : *Labour and Industrial Law*, Central Law Agency.
3. R.F. Rustomji : *Law of Industrial Disputes* : Asia Publishing House, Mumbai

Reference books :

1. S.N. Misra : *Labour and Industrial Law*
2. J.N. Malik : *Trade Union Law*
3. Khan& Khan : *Labour Law* , Asia Law House, Hyderabad
4. S.C. Srivastava : *Industrial Relations and Labour Law*, Vikas Publishing House

BBA (Hons)
V SEMESTER
(Human Resource Management)
Organisation Development

Objective:

This course helps the students to understand how organizations have to develop themselves for future. Various methods shall be taught to them so that they learn how to intervene in the ongoing system. Must be able to apply OD as and when required.

UNIT –I Organisation Development (OD)

Meaning, the growth and relevance of OD, a short history of OD, evolution of OD, Nature, area and definition of OD, Organizational Renewable by Organizational Development; concept planned change, the nature of planned change, different types of planned change, general model of planned change, Organizational Development vs. the traditional interventions.

Case-I

New/Latest - OD by means Organisational cultural variations.

Unit -II Process of OD

Entering & contracting. diagnosing organisations, diagnosing group and jobs, , the need of diagnosis, open system model of diagnosis, individual level diagnosis, group level diagnosis, organisation level diagnosis, feedback diagnostic information – feature of diagnostic process, training OD people in data feedback interventions, leading and managing changes.

Case – II

New/Latest - OD Feed- back by using SPSS .

UNIT -III OD Interventions

Meaning of interventions, over-view- structure & process interventions, effective interventions, change management, development interventions, individual-interpersonal-group process approaches, organisational process approach, restructuring organisation, employees involvement in OD, work design, HRM OD Interventions –meaning, OD by performance management, career planning and development interventions. Action research – Concept.. **Case -III**

New/Latest - Restructuring as per International Business Environment .

Unit -IV OD applications

OD applications - in school systems, family business, health care, public sector .**Case-IV**

Unit- V - International OD - Meaning, uses and importance & future direction of OD – Overview only. Case – V

New/Latest :- OD application in Educational Institute.

Text Books:

1. Wendell L. French & Cecil H. Bell Jr : Organizational Development, PHI, New Delhi
2. Management & Organizational Development : The Path from XA to YB New York McGrawhill.

Reference Books:

1. Organizational Renewal : Pearson Publication.
2. OD & Change – Cummins & Worley.

BBA (Hons)
VI SEMESTER

EVENT MANAGEMENT(CORE)

OBJECTIVE- To acquaint the students with concept issues and various aspects of event management.

Unit -1

Definition and Scope of Event Management, Types of Events; Need of event management, key factors for best event management, Designing corporate events that meet customer's needs, the fundamentals of corporate hospitality Ensuring ROI (return on investment) exhibition, Managing customer expectations, Types of corporate Events.

Unit -2

In-house vs. event management companies, corporate event packages, Staff events, Customer events.

Unit -3

Charity Events and Award Ceremonies, Setting fundraising targets and objectives, working with Volunteers and committees, generating goodwill and media exposure, commissioning celebrities,

Unit-4

Outdoor Events, Concerts, Risk Management, Types of outdoor events, Risk management, Planning and logistics, marketing and sponsorship, And entertainment

Unit 5

Celebrity events, Concerts, Launches, Fashion shows, National festivals and high-profile charity events, Liaising with agents, Contract negotiations, Client briefings, Celebrity wish lists and expectations

REFERENCE BOOK-

- 1.. Event Planning Ethics and Etiquette - Publisher: John Wiley & Son, Publication
2. Tallon, A.F. Fashion Marketing and Marchandising, 3rd ed., Sequoia Books, 1986.
3. Panwar, J.S. Marketing in the New Era, Sage Publications India Pvt. Ltd., 1998.
4. Avvich, Barry, Event and Entertainment Marketing Delhi, Vision Books 1994
5. Berry, Isaac, The Business Growth Handbook, Marquis Books, USA, 1991

BBA (Hons)
VI SEMESTER

SERVICE MARKETING (Core)

Objective – To impart theoretical knowledge and enhance the students with practical exposure in the world of service marketing.

UNIT-I

Service, Nature, characteristics, classification of service, goods v/s service marketing, challenges in service marketing, origin and growth of service industry.

UNIT-II

Marketing framework of service business, market segmentation and segmentation strategies – Geographical, Demographical, Psychographic, Volume, Benefit segmentation, Marketing mix for service- 7p's of Marketing mix (Product, price, place, promotion, process, physical environment, people).

UNIT-III

Application of service marketing in hotel, education, health/hospitals, banking and financial service and application of marketing mix in health, education, banking, hotel industry.

UNIT-IV

Relationship strategies, Relationship Marketing- concept, goals, benefits, importance, foundation for strategies for developing relationship bond with customer, customer relationship management, non-profit organization-concept, characteristics, objective, classification, non-profit v/s profit oriented organization marketing.

UNIT-V

Service vision, concept of customer service, classification of customer service, strategies for service marketing, strategies for dealing with inconsistency, inventory, intangibility, inseparability, service quality issues, Advertising, Branding, Packaging of services.

SUGGESTED READING

1. NEWTON M.P. & PAYNE The ESSENCE OF SERVICE MARKETING
2. RAO K.R. N. SERVICE MARKETING, PEARSON EDUCATION, NEW DELHI, 2005

BBA (Hons)
VI SEMESTER
(Financial Management)

SECURITY ANALYSIS & PORTFOLIO MANAGEMENT

Objective - The objective of this course is to expose the students to the concept, tool and technique applicable in the field of security analysis & management of portfolio as a tool of investment.

Teaching Methodology – Lectures, Presentations, Case studies

UNIT 1

Risk & Return – Definition, Types of risk - **systematic risk** - market risk, interest rate risk, purchasing power risk, **unsystematic risk** - Business risk, financial risk, EMH (Efficient Market Hypothesis) and its implications for investment decision .

UNIT 2

Security Analysis - Fundamental analysis - Economic analysis, Industry Analysis, Company Analysis .

Unit -3

Financial Derivatives - Concept, Forward Contract – Features, Advantages and Disadvantages, Future Contracts –features, Advantages and Disadvantages .

UNIT 4

Portfolio Analysis and Selection: concept of Portfolio, Selection of Portfolio: Markowitz's Theory, Single Index Model .

UNIT -5

Portfolio investment process - Objectives of investors, motives for investment and elements of portfolio management .

Text Book:

1. Pandey I.M., *Financial Management*, Vikas Publications, 2008.
2. Khan and Jain, *Financial Management*, Tata McGraw-Hill, 2007.
3. Prasanna Chandra, *Fundamentals of Financial Management*, TMH, 2007.

Reference Book :

1. Gupta. S. P., *Financial Management*, Sahitya Bhawan Publications.
2. *Financial Management* – S.M.Inamdar
3. *Financial Management* – N.M.Wechlekar

BBA (Hons)
VI SEMESTER
(Financial Management)

Corporate Tax Planning and Management

Objective: - The objective of this course is to provide the student's basic knowledge of various corporate tax related issues and their solutions.

Unit-I

Introduction to Tax Management:- Concept of tax Planning; Tax Avoidance and Tax Evasions; Corporate taxation and dividend tax. **Tax Planning for New Business:** Tax planning with reference to location, nature, and form of organisation of new business.

Unit-II

Tax Planning and Financial Management Decisions: Tax planning related to capital structure decision, dividend policy, inter-corporate dividends and bonus shares.

Unit-III

Tax Planning and Managerial Decisions: Tax planning in respect of own or lease, sale of assets used for scientific research, make or buy decisions, repair, replace, renewal, or renovation, and shutdown or continue decisions.

Unit-IV

Special Tax Provisions: Tax provisions related to free trade zones, infrastructure sector and backward area; tax incentives for exporters.

Unit-V

Tax Issues Related to Amalgamation: Tax planning with reference to amalgamation of companies. **Tax Payment:** Tax Deductions and Collection at source; Advance payment of tax.

Text Books:

1. Ahuja, G. K. and Ravi Gupta, Systematic Approach to Income Tax and Central Sales Tax, Bharat Law House, New Delhi
2. Singhania, Vinod K. Direct Tax Planning and Management, Taxman's Publication, Delhi.

References:

1. Circulars Issued by C.B.D.T.
2. Singhania, V.K., Direct Taxes (Law and Practice), Taxman's Publication, Delhi.

BBA (Hons)
VI SEMESTER
(Marketing Management)
INTERNATIONAL MARKETING

Objectives:

The course is designed to enable students to acquire expertise in developing marketing strategies for countries other than their own. The course will help them to understand to deal with international marketing situations and the impact of international competitors.

UNIT- I

International marketing, definition, concept and setting, distinctions international trade, economic environment of international marketing, IMF, WTO.

UNIT – II

Fiscal and non fiscal barriers and tariff and non tariff barriers, bilateral trade agreement, custom union.

UNIT-III

Export management, Indian world trade, import and export policy, export promotion councils.

UNIT- IV

Export producer, registration of exporters, shipping and transportation, negotiation of documents
export finance

UNIT-V

International marketing mix, identification of markets, international product life cycle, promotional strategy and distribution strategy.

Reference:

1. International Marketing, R.M.Joshi, OUP
2. Global Marketing Management, K. Lee, OUP
3. International Marketing-Cateora.
4. Managing International Marketing –Varkey.
5. Creating Market across the Globe: Strategies for business excellence – Korwar

BBA (Hons)
VI SEMESTER
(Marketing Management)
Retail Management

Course Objective: The objective of this course is to develop an insight and understanding of Retail Management

Unit-I

Introduction to retailing: Definition and scope, evolution of retailing, types of retail, trends in retailing industry, benefits of retailing, retailing environment.

Unit-II

Retail purchasing and pricing:

Purchase management:- Merchandise purchasing, open to buy, open to buy planning, analyzing the merchandise performance, Pricing strategies:-every day pricing, competitive based pricing, price skimming, market-oriented pricing, marginal cost pricing.

Retail price strategies: - mark-up pricing, vendor pricing, competitive pricing, psychological pricing.

Unit-III

Retail marketing and promotion: Nature and scope:-relationship marketing, market strategies, retail research

Understanding the retail customer:- retail market, population analysis, demographic analysis, consumer behaviour

Retail promotion Mix: - Retail promotion programme, retail advertising media, promotional budget.

Customer services: - customer services, services quality gaps, service recovery.

Unit-IV

Information system in retailing: Acquiring and using information strategies, technology in retail, information sources, retail information system.

Unit-V

Retailing in India: Evolution and trends in organised retailing, Indian organised retail market, FDI in Indian organised retail sector, retail scenario in India, future trends of retail in India.

BOOKS:

1. Swapna Pradhan, Retail Management, Tata McGraw Hill, New Delhi
2. Gibson Vedamani, Retail Management:Functional Principles and Practives, Jaico Publishing, New Delhi

BBA (Hons)
V SEMESTER
(Human Resource Management)

STRATEGIC HUMAN RESOURCE MANAGEMENT

Objective - This course aimed at providing the students the inputs on how to relate the HRM functions to the corporate strategies to understand HR as a strategic resource. All will come to know the issues related to cross cultural elements affecting HRM.

UNIT -I INTRODUCTION TO STRATEGIC HRM & STRATEGIC HRD

Introduction to strategic management, integration of HRM & business strategies, change management & strategic HRM, HR challenges for Indian companies, HR strategies used in the Indian companies, next generation HR organisation. Recent trends in HRD. *Case- I*

UNIT- II E-HRM

E-hiring, E-recruitment agencies, E-training & development, E-performance and E-compensation. Virtual organisation. *Cases-II*

UNIT – III International HRM and cross cultural issues

Concept of international HRM & variables that moderate between international and domestic HRM, stages of internationalisation, international assignment & international compensation. Expatriate training, cultural diversity and work culture, HRM in different regions of the world and cultural awareness training programme. *Case- III*

UNIT-IV Cross-border mergers and other alliances

HR issues in merger, acquisition, take over and joint ventures –Meaning, concept and their relationship with strategic HRM. *Cases – IV*

UNIT – V Outsourcing issues in HRM

Business process outsourcing (BPO), human resource out sourcing (HRO), HRO – reasons, types, benefits, disadvantages, factors influencing and its future. HR BPO companies. *Case – V.*

Text books :-

1. Strategic HRM and Development - Richard Regis (Excel books) .
2. Strategic HRM --Jeffery Mello--- Thomson Publication
3. Strategic HRM - Agarwal – Oxford university press.

Reference Books :-

1. Strategic HRM - Charles Greer, Pearson India.
2. Strategic HRM - Michael Armstrong, Kogan page, London.

BBA (Hons)
VI SEMESTER
(Human Resource Management)

Industrial Relation (IR)

Objective :- The course aims at introducing the participants with the industrial relation scenario in India with special reference to the industrial conflict and their prevention and resolution, and significance and impact of labour policy on industrial relations in India.

Teaching Methodology :- Lectures, Tutorials, Case Studies & Presentations.

Unit I Industry Relation

Definition, Meaning of Industrial Relations; Nature of Industrial Relations; Objectives of IR; Evolution of IR in India ;dominant aspects of industrial relation, some approaches to IR, some models of IR, regional and state level employees' federations, features of IR in India, salient features of role of employees' federations in IR. Meaning and use of healthy IR. **Case – IR in Jute industries.**

New/Latest :- IR and productivity.

UNIT II Trade Unions

Definition and origin of trade unions, emergence of trade unionism, theories of trade union movements, objectives of trade unions, methods of trade unions, trade union activities, determination of the rate of growth of trade union activities, the trade union movement in the world and in India, size and finance of trade unions, various trade unions in India and their connection with the political parties. **Case – Railway trade union.**

New/Latest :- Paid trade unions

UNIT III Industrial disputes and Strikes

Meaning of industrial disputes, causes of industrial dispute, interest and right disputes, strikes and effects of strikes, settling of industrial dispute, settlement without state intervention, settlement with state intervention, different methods of dispute settlement in India, machinery of prevention-statutory and non-statutory. Losses for industrial disputes and gains too.

UNIT IV Collective bargaining

Meaning, importance, theories, subject and factors affecting collective bargaining. Productivity bargaining.

Case :- The case of HMT.

New/Latest :- Disputes in IT/MNC industries

UNIT V ILO

ILO-Concept, organisation structure of ILO, conventions and recommendations of ILO, major jobs of ILO, international standards of labour and their effect on Indian labour legislation, conditions of work, employment for women, social security, employment of children and young persons. International labour legislation. **Case :- NASA & ILO**

New/Latest :- Labour policy India 2007-2012

Text Books:

1. Mamoria CB, Mamoria, Gankar - Dynamics of Industrial Relations (Himalayan Publications, 15th Ed.)
2. Singh B.D. - Industrial Relations (Excel, 1st Ed.)
3. Sinha - Industrial Relations, Trade Unions and Labour Legislation (Pearson Education, 1st Ed.)

Reference Books:

1. Srivastava SC - Industrial Relations and Labour Laws (Vikas, 2000, 4th Ed.)
2. Venkata Ratnam – Industrial Relations (Oxford, 2006, 2nd Ed.)