



Evaluation Scheme & Syllabus  
Of  
Bachelor of Business Administration  
(B.B.A)  
(W.e.f. Academic Session 2022-23)

Faculty of Management  
INVERTIS UNIVERSITY  
Bareilly

## **B.B.A**

Bachelor of Business Administration (BBA) degree program with emphasis on theories, concepts and applications. This program is suitable for students who are interested in learning business strategy and principles, preparing them to work in a professional business environment. The programme is designed to offer practical broad knowledge of functional aspects of a company and how the interactions of these aspects are successfully executed from a middle management capacity. The programme intends to train the students to become competent enough for entry level management professionals. Its basic aim to impart basic and operational knowledge on all functional areas of management makes the programme unique.

### **Program outcome of BBA Programme**

BBA Programme has been designed to prepare graduates for attaining the following specific outcomes:

- PO1: Critical Thinking Skills:** Demonstrate the critical thinking mindset and the ability to identify and formulate research problems, research literature, design tools, analyze and interpret data, and synthesize the information to provide valid conclusions and contextual approaches across a variety of subject matter.
  - PO2: Communication Skills:** Students are able to conceptualize a complex issue into a coherent written statement and oral presentation.
  - PO3: Technology Skills:** Students are competent in the uses of technology in modern organizational operations.
  - PO4: Entrepreneurship and Innovation:** Students can demonstrate the fundamentals of creating and managing innovation, new business development, and high-growth potential entities.
  - PO5: Business Knowledge:** Students can demonstrate technical competence in domestic and global business through the study of major disciplines within the fields of business
  - PO6: Ethical Behavior and Social Responsibility:** Identify and analyze ethical conflicts and social responsibility issues involving different stakeholders. Develop viable alternatives and make effective decisions relating to business ethics and social responsibility.
  - PO7: Project management:** An ability to use skills and management principles to do work as a member and leader in a team, to manage projects and demonstrate capabilities in new venture creation
  - PO8 : Life-long learning:** Recognition of the need for, Achieve higher levels of proficiency and self-actualization through pursuing lifelong learning.
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**STUDY AND EVALUATION SCHEME**  
**BBA (Bachelor of Business Administration)**  
**(Effective from session 2023-2024)**

**YEAR III, SEMESTER V**

Course Code	Course Title	Course Category	Hours			EVALUATION SCHEME		SUBJECT TOTAL	CREDIT
BBA501	Business Policy	CC 19	3	1	0	30	70	100	4
BBA*	SEC 2	SEC	3	1	0	30	70	100	4
BBA595	Summer Internship Report Viva	AECC	0	0	0	0	100	100	4
BBA***	Specialization 1	DSE 1	3	1	0	30	70	100	4
BBA***	Specialization 2	DSE 2	3	1	0	30	70	100	4
BBA***	Specialization 1	DSE 3	3	1	0	30	70	100	4
BBA***	Specialization 2	DSE 4	3	1	0	30	70	100	4
<b>Total</b>			<b>18</b>	<b>6</b>	<b>0</b>	<b>180</b>	<b>520</b>	<b>700</b>	<b>28</b>

**YEAR III, SEMESTER VI**

Course Code	Course Title	Course Category	Hours			EVALUATION SCHEME		SUBJECT TOTAL	CREDIT
BBA 601	Environmental Science	CC 20	1	1	0	15	35	50	2
BBA*	SEC 3	SEC	3	1	0	30	70	100	4
BBA***	Specialization 3	DSE 5	3	1	0	30	70	100	4
BBA***	Specialization 4	DSE 6	3	1	0	30	70	100	4
BBA***	Specialization 3	DSE 7	3	1	0	30	70	100	4
BBA***	Specialization 4	DSE 8	3	1	0	30	70	100	4
<b>Total</b>			<b>15</b>	<b>6</b>	<b>0</b>	<b>165</b>	<b>385</b>	<b>550</b>	<b>22</b>

**L - Lecture, T - Tutorial, P - Practical, CA - Continuous Assessment, EE - End Sem Exam**

**BBA\* represents Specialization Papers from Specialization Group**

## Discipline Specific Specializations (DSE)

### DISCIPLINE SPECIFIC ELECTIVE – MARKETING

COURSE CODE	SUBJECTS	COURSE CATEGORY	HOURS			EVALUATION SCHEME		SUBJECT TOTAL	CREDIT
			L	T	P	CA	EE		
BBA511	Service Marketing	DSE	3	1	0	30	70	100	4
BBA512	Sales & Distribution Management	DSE	3	1	0	30	70	100	4
BBA513	Customer Relationship Management	DSE	3	1	0	30	70	100	4
BBA514	Advertisement Management	DSE	3	1	0	30	70	100	4

### DISCIPLINE SPECIFIC ELECTIVE – FINANCE

COURSE CODE	SUBJECTS	COURSE CATEGORY	HOURS			EVALUATION SCHEME		SUBJECT TOTAL	CREDIT
			L	T	P	CA	EE		
BBA521	Indian Financial Management	DSE	3	1	0	30	70	100	4
BBA522	Fundamentals of Stock Market	DSE	3	1	0	30	70	100	4
BBA523	Working Capital Management	DSE	3	1	0	30	70	100	4
BBA524	Banking & Insurance	DSE	3	1	0	30	70	100	4

**DISCIPLINE SPECIFIC ELECTIVE – HUMAN RESOURCE**

COURSE CODE	SUBJECTS	COURSE CATEGORY	HOURS			EVALUATION SCHEME		SUBJECT TOTAL	CREDIT
			L	T	P	CA	EE		
BBA531	Cross Cultural Management	DSE	3	1	0	30	70	100	4
BBA532	Performance Management	DSE	3	1	0	30	70	100	4
BBA533	Recruitment & Selection	DSE	3	1	0	30	70	100	4
BBA534	Conflict Management	DSE	3	1	0	30	70	100	4

**DISCIPLINE SPECIFIC ELECTIVE – HOSPITALITY & TOURISM MANAGEMENT**

COURSE CODE	SUBJECTS	COURSE CATEGORY	HOURS			EVALUATION SCHEME		SUBJECT TOTAL	CREDIT
			L	T	P	CA	EE		
BBA541	Emerging Trends in Hospitality Industry	DSE	3	1	0	30	70	100	4
BBA542	Legal & Social Practices in Hospitality	DSE	3	1	0	30	70	100	4
BBA543	Hospitality Marketing & Sales	DSE	3	1	0	30	70	100	4
BBA544	Strategic Hospitality Management	DSE	3	1	0	30	70	100	4

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**DISCIPLINE SPECIFIC ELECTIVE – MARKETING (MKTG.)**

COURSE CODE	SUBJECTS	COURSE CATEGORY	HOURS			EVALUATION SCHEME		SUBJECT TOTAL	CREDIT
			L	T	P	CA	EE		
BBA611	Rural Marketing	DSE	3	1	0	30	70	100	4
BBA612	Retail Management	DSE	3	1	0	30	70	100	4
BBA613	International Marketing	DSE	3	1	0	30	70	100	4
BBA614	Product & Brand Management	DSE	3	1	0	30	70	100	4

**DISCIPLINE SPECIFIC ELECTIVE – FINANCE**

COURSE CODE	SUBJECTS	COURSE CATEGORY	HOURS			EVALUATION SCHEME		SUBJECT TOTAL	CREDIT
			L	T	P	CA	EE		
BBA621	Goods & Services Tax (GST)	DSE	3	1	0	30	70	100	4
BBA622	Security & Investment Management	DSE	3	1	0	30	70	100	4
BBA623	Marketing of Financial Products	DSE	3	1	0	30	70	100	4
BBA624	Personal Finance Planning	DSE	3	1	0	30	70	100	4

**DISCIPLINE SPECIFIC ELECTIVE – HUMAN RESOURCE (HR)**

COURSE CODE	SUBJECTS	COURSE CATEGORY	HOURS			EVALUATION SCHEME		SUBJECT TOTAL	CREDIT
			L	T	P	CA	EE		
BBA631	Industrial Relations	DSE	3	1	0	30	70	100	4
BBA632	Organizational Development &	DSE	3	1	0	30	70	100	4

	Change								
BBA633	Compensation & Reward Management	DSE	3	1	0	30	70	100	4
BBA634	International HRM	DSE	3	1	0	30	70	100	4
<b>DISCIPLINE SPECIFIC ELECTIVE – HOSPITALITY &amp; TOURISM MANAGEMENT</b>									
COURSE CODE	SUBJECTS	COURSE CATEGORY	HOURS			EVALUATION SCHEME		SUBJECT TOTAL	CREDIT
			L	T	P	CA	EE		
BBA641	Tourism & Travel Management	DSE	3	1	0	30	70	100	4
BBA642	Hotel & Catering Management	DSE	3	1	0	30	70	100	4
BBA643	Leisure Management	DSE	3	1	0	30	70	100	4
BBA644	Health & Wellness Management	DSE	3	1	0	30	70	100	4

<b>BBA 501 : Business policy</b>	
<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

### **Course Objectives:**

The course focuses on the concept of strategy formulation and implementation by exploring the functions and nature of general management. The course serves as an opportunity to develop skills for strategic thinking and analysis, leadership, communication, teamwork, and cross-functional integration.

### **Course Outcomes:**

- CO1:** To understanding business policy and strategy
- CO2:** Critically analyses the internal and external environments in which businesses operate and assess their significance for strategic planning.
- CO3:** To examine formulation of Competitive Strategies.
- CO4:** Apply understanding for the theories, concepts and tools that support strategic management in organizations.
- CO5:** Build understanding of the nature and dynamics of strategy formulation and implementation processes at corporate and business level.
- CO6:** Enhanced ability to identify strategic issues and design appropriate courses of action.

### **Course Content –**

#### **Unit - 1**

Introduction to Business Policy and Strategy: Nature & importance of business policy & strategy; Introduction to the strategic management process and related concepts; Characteristics of corporate, business & functional level strategic management decisions; Company's vision and mission, need for a mission statement..

#### **Unit - 2**

Environmental Analysis & Diagnosis:

Analysis of company's external environment; Michael E. Porter's 5 Forces model; Internal analysis, Importance of organization capabilities, competitive advantage and core competence; Michael E. Porter's Value Chain Analysis, Porters Diamond Theory of National Advantage.

#### **Unit – 3**



Formulation of Competitive Strategies:

Michael E. Porter's generic competitive strategies, implementing competitive strategies offensive & defensive moves; formulating Corporate Strategies-Introduction to strategies of growth, stability and renewal, types of growth strategies – concentrated growth.

#### **Unit – 4**

Product development, integration, diversification, international expansion (multi domestic approach, franchising, licensing and joint ventures) CAGE distance framework, Types of renewal strategies – retrenchment and turnaround. Strategic fundamentals of merger & acquisitions.

#### **Unit – 5**

Strategic Analysis and Choice:

Strategic gap analyses; portfolio analyses – BCG, GE, product market evolution matrix, experience curve, directional policy matrix, life cycle portfolio matrix,

#### **Unit - 6**

Grand strategy selection matrix; behavioral considerations affecting choice of strategy; impact of structure, culture & leadership on strategy implementation; functional strategies & their link with business level strategies; introduction to strategic control & evaluation.

#### **Text and Reference Books-**

1. Strickland, A.J. III & Thompson, A.A. Strategic Management: Concepts and Cases. McGraw Hill Education [Ch 1 and 2]
2. Pearce, J.A. & Robinson, R.B. Strategic Management: Formulation Implementation and Control. McGraw Hill Education [Ch 1 and 2]
3. Kazmi, A. Strategic Management and Business Policy. McGraw Hill Education [Ch 1 and 2]
4. Strickland, A.J. III & Thompson, A.A. Strategic Management: Concepts and Cases. McGraw Hill Education [Ch 3]
5. Pearce, J.A. & Robinson, R.B. Strategic Management: Formulation Implementation and Control. McGraw Hill Education [Ch 4 and 6]
6. Kazmi, A. Strategic Management and Business Policy. McGraw Hill Education [Ch 2 and 3]

<b>BBA 511: Service Marketing</b>	
<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

**Course Objectives:**

The course aims at imparting basic knowledge on Service Marketing, so as to provide an opportunity to students to know about service industry, its working, problems as well as provide greater opportunity towards to learn about service marketing and its functioning.

**Course Outcomes:**

- CO1. Understanding the functioning of service industry.
- CO 2. To analyze various service structures.
- CO 3. To understand service importance in economy.
- CO4. Understand service marketing functioning.
- CO5. Understanding various forms service marketing aspects.
- CO6. Understanding role service marketing.

**Course Content –**

**Unit - 1**

Introduction, meaning of services, 7Ps of service marketing, 4 I’s characteristics of services, difference between services and tangible products, service sector, classification of services, growth of service sectors and service industries.

**Unit - 2**

Introduction, Need for segmentation of services, bases of segmentation of services, segmentation strategies in service marketing, need for targeting, Approaches to Target Marketing.

**Unit - 3**

Positioning of services, positioning strategies for services, positioning Through Product/Service Delivery Strategies, Positioning through Pricing Strategies, Positioning through Distribution Strategies, positioning through Sales Promotion and Advertising, Service Differentiation Strategies.

**Unit - 4**

Introduction, Customer Expectations in Services, Service Costs Experienced by Consumer, the Role of customer in Service Delivery.

## **Unit - 5**

Conflict Handling in Services, Customer Responses in Services, Concept of Customer Delight.

## **Unit - 6**

Introduction, Service Marketing in e-Commerce and e-Marketing, and Telemarketing Services, Service Marketing Research for Global Markets and Rural Markets, Innovations in Services Marketing, Ethical Aspects in Service Marketing.

### **Text and Reference Books-**

1. Services Marketing - Valarie Zeithaml, Mary Bitner – 6<sup>th</sup> Edition - TMH
2. Services Marketing - Christopher Lovelock – Pearson Publications
3. Adrian Payne- The Essence of Service Marketing, Prentice- Hall of India,
4. Hellen Woodruffe - Service Marketing, Macmillan India Ltd. Delhi, 1997.

<b>BBA 512: Sales &amp; Distribution Management</b>	
<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

**Course Objectives:**

The objective of this course is to help students understand the Sales & Distribution functions as integral part of marketing functions in a business firm. Globalization, increased competition, rapid changes in communication and information technology and need for higher level of customer orientation have made sales and distribution management extremely important. This course will make students appreciate the role of sales managers in the context of Indian economy with particular reference to essential consumer and industrial goods and services

**Course Outcomes:**

- CO1. Understanding of the various roles, responsibilities and policies of sales function.
- CO 2. Ability to design and implement various channel strategies.
- CO 3. Overview the issues of power and conflict in the organization.
- CO4. Understanding to manage, motivate and lead sales force.
- CO5. Framing policies and plan for sales organization and channels.
- CO6. Understanding role Sales and Distribution.

**Course Content –**

**Unit - 1**

Nature and scope of sales management, personal selling objectives, Types of sales management positions, Theories of personal selling, personal selling strategies.

**Unit - 2**

Sales forecasting and budgeting decisions, emerging trends in selling, ethical leadership.

**Unit – 3**

Selling process, relationship selling, Designing Sales Territories, sales quotas and sales organisation structures.

**Unit – 4**

Recruitment and selection of sales force, Training, motivating and compensating the sales force, controlling the sales force.

## **Unit – 5**

Introduction, need and scope of distribution management, marketing channels strategy, levels of channels, institutions for channels- retailing wholesaling, designing channel systems, channel management.

## **Unit - 6**

Definition & scope of logistics, Components of logistics, inventory & warehouse management, transportation, channel information systems, distribution management in international markets.

## **Text and Reference Books-**

1. Sales Force Management , Spiro; Tata McGraw Hill, 12th edition
2. Sales Management: Decision, strategies & Cases, Candiff & Still; Pearson Education, 5<sup>th</sup> edition
3. Marketing Channels, Coughlan, Louis, Ansari , PHI, 5th edition.

<b>BBA 513: Customer Relationship Management</b>	
<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

**Course Objectives:**

To make the students understand the organizational need, benefits and process of creating long-term value for individual customers, this course disseminate knowledge regarding the concept of e-CRM and e-CRM technologies.

**Course Outcomes:**

- CO1. Apply the concept of CRM, the benefits delivered by CRM.
- CO2. Implement how CRM practices and technologies enhance the achievement of marketing.
- CO3. Implement various technological tools for data mining.
- CO4. Design customer relationship management strategies by understanding customers.
- CO5. Framing policies and plan for CRM.
- CO6. Understand basics of operational Customer relationship management.

**Course Content –**

**Unit - 1**

Introduction to CRM: Definition and concepts of CRM, Components of CRM, Understanding the goal of CRM and Customer Touch Points.

**Unit - 2**

CRM PROCESS: Introduction and Objectives of a CRM Process; an Insight into CRM and e- CRMA/online CRM, The CRM cycle i.e. Assessment Phase; Planning Phase; The Executive Phase; Modules in CRM, 4C's (Elements) of CRM Process, CRM Process for Marketing Organization, CRM Affiliation in Retailing Sector.

**Unit – 3**

Developing CRM Strategy: Role of CRM in business strategy, Understanding Service Quality: Technical, Functional, and dimensions of service quality, Managing Customer communications.

**Unit – 4**

CRM IMPLEMENTATION: Choosing the right CRM Solution; Framework for Implementing CRM: a Step-by-Step Process: Five Phases of CRM Projects: Development Customizations; Beta Test and Data Import; Train and Retain; Roll out and System Hand-off; Support.

## **Unit – 5**

SALES FORCE AUTOMATION - Sales Process, Activity, Contact, Lead and Knowledge Management. Field Force Automation.

## **Unit - 6**

CRM LINKS IN E-BUSINESS: E-Commerce and Customer Relationships on the Internet, Supplier.

### **Text and Reference Books-**

- 1 Judith W .Kincaid , Customer Relationship Management Getting it Right, Pearson Education
- 2.H.Peeru Mohamed , A Sagadevan, Customer Relationship Management, A Step by Step Approach, Vikas Publishing House
- 3.Customer Centricity –Focus on right customer for strategic advantage, by Peter Fader, Wharton Digital Press, 2012

<b>BBA 514: Advertisement Management</b>	
<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

### **Course Objectives:**

The purpose of this course is to provide you with a working knowledge of the major frameworks, theories, and research findings in the area of advertising management. The goal of this course is not to simply learn the material, but rather it is to integrate and apply it.

### **Course Outcomes:**

- CO1. Understanding the functioning of Advertisement Industry.
- CO 2. To analyze various forms of Advertisement.
- CO 3. To understand Advertisement importance in economy.
- CO4. Understand Advertising functioning.
- CO5. Understanding various forms Advertisement aspects.
- CO6. Understanding role Avertising.

### **Course Content –**

#### **Unit - 1**

Advertising - Definition - Importance - Classification of advertisements – Functions of Advertising - Objectives – DAGMAR - Advertising and Direct Marketing: Advertising - Determinants of Advertisability - Causes for advertisement failure - Direct marketing - Definition - Growth of direct marketing - Causes - Process of Direct marketing.

#### **Unit - 2**

Advertising & the Indian Economy: Role of Advertising in the Indian economy, Impact of advertising on the Indian Economy. Advertising and Indian Society: Social benefits of advertising; Impact of advertising on attitudes, behaviour, norms, perceptions and lifestyle.

#### **Unit - 3**

Strategic planning - Marketing plan - Advertising objectives - Communication response pyramid - Advertising Department - Organizing for advertising department - Functions of advertising management.

#### **Unit - 4**

Explicit role of advertising - Indirect role of Advertising - Economic effects - Social Effects of Advertising: Benefits of Advertising - Impact of Advertisements on children - Women in Advertising.



## **Unit - 5**

Criticism of Advertising – Controversial effects of advertising – Puffery – Shock – advertisements - Subliminal advertising- Regulating bodies in India.

## **Unit - 6**

Advertising & the Indian Economy: Role of Advertising in the Indian economy, Impact of advertising on the Indian Economy. Advertising and Indian Society: Social benefits of advertising; Impact of advertising on attitudes, behaviour, norms, perceptions and lifestyle.

### **Text and Reference Books-**

1. Advertising & Promotion: Belch & Belch, Tata McGraw Hill.
2. Advertising: Sontakki, Himalaya Publishing House.
3. Advertising Planning and implementation: Sharma and Singh, Prentice Hall.
4. Advertising Management Concepts and Cases: Mahendra Mohan, Tata McGraw Hill.
5. Promotion Management: Burnelt, Tata McGraw Hill.

<b>BBA 521: Indian Financial Market</b>	
<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

### **Course Objectives:**

The objective of this course is to provide a comprehensive knowledge on the structure of financial markets financial institutions, financial instruments, and on various forms of financial services.

### **Course Outcomes:**

- CO1: Describe the different components of a financial system and their role.
- CO2: Understand the recent developments in Indian financial system.
- CO3: Describe the instruments, participants and operation of the money market.
- CO4: Understand the mutual funds with regard SEBI regulation and growth.
- CO5; Describe the Mutual funds and venture capital.
- CO6; To equip students with the knowledge and skills necessary to become employable in the financial service industry.

### **Course Content -**

#### **Unit-1 Financial System**

Financial system and financial market, role of the financial system in economic development, Indian financial system- An overview, money market- meaning, importance of money market, Money market instruments

#### **Unit-2 Financial Services**

Capital market: Meaning, features and functions of Capital Market - Primary Market: Introduction, features, functions and issue mechanism. Secondary Markets: Introduction.

#### **Unit-3 Money Market**

Meaning, constituents, functions of money market; Money market instruments- call money, treasury bills, certificates of deposits, commercial bills, trade bills ect.; Recent trends in Indian money market

#### **Unit-4 Mutual Funds**

Introduction, History and structure of mutual funds, Classification of mutual funds, Computation of Risk-Return, SEBI Regulations relating to Mutual Funds, Growth and performance of mutual funds in India.

#### **Unit-5 Merchant Banking and Venture Funds**

Meaning of Merchant Banking, Merchant Banking and Commercial Banking, Services of Merchant Banking, Merchant Banking in India, Venture Capital in the financing of new ventures

## **Unit-6 Interest Rate and Foreign Investment:**

Interest rate structure; differential interest rate; recent changes in interest rate structure, types and trends of foreign investment; Regulatory framework for foreign investments in India

### **Text and Reference Books-**

1. Gordon and Natarajan: Financial markets and services, Himalaya Publishing House, 2012
2. Khan M.Y, Financial Services, Tata McGraw Hill, 2014
3. Sharpe, William F. Gordon J Alexander and J.V. Bailly: Investments, Prentice Hall of India, New Delhi, 2011
4. Shashi K. Gupta & Nisha Agrawal: Financial services, Kalyani Publishing, 2013
5. Stock Exchange Regulations and Bylaws along with SEBI guidelines issued time to time.
6. V.A. Avadhani, Financial Services and Markets, Himalaya Publishing House, 2012
7. Desai V., Financial Market and Services, Himalaya Publishing House, 2018

<b>BBA 522: Fundamentals of Stock Market</b>	
<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

### **Course Objectives:**

The objective of this course is to provide a comprehensive knowledge on the structure of Stock markets.

### **Course Outcomes:**

- CO1: Study in detail the concepts of securities market.
- CO2: Understand the nuances of Stock market and regulatory framework of SEBI.
- CO3: Examine the fundamental analysis.
- CO4: Understand the technical concepts of market indices.
- CO5; Understand the derivatives with regard stock market.
- CO6; Understand the students with the knowledge of commodity market.

### **Course Content -**

#### **Unit-1 Indian Securities Market**

Introduction - Securities market and financial system-Main financial instruments - Regulatory framework of Stock exchanges in India - Reforms since 1990s

#### **Unit-2 Stock Market**

Meaning - Functions, Intermediaries - Role of Primary Market - Problems of New Issues Market – IPO’s – Investor protection in primary market – Recent trends in primary market – SEBI measures for primary market - Functions of Secondary Market – Organization and Regulatory framework for stock exchanges in India–SEBI measures for secondary market.

#### **Unit-3 Fundamental Analysis**

Fundamental Analysis: Economy analysis - Industry analysis - Company analysis - weaknesses of fundamental analysis.

#### **Unit-4 Technical Analysis**

Meaning and Assumptions of technical analysis – Tools of technical analysis - Trend lines and their significance – Market indicators – The Dow theory – Market indices – Mutual fund activity – Confidence level – Price indicators - Important chart formations - Price patterns and technical indicators.

#### **Unit-5 Derivatives**

Meaning of derivatives; Arbitrageurs; forward Contract; Hedgers and Hedging; Over-the-counter (OTC); Portfolio Rebalancing; Speculators

## **Unit-6 Commodity Market**

Meaning of commodity market; Commodity future; Forward contract; MCX; National commodity; Speculation; and Wholesale price index Interest rate structure; differential interest rate; recent changes in interest rate structure, types and trends of foreign investment; Regulatory framework for foreign investments in India

### **Text and Reference Books-**

8. Jones, C.P. Investments Analysis and Management, Wiley, 8th ed.
9. Chandra, Prasanna. Investment Analysis and Portfolio Management. McGraw Hill Education
10. Rustogi, R.P. Fundamentals of Investment. Sultan Chand & Sons, New Delhi.
11. Vohra N.D. & Bagri B.R., Futures and Options, McGraw Hill Education
12. Mayo. An Introduction to Investment. Cengage Learning.

<b>BBA 523: Working Capital Management</b>	
<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

### **Course Objectives:**

To help the students to develop cognizance of the importance of Working Capital Management in corporate valuation; and describe how students analyze the corporate leverage under different conditions, Capital Budgeting, and Inventory Management System; and to enable students to synthesize related information and evaluate options for most logical and optimal solution such that they would be able to predict and control Debt Equity incurrence and improve results.

### **Course Outcomes:**

CO1. Demonstrate the applicability of the concept of Financial Management to understand the managerial Decisions and Corporate Capital Structure.

CO2. Apply the Leverage and EBIT EPS Analysis associate with Financial Data in the corporate.

CO3. Analyze the complexities associated with management of cost of funds in the capital Structure.

CO4. Demonstrate how the concepts of financial management and investment, financing and dividend policy decisions could integrate while identification and resolution of problems pertaining to LSCM Sector.

CO5. Demonstrate how risk is assessed

### **Course Content -**

#### **Unit-1**

Working Capital Policy Overall Considerations Importance of Working Capital Management Concept of working Capital Risk and Return Trade off Financing

#### **Unit-2**

Working Capital Sources and Uses: Working Capital Sources and Uses of Working Capital Factor influencing Working Capital Requirements Issues in Working Capital Policy Size of Working Capital Forecasting and Management of Working Capital

#### **Unit-3**

Cash Management: Importance Factors influencing Cash Balance Determining minimum Cash Balance Cash Budgeting Cash control Monitoring collections and disbursement Cash Management models.

#### **Unit-4**

Inventory Management: Need for inventories and importance of its Management - Techniques for Managing Inventory Different Models Recorder Point Pricing of Raw materials and valuation of stock Monitoring and control of Inventories.

#### **Unit-5**

Receivables Management: Credit Policy Credits evaluation credit granting decisions Control receivables Collection policy.

#### **Unit-6**

Financing Current Assets: Trade Credit Short term Bank Finance Commercial paper Public Deposits Committees on Working Capital Regulation of Bank credit Recommendation.

#### **Text and Reference Books-**

1. Prasanna Chandra Financial Management Theory and Practice, Tate McGraw Hill
2. Gitmen L.J Basic Managerial Finance Harper & Raw
3. Weston J.F and Copeland T.E Managerial Finance, Dryden P. New York 1995.
4. I.M Pandy Financial Management, Vikas Pub, New Delhi
5. V.E. Ramamurthy, Working Capital Management IFMR Madras 34.

<b>BBA 524: BANKING &amp; INSURANCE</b>	
<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

### **Course Objectives:**

To impart knowledge about the basic principles of the banking and insurance.

### **Course Outcomes:**

CO1: understand the meaning and scope of Banking with functions of Banks and their role into banking

CO2: familiarize with regard to operations of Banking and various services and benefits.

CO3: develop insights on lending operations of banking and causes of NPA into banking sector.

CO4: acquaint with the concept of Insurance through functions and fundamental principles of Insurance.

CO5; understand the types of Insurance and Regulatory framework of Insurance.

### **Course Content -**

#### **Unit-1 Origin of Banking**

Definition and function of banks, banker and customer relationship, general and special types of customers. Types of Deposits: Types of banks in India; Role of Foreign Banks in India; Advantages and Disadvantages of Foreign banks, Road Map for Foreign Banks in India; India's approach to Banking Sector reforms; Achievements of financial sector reforms and areas of concern, Credit Allocation Policies of Commercial banks, Credit Market Reforms.

#### **Unit-2 Operations of Banking**

Cheque: definition, features and types of cheque; Endorsement: meaning and essentials of a valid endorsement, types of endorsement; Era of Internet Banking and its benefits, Mobile Banking, Home banking, Virtual Banking, Electronic Clearing System (ECS), Epayments, Electronic Fund Transfer (EFT), E-money, Safeguard for internet banking, Critical comparison of traditional banking methods and e-banking; Balance Sheet of a Bank, special items of a Balance Sheet, off Balance Sheet Items; Anti-money Laundering Guidelines

#### **Unit-3 Loans and Advances**

Principles of sound lending, Types of loans and advances, Advances against various securities; Securitization of Standard Assets and its Computation; Basel Accord: merits and weaknesses of the Basel II, Basel III; NPA: Meaning, causes, computation, assessment and Impact of NPAs on Banking Sector, Insolvency and Bankruptcy Code 2016; objectives & features.

#### **Unit-4 Concept of Insurance**



Characteristics, Functions of Insurance, Fundamental Principles of Insurance: Indemnity, Insurable Interest, Utmost Good faith, Proximate Cause, Contribution, Subrogation, Economic Function; Reinsurance and Co-insurance: features, objectives, methods; Bancassurance: features, merits.

#### **Unit-5 Life and Non-Life Insurance**

Types of Insurance, Life and Non Life: Features, needs, policies of different types of Insurance, Control of Malpractices and Misselling, Negligence, Loss Assessment and Loss control, Computation of Insurance Premium, Dematerialisation of Insurance Policies;

#### **Unit-6**

Regulatory Framework of Insurance: IRDA Act 1999; Objectives of IRDA, Composition of IRDA, Duties, Powers and Functions of IRDA; Role of IRDA: Delegation of Powers, establishment of Insurance Advisory Committee, Power to make Regulations.

#### **Text and Reference Books-**

1. Mishra, M.N. Principles and Practices of Insurance. Sultan Chand and Sons
2. Suneja, H.R. Practical and Law of Banking. Himalaya Publishing House
3. Gupta, P.K. Insurance and Risk Management. Himalaya Publishing House
4. Agarwal, O.P. Banking and Insurance. Himalaya Publishing House
5. Jr.Black, Kenneth & Jr. Skipper, Harold. Life and Health Insurance. Pearson Education
6. Vaughan, E.J. and Vaughan, T. Fundamentals of Risk and Insurance. Wiley & Sons

<b>BBA 531 : Cross Cultural Human Resource Management</b>	
<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

**Course Objectives:**

The course aims to understand HRM concerns at the international stage. The course will provide an understanding of the impact of culture on human resource management practices across the globe and ways to manage cross cultural issues for MNCs and other organizations operating beyond their home markets.

**Course Outcomes:**

At the end of the course students would be able to:

- CO 1. Understand the different meanings and dimensions of culture.
- CO 2. Introduce the various frameworks in international HRM.
- CO 3. Understand the impact of culture on HR practices.
- CO 4. Develop strategies for managing cultural issues in global organizations.

**Course Contents:**

**UNIT –I**

Introduction to Cross Cultural Management: Understanding Culture, Culture Dimensions, Significance and Impact of Cross Culture on Organisations, Role of Culture in Strategic Decision- Making. Business Cultures: East and West.

**UNIT-II**

Comparing Culture: Cultural and Behavioral Differences in Different Countries, Various Models for Comparing Cultural-Hofstede, Edward T. Hall Study, GLOBE, Kluchohm & Stoodbeck. Leadership across cultures: style, expectation and management.

### **UNIT-III**

Influence of National Culture on Organisational Culture. Shift in Culture: Significance of Shift in Culture, Influence of Economic Factors and Foreign Intervention on Shifts in Local Cultures. Cultural Adaptation through Sensitivity Training.

### **UNIT- IV**

Cross Cultural Human Resources Management – Staffing and Training for Global Operations. Global Staffing Choices – Expatriates or Local Managers, Dynamics of Cross-Cultural leadership, Managing and Motivating Multi Culture Teams.

### **UNIT – V**

Behavioural Etiquette, Dining Etiquette, Socio cultural Etiquette. Cross –Cultural Negotiation & Decision Making: Culture and Dispute, Resolution of Conflicts and Disputes in Cross Culture Context.

### **UNIT- VI**

Culture and Communications: Business communication across cultures – Barriers to intercultural communication. Understanding of Cultural Diversity. Cross-Culture Ethics: Ethics Values across Cultures and Ethics Dilemma.

### **Suggested Readings:**

1. Deresky, H., International management: Managing Across Borders And Cultural, 4<sup>th</sup> Ed, Pearson Publications.
2. Thakur, M., Burton & G. E, International Management, Tata McGraw Hill.
3. Hodgetts, R. and Luthens, F, International Management, McGraw Hill Inc.
4. Esen D. and Rchildress J., The Secret Of A Winning Culture: Building High Performance Teams, Prentice Hall.

<b>BBA 532: Performance Management</b>	
<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

**Course Objectives:** The objective of the course is to make the students understand critical dimensions of performance that constitute the basis for continuously planning, reviewing and developing employee performance.

### **Course Outcomes**

- CO1.** Understanding the concept of performance & its management
- CO2.** Understanding various method of performance management
- CO3.** Understanding know-how of performance management system
- CO4.** Understanding reward systems and its importance
- CO5.** Understanding performance based reward systems
- CO6.** Understanding competency mapping and its importance in HRM

### **Course Content -**

#### **Unit-1**

Introduction to Performance Management: Definition of Performance Evaluation, Evolution of Performance Management, Importance of Performance Management, Purpose of Performance Management, Linkage of Performance Management to Other HR Processes, Employee Engagement and Performance Management, Principles of Performance Management, Overview of Performance Management as a System, Dimensions of Performance Management

#### **Unit-2**

Theoretical Framework of Performance Management: Goal Theory and its Application in Performance Management, Control Theory and its Application in Performance Management, Social Cognitive Theory and its Application in Performance Management, Organisational Justice Theory and its Application in Performance Management, Process of Performance Management: Overview of Performance Management Process, Performance Management Process, Performance Management Planning Process, Mid-cycle Review Process, End-cycle Review Process, Performance Management Cycle at a Glance

### **Unit-3**

Performance Management Planning and Development: Introduction, Performance Management Planning, the Planning Process, Performance Agreement, Drawing up the Plan, Evaluating the Performance Planning Process, Mechanics of Performance Management Planning and Documentation: The Need for Structure and Documentation, Manager's Responsibility in Performance Planning Mechanics and Documentation, Employee's Responsibility in Performance Planning Mechanics and Documentation, Mechanics of Performance Management Planning and Creation of PM Document

### **Unit-4**

Performance Appraisal: Definitions and Dimensions of PA, Purpose of PA and Arguments against PA, Necessity of Performance Appraisal and its Usage by Organisations, Characteristics of Performance Appraisal, Performance Appraisal Process, Mistakes made by Human Resource Department, Performance Appraisal Methods: Performance Appraisal Methods, Traditional Methods, Modern Methods, and Performance Appraisal of Bureaucrats – A New Approach

### **Unit-5**

Performance Appraisal Feedback: Feedback – Role, Types and Principles, Situations Requiring Feedback and Pitfalls, Components of a Feedback and Steps in giving a Constructive Feedback, Levels of Performance Feedback, 360-Degree Appraisal: Introduction, the Impact of 360-Degree Feedback on Organisations, Concept of 360-Degree Feedback System, Purpose, Methodology, Ratings, Advantages and Disadvantages of the Method, The Process of 360-Degree Feedback, Operating 360-Degree Appraisal

### **Unit-6**

Issues in Performance Management – I: Team Performance, Performance of Learning Organisations and Virtual Teams: Team Performance Management,

Performance Management and Learning Organisations, Performance Management and Virtual Teams, Role of Line Managers, Performance Management and Reward: Role of Line Managers in Performance Management, Performance Management and Reward, Concepts related to Performance and Reward, Linking Performance to Pay – A Simple System Using Pay Band, Linking Performance to Total Reward, Challenges of Linking Performance and Reward

### **Text and Reference Books-**

1. Rao, T.V. (2017). *Performance Management: Toward Organizational Excellence*. New Delhi Sage Publishers.
2. Rao, T.V. (2005). *Performance Management and Appraisal Systems*. New Delhi: Sage Publishers.
3. Chadha, P. (2008). *Performance Management*. New Delhi: Macmillan India Ltd.
4. Michael, A. (2006). *A Handbook of Human Resources Management Practice*, London: Kogan Page.
5. Suri, G.K. (2008). *Performance Measurement and Management*. New Delhi: Excel Publications.

<b>BBA 533: Recruitment &amp; Selection</b>	
<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

### **Course Objectives**

The objective of this course is to create an insight of various principles and practices of recruitment and selection in an industry and to equip students with various selection procedure practiced in industry. Develop students with latest selection tools in the corporate sector. Develop students with various testing of job recruitment and selection.

### **Course Outcomes:**

**CO1.**Understanding about the recruitment and selection

**CO2.**Understanding about the various factors that determine the process of recruitment and selection

**CO3.** Understanding about the company HR policy & its importance

**CO4.** Understanding about the recruitment and selection

**CO5.** Understanding about the method of recruitment and selection and its relevance

**CO6.** Understanding the insight of sound recruitment and selection policy

### **Course Content –**

#### **Unit 1**

**Job Analysis:** Meaning, definition and purpose. Methods of job analysis: job analysis interviews, job analysis questionnaire, task analysis inventory, position analysis questionnaire, subject expert workshops, critical incident technique

#### **Unit 2**

**Hiring Process & Hiring decision:** Nature of hiring: regular, temporary, full time, part time, apprentice, contractual, and outsourcing, Existing post or new post to be created, Need analysis, cost analysis and job analysis.

### Unit 3

**Hiring internally:** Meaning and definition of internal recruitment, Advantages and disadvantages in terms of cost, time, quality and suitability. Sources of internal recruitment: - circulars, intranet advertisements, employee referrals, Appointment or promotion, Policy guidelines and union settlements.

### Unit 4

**External Hiring:** Meaning and definition of external recruitment. Sources of recruitment:- advertisement, in newspaper, TV/Radio, Internet, search on the internet, wanted signboards, consultants, employment exchange, campus recruitment, employee referrals and unsolicited applications. Advantages and disadvantages of the above sources in terms of cost, time, convenience, reach of the targeted population, and quality of applicant pool.

### Unit 5

**Screening the candidates:** Application Forms: bio-data / resume / curriculum vitae and Weighted application blanks: meaning definition, purpose, advantages and disadvantages taking a Behavioral approach to recruitment: spotting personality patterns, making basic assumptions, Predicting the future, strategy Vs. Technique, Pinning down what is needed: targeted interviewing, focusing on behavior, assessing how person performs, assuming they have been hired. – Identifying the ingredients of success: the winning candidate's profile, challenges in the Interview, the starting point, day to day execution, dealing with people.

### Unit 6

**Screening the candidates:** Meaning, definition, purpose, advantages and disadvantages, Ability tests clerical ability test, mechanical ability test, mental ability test, physical ability test, personality assessment test, typing test, shorthand test, computer proficiency test **Reference checking:** meaning, definition and purpose. Verification of character, criminal antecedents, previous work behavior and education qualifications Appointment letters: Meaning, definition, and purpose. Contents of appointment letter, hard copy (or soft copy).

#### **Text and Reference Books-**

1. Human Resource Selection, Robert D. Gatewood and Hubert S. I, South western Cengage Learning, Mason, Ohio, 2001.
2. Staffing Organization, Herbert G. Heneman III, Timothy A. Judge, 5th



Edition, McGraw Hill International.

3. Recruitment and Selection, Elearn, Revised Edition, Routledge, 2009, ISBN: 1136369317, 9781136369315.
4. Employee Selection, Lilly M Berry, 1 edition, Cengage Learning, 2002, ISBN 13-978- 0534580957.
5. Online Recruiting and Selection: Innovations in Talent Acquisition, Douglas H. Reynolds, John A. Weiner, John Wiley & Sons, 2009, ISBN: 1444315951, 9781444315950.
6. Effective Recruitment and Selection Practices, R. L. Compton, William J. Morrissey, Alan R. Nankervis, Bill Morrissey, CCH Australia Limited, 2009, ISBN: 1921485779, 9781921485770

<b>BBA 534: Conflict Management</b>	
<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

**Course Objectives:** A primary goal of this course is to assist students who want to become agents of social change to promote peace and reduce violence. The main objective of the course is to equip the students with field work skills to analyze and handle today's conflicts and to engage with peace building and conflict prevention as both critical pedagogy and active vocation.

**Course Outcomes:**

**CO1.** Understanding conflicts and its effects on personal and professional life

**CO2.** Understanding conflicts management mechanism

**CO3.** Understanding negotiation skills and its utility as per time, place and person

**CO4.** Understanding conflict prevention

**CO5.** Understanding know how about the peace and its management

**CO6.** Understanding conflict resolution strategies and its importance in our personal and professional life

**Course Content -**

**Unit-1**

**Introduction:** Understanding conflict, components, perspectives of conflict, types of conflict, models of conflict – Process and Structural Models, functional & dysfunctional conflict, relationship between conflict and performance in team, levels of conflict – intrapersonal, interpersonal, group & organizational conflicts, sources of conflict - intrapersonal, interpersonal, group & organizational sources.

**Unit-2**

**Conflict Management Design:** Nature of conflict Management, contingency approach, conflict management process, the conflict domain, conflict trends, conflict distribution, conflict mapping and tracking.

**Unit-3**

**Managing Conflict: Managing interpersonal conflict:** Thomas conflict resolution approach, behavioral style and conflict handling, the CosierSchank model of conflict resolution, collaboration & conflict resolution, dealing with difficult subordinates, boss & colleagues, 1 to 1 dispute resolution. **Managing team & organization conflict:** techniques to resolve team conflict, strategies to resolve organizational

conflict, effective listening and dialogue skills, humor and conflict resolution, negotiation as a tool for conflict resolution.

#### **Unit-4**

**Conflict resolution and Cost:** Conflict resolution models, framework model, classical ideas, new developments in conflict resolution. Environmental conflict resolution, gender and conflict resolution Assessing the cost of workplace conflict

#### **Unit-5**

**Negotiations/Negotiation strategies** -Types of Negotiations, negotiation process, factors for successful negotiations, essential skills for negotiation, tricks used in negotiation process, psychological advantage of negotiations, Techniques of negotiation, issues in negotiations **Negotiation strategies:** Strategy and tactics for distributive bargaining, strategy and tactics for integrative negotiation, negotiation strategy and planning. Finding and using negotiation power, sources of power, Ethics in negotiation.

#### **Unit-6**

**Managing difficult negotiations:** Third party approaches: Third party interventions, formal intervention methods—Arbitration, Mediation and Process Consultation, Informal intervention methods, best practices in negotiation.

#### **Text and Reference Books-**

1. Bercovitch, Jacob, et.al. 2009. The Sage Handbook of Conflict Resolution. New Delhi: Sage Publication.
2. Bose, Anima. 1987. Dimensions of Peace and Non-violence: The Gandhian Perspectives.
3. Coser, Lewis. 1956. The Functions of Social Conflict. New York: Free Press.
4. Deutsch, Morten. 2006. 'Justice and Conflict.' In The Handbook of Conflict Resolution: Theory and Practice, edited by Coleman, Deutsch, and Marcus. San Francisco: John Wiley and Sons
5. Fisher Simon, et.al. 2000. Working with Conflict: Skills and Strategies for Action. London: Zed Books.
6. Galtung, Johan. 1985. 'Twenty-five Years of Peace Research: Ten Challenges and Some Responses.' Journal of Peace Research 22(2): 141–158.
7. Galtung, Johan. 1996. Peace by Peaceful Means: Peace, Conflict, Development and Civilization. New Delhi: Sage Publication.
8. Jeong, Ho-Won. 2000. Peace and Conflict Studies: An Introduction. London: Ashgate Publication.
9. Johnston, Douglas and Sampson Cynthia, eds. 1994. Religion: The Missing Dimension of Statecraft. New York: Oxford University Press.
10. Johnston, Douglas, ed. 2003. Faith Based Diplomacy: Trumping Realpolitik. New York: Oxford University Press.
11. Juergensmeyer, Mark. 2003. Gandhi's Way: A Handbook of Conflict Resolution.

- New Delhi: Oxford University Press.
12. Lederach, John Paul, 2003, Little Book of Conflict Transformation: Intercourse. PA: Good Books.

<b>BBA541. EMERGING TRENDS IN HOSPITALITY INDUSTRY</b>	
<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

### **Course Objectives:**

The course aims at imparting basic knowledge on the right experience of hospitality industry, so as to provide students an understanding on the recent trends, challenges and opportunities to grow in the hospitality business.

### **Course Outcomes:**

- CO1      Understanding the selling trends in hospitality business.
- CO 2      Understanding to cope up with the new age media.
- CO 3      Visualising the future of hospitality industry in India.
- CO4      Understanding the concepts of service and staff management.
- CO5      Developing uniqueness in experience to the customers.
- CO6      Finding new avenues in hospitality industry

### **Course Content -**

#### **Unit-1**

INTRODUCTION. An overview of hospitality industry , dimensions and scope in terms of food service , lodging, travel and tourism.

#### **Unit-2**

RECENT TRENDS – Unique Selling Elements, New Media, Company Culture, Green Initiatives.

#### **Unit-3**

HOSPITALITY AS A BEHAVIOUR AND EXPERIENCE. Relationship between Hosts and Guests in terms of service to experience. The needs, factors of demand , security concerns , sense of generosity.

#### **Unit-4**

MANAGEMENT RELATED CONCEPTS IN HOSPITALITY INDUSTRY – Monitoring accounts and managing budget, managing staff, dealing with customer complaints and queries, training new staff, marketing , sales and media roles.

## **Unit-5**

LATEST TECHNOLOGY TRENDS IN THE HOSPITALITY INDUSTRY – Wi-fi infrastructure overhauls, digital conference facilities, mobile communication and automation, NFC technology, robots and infrared sensors, smart room keys, entertainment on tap, cloud services, social media feedback ,converged LANs to support multiple services.

## **Unit-6**

HOSPITALITY INDUSTRY IN INDIA- Historical overview, comparison between India and the west, contribution in GDP, Challenges faced by hospitality industry in India.

### **Text and Reference Books-**

1. Van, D. W. L., & White, L. (2019). Hospitality management.
2. Walker, J. R. (2017). Introduction to hospitality management. : Fifth edition. Boston : Pearson, [2017]
3. M. J. Leto& Bode – The Larder Chef – Heinemann Publishing House – 1989 Parvinder S. Bali - Food Production Operations Thangam E. Philip - Modern Cookery for Teaching and Trade - 4th Vol. – 1996
4. Chen, Joseph S. 2009. Advances in hospitality and leisure. Volume 5 Volume 5. Bingley: JAI Press. <http://public.ebookcentral.proquest.com/choice/publicfullrecord.aspx?p=453249>.
5. New perspectives in hospitality management. 2015. <https://search.ebscohost.com/login.aspx?direct=true&scope=site&db=nlebk&db=nlabk&AN=1423684>.
6. Szende, Peter. 2009. Hospitality Management. Delmar Pub

<b>BBA 542. LEGAL AND SOCIAL PRACTICES IN HOSPITALITY.</b>	
<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

### **Course Objectives:**

The course aims at imparting basic knowledge of the provisions of Law in hospitality industry so as to provide an opportunity to students to know about the professional code of ethics and the legal bindings of the codes on the players of this industry.

### **Course Outcomes:**

- CO1 Basic understanding of hospitality Law.
- CO 2 Understanding safety and security issues in the industry.
- CO 3 Understanding social aspects of hospitality industry.
- CO4 Corporate Social Responsibility of the business and corporate governance.
- CO5 Knowing the environmental responsibilities.
- CO6 Finding new avenues in the subject.

### **Course Content -**

#### **Unit-1**

INTRODUCTION.- A basic understanding of hospitality law, importance, managing legal issues in the hospitality industry, sources of the hospitality law.

#### **Unit-2**

CONTRACT LAW – Contract law in general (elements, types of contract, performance and breach, remedies), specific contract provisions for the hospitality industry , management contracts, conference service contracts.

#### **Unit-3**

Safety and Security Issues in hospitality industry – Safety and security programmes, crimes against the hospitality business, crisis management programmes.

#### **Unit-4**

SOCIAL ASPECTS IN HOSPITALITY INDUSTRY – Introduction, corporate social responsibility in hospitality business, sustainability, gender as a social structure, improving women participation , gaining trust of 21st century employees.

## **Unit-5**

ETHICAL ASPECTS IN HOSPITALITY INDUSTRY - The ethical orientation of hospitality managers, professional code of ethics, ethical issues of tourism and hospitality industry.

## **Unit-6**

ENVIRONMENTAL ISSUES IN HOSPITALITY INDUSTRY – Sustainable luxury travel, green lodging, responsible tourism, responding to climate change.

### **Text and Reference Books-**

7. Hospitality Law: Managing Legal Issues in the Hospitality Industry, 5th Edition, Stephen C. Barth, Diana S. Barber, ISBN: 978-1-119-30504-0 April 2017
8. Sherry, John E. H. 1994. Legal aspects of hospitality management. Hoboken, New Jersey: John Wiley. English : 2nd ed
9. Ninemeier, Jack D., and David K. Hayes. 2010. Procurement of hospitality resources. Upper Saddle River, N.J.: Prentice Hall.
10. Hyndman, Patricia. 1969. Legal aspects of the hospitality industry. [Victoria, B.C.]: Division of Technical and Vocational Curriculum, Technical Branch, Dept. of Education, Province of British Columbia.
11. Legal Aspects of Hospitality Management, Student Workbook, Author John E. H. Sherry, Edition 2, revised, Publisher Wiley, 1994, ISBN 047141316X, 9780471413165.



<b>BBA543. HOSPITALITY MARKETING AND SALES.</b>	
<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

### **Course Objectives:**

The course aims at imparting basic knowledge on the marketing trends of hospitality and tourism business, so as to provide students an opportunity to know the facts of overall promotion strategy, methods to cope up with the requirements of millennials, tech explosion and new age management .

### **Course Outcomes:**

- CO1      Understanding the functioning of hospitality marketing and sales.
- CO 2      Knowing the new age trends of creating an online distribution landscape.
- CO 3      Understanding marketing operations , ways to monitor and control.
- CO4      Getting the facts of new product development in the industry.
- CO5      Knowing the concepts of pricing and profitability .
- CO6      Finding new avenues in the subject.

### **Course Content -**

#### **Unit-1**

INTRODUCTION – Importance of hospitality marketing and sales, marketing for hospitality and tourism, hospitality branding, different marketing functions.

#### **Unit-2**

NEW PRODUCT DEVELOPMENT – New products in hospitality industry, patterns of demand, stages in new product development and bottlenecks, factors of customers' perception.

#### **Unit-3**

PRICING- Pricing and profitability concepts within hospitality industry, different methods of pricing and factors affecting revenues and profitability.

#### **Unit-4**

MARKETING AND SALES AS MANAGEMENT IN HOSPITALITY INDUSTRY – Marketing Information System, marketing planning, planning tactical campaigns, marketing operations, monitoring and controlling.

#### **Unit-5**

DISTRIBUTION STRATEGY – Major types of distribution channels in hospitality industry, direct competition and Selective Participation Strategy, online distribution landscape.

### **Unit-6**

RECENT TRENDS IN HOSPITALITY INDUSTRY – Catering to millennials , tech explosion, sustainability rules, new roles for staff, destination promotion, challenges of hospitality industry in India.

#### **Text and Reference Books-**

12. Abbey, James R. 2014. Hospitality sales and marketing. Lansing, Mich: Educational Institute of the American Hotel et Lodging Association English : 6. Ed
13. American Hotel & Motel Association, and Media Magic (Firm). 1988. Hospitality sales. East Lansing, MI: The Institute.
14. Hsu, Cathy H. C., and Thomas F. Powers. 2002. Marketing hospitality. New York: Wiley 3rd ed
15. Foster, Dennis L. 1993. Marketing hospitality: sales and marketing for hotels, motels, and resorts. Lake Forest, Ill: Glencoe. International ed
16. Shaw, M., & Morris, S. V. (2000). Hospitality sales: A marketing approach. New York: Wiley.

**BBA544.STRATEGIC HOSPITALITY MANAGEMENT.**

<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks
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**Course Objectives:**

The course aims at imparting basic knowledge on the strategic hospitality management, so as to provide students an opportunity to know the facts of overall strategic environment, how to manage the operating environment, internal analysis and competitive advantage. It also aims at giving an overview of entrepreneurial skills to the students.

**Course Outcomes:**

- CO1 Understanding the interrelation between formulation and implementation of strategies.
- CO 2 Understanding the corporate level strategy and restructuring.
- CO 3 Knowing the facts of creating a strategic direction.
- CO4 Understanding the requirements of entrepreneurial start ups.
- CO5 Knowing global strategic management and the emerging trends.
- CO6 Finding new avenues in the subject.

**Course Content -****Unit-1**

INTRODUCTION – Historical background, importance, scope, strategic business performance, strategy implementation failure.

**Unit-2**

STRATEGIC ENVIRONMENT – Assessment of the broad environment, managing the operating environment, internal analysis and competitive advantage, value adding activities, tangible and intangible resources.

**Unit-3**

STRATEGIC DIRECTION AND FORMULATING BASIC STRATEGIES.

**Unit-4**

Creating a strategic direction, mission statement, organizational vision, organizational values, competitive dynamics, corporate level strategy and restructuring

**Unit-5**

**IMPLEMENTING STRATEGIES AND ESTABLISHING CONTROL SYSTEMS –**  
Inter relation between formulation and implementation of strategies, types of organizational designs, organizational control, power politics, role of behavioural implementation in tourism

### **Unit-6**

**STRATEGIES FOR HOSPITALITY ENTREPRENEURSHIP –** Entrepreneurial start ups, innovation and corporate entrepreneurship, Global strategic management and the future, emerging trends.

#### **Text and Reference Books-**

17. Kaul, Ajay. 2013. Strategic hospitality management. New Delhi: Centrum Press. English : 1st ed
18. Strategic hospitality management. 1998. New York: Cossell.
19. Teare, Richard. 1993. Strategic hospitality management: theory and practice for the 1990s. London: Cassell.
20. Nykiel, R. A. (2005). Hospitality management strategies. Upper Saddle River, NJ: Prentice Hall. Edition 2005
21. Olsen, M. D., West, J. J., & Tse, E. C.-Y. (2014). Strategic management in the hospitality industry.
22. Olsen, Michael D., and Jinlin Zhao. 2008. Handbook of hospitality strategic management. Amsterdam: Butterworth-Heinemann. Edition 2008

<b>BBA 601: ENVIRONMENTAL SCIENCE</b>	
<b>Teaching Scheme</b> Lectures: 1 hrs/Week Tutorials: 1 hr/Week  Credits: 2	<b>Examination Scheme</b> Class Test -6 Marks Teachers Assessment – 3 Marks Attendance – 6 Marks End Semester Exam – 50 marks

**Course Objectives:**

The objective of this course is to facilitate understanding of the conceptual framework of environment and its applications in making it conducive for living.

**Course Outcomes:**

- CO1 Environmental knowledge: Apply the knowledge of science, fundamentals of natural resources, and specialization to the solution of complex problems affecting the environment
- CO 2 Problem analysis: Identify, formulate, research literature, and analyze the impact of human activities and problems reaching substantiated conclusions using first principles of mathematics, natural sciences, and environmental sciences.
- CO 3 Design/development of solutions: Design solutions for complex environmental issues and problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.
- CO4 Conduct investigations of complex problems: Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions
- CO5 Modern tool usage: Create, select, and apply appropriate techniques, resources, and modern tools including prediction and modeling to complex activities with an understanding of the limitations to sustain life and ecosystem
- CO6 . The engineer and society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional engineering practice

## **Course Content -**

### **Unit-1**

Definition, Scope & Importance, Need For Public Awareness- Environment definition, Eco system – Types & Factors of Ecosystem, Food chain, Food-web, Ecological pyramids, Laws of Thermodynamics, Energy flow, Trophic levels, Human activities – Food, Shelter, Economic and Socialsecurity. Effects of human activities on environment- Housing, Industry, Mining and Transportation activities

### **Unit-2**

Natural Resources - Water Resources - Water borne diseases, Water induced diseases,. Mineral Resources, Forest Wealth, Material cycles- Carbon, Nitrogen and Water Cycle Energy – Different types of energy, Conventional and Non-Conventional sources – Hydro Electric, Fossil Fuel based, Nuclear, Solar, Biomass and Bio-gas. Hydrogen as an alternative future source of energy.

### **Unit-3**

Environmental Pollution and their effects. Water pollution, Land pollution. Noise pollution, Public Health aspects, Air Pollution, Solid waste management.

### **Unit-4**

Current Environmental Issues of Importance: Population Growth, prevention of AIDS & other communicative diseases, Climate Change and Global warming- Effects, Urbanization, Automobile pollution. Acid Rain, Ozone Layer depletion, Animal Husbandry.

### **Unit-5**

Environmental Protection- Role of Government, Legal aspects, Initiatives by Non-governmental Organizations (NGO), Environmental Education, Women Education. Abuses of Child Labor

### **Unit-6**

Collection of data regarding incineration plants in Govt. & Private hospitals of the region. Project Reports- Air pollution area, water pollution area, noise pollution area, land pollution area. Projects regarding alternatives of fossil fuel.

## **Text and Reference Books-**

1. Environmental Studies , Benny Joseph; Tata McgrawHill,2005
2. Environmental Studies, Dr. D.L. Manjunath; Pearson Education-2006
3. Environmental studies, R. Rajagopalan; Oxford Publication – 2005
4. Text book of Environmental Science & Technology, M. Anji Reddy, BS Publication.

<b>BBA 611: Rural Marketing</b>	
<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

**Course Objectives:**

The objective of the course is to provide conceptual understanding on the Rural Marketing with special reference to Indian context and develop skills required for planning of Rural Products.

**Course Outcomes:**

- CO1. Apply the concept of Rural Marketing
- CO2. Understanding of Rural Economy and Environment
- CO3. Knowledge of Social and cultural aspects in rural India
- CO4. Promote Innovations in rural marketing
- CO5. Understanding the applications of marketing to rural marketing.
- CO6. Exposure to the rural marketing environment and rural markets.

**Course Content –**

**Unit - 1**

Rural Marketing : Characteristics and Dimensions of Rural Markets - Rural Market Profile - Rural Market in India - Size and Scope - Environment and Emerging Profile of Rural Markets in India - Constraints in Rural Marketing and strategy to overcome the constraints.

**Unit - 2**

Rural Market Segmentation, Targeting and Positioning - Basis and Strategies - Consumer Behavior in Rural Markets - Approach to Rural Markets of India - Marketing Research.

**Unit – 3**

Rural Market Behavior ~ Rural consumer dimensions - Rural Demand Dimension - Tapping the Rural Markets.

**Unit – 4**

Marketing Mix for Rural Marketing - Product Planning for Rural Products - Pricing Methods and Strategies for Products of Rural Markets Product Management in Rural Markets



## **Unit – 5**

Channels of Distribution : Distribution pattern and methods in rural markets - Special characteristics of rural channels - Channel management in rural markets - Managing physical distribution in rural markets - Storage, warehousing and transportation

## **Unit - 6**

Marketing Communication in Rural Markets : Promotion as a component in marketing communication - Advertising and sales promotion for rural markets - Major challenges in Media planning - Sales force management in rural markets - Selecting the Media Mix - Evaluation of promotional activities

### **Text and Reference Books-**

1. C. S. G. Krishnamacharyulu, Lalitha Ramakrishnan, Rural Marketing: Text and Cases, Pearson Education, 2009.
2. Pradeep Kashyap, Rural Marketing, 3e Perason Education, 2016.
3. Balram Dogra and Karminder Ghuman, Rural Marketing, TMH, 2009.
4. Sanal Kumar Velayudhan, Rural Marketing, 2e Sage publications, 2012.
5. TP Gopalaswamy, Rural Marketing, Environment, problems and strategies, 3e Vikas Publications, 2016.

<b>BBA 612: Retail Management</b>	
<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

### **Course Objectives:**

The Objective of this paper is to Familiarize the students with organized retail and, the value it creates. The strategic and operational decision-making processes in the organized retail. Relate the supply chain activities which create the value in the organized retail industry

### **Course Outcomes:**

- CO1. Understand the functions of retail business and various retail formats and retail channels
- CO2. Understand the difference between Retail and Manufacturing Supply Chain
- CO3. Understand, key drivers of retail supply chain and how to select a retail store location
- CO4. Analyze Retail Market and Financial Strategy including product pricing
- CO5. Integrate the various Supply Chain partners and how to collaborate with them.
- CO6. Exposure to the retail marketing environment.

### **Course Content –**

#### **Unit - 1**

Retailing: Role, Relevance and Trends - Introduction to retailing - Types of Retailing, Characteristics of Retailing, Functions and activities of Retailing. Emergence and growth of Retailing in India, FDI in Indian Retailing.

#### **Unit - 2**

Traditional retail formats – cooperatives and Government and Modern Retail formats in India; Emergence of Malls in India; Franchising – Types of Franchising, Advantages and disadvantages of franchising; legal issues in franchising in India.

#### **Unit – 3**

Theories of Retail Development – Environmental theory, cyclical theory, conflict Theory and Concept of Life cycle in retail.

#### **Unit – 4**

Meaning of Merchandising, Factors influencing Merchandising, Functions of Merchandising Manager, Merchandise planning, Merchandise buying, Analyzing Merchandise performance.

## **Unit – 5**

Store layout, significance of Store layout, types of store layout, layout selection – Chief Considerations, Need and Importance of Store Environment, Visual Merchandising, Promotions Strategy, Retail Communication Mix and POP Displays.

## **Unit - 6**

Role and functions of channels of distribution, selecting channel Members – Criteria; Motivating the Channel participants, controlling channel participant, Managing Channel Conflicts, Physical Distribution System.

## **Text and Reference Books-**

1. Sapna Pradhan, Retailing Management, Text and Cases, 3rd Ed, TMH Education Pvt. Ltd. New Delhi, 2011.
2. Ayers, James B., Odegaard, Marry A., Retail Supply Chain Management; Auerbach Publications, 2008
3. Chetan Bajaj, Retail Management
4. Cases in Management, R.Srinivasan, R.K.Srivastava, Biztantra, 2012.
5. Berman & Evans, Retail Management, TMH, 2007

<b>BBA 613: International Marketing</b>	
<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

**Course Objectives:**

To acquire the basic knowledge, concepts, tools, and international terminology necessary to understand international problems and issues. To build skills and respect toward the understanding of cultures of nations by critically analyzing the social, political, legal, and economic forces that affect the business performance of international marketing.

**Course Outcomes:**

- CO1. Apply the key terms, definitions, and concepts used in marketing with an international perspective.
- CO2. Compare the value of developing global awareness vs. a local perspective in marketing.
- CO3. Evaluate different cultural, political, and legal environments influencing international trade.
- CO4. Explain the impact of global and regional influences on products and services for consumers and businesses.
- CO5. Develop creative international market entry strategies.
- CO6. Understand the importance of the Internet for global business.

**Course Content –**

**Unit - 1**

International Marketing Scope and Significance of International Marketing, the strategic importance of international marketing, Differences between international and domestic marketing. Need for international trade, trends in foreign trade.

**Unit - 2**

International market environment: International environment, International Social & culture Environment, the political legal environment and regulatory environment of international marketing. Technological Environment, Business Customs in International Market.

**Unit – 3**

International Market Entry Strategies: Indirect Exporting, Domestic Purchasing, Direct Exporting, Foreign Manufacturing Strategies Without Direct Investment, Foreign Manufacturing Strategies With Direct Investment. Entry Strategies of Indian Firms.

#### **Unit – 4**

International product management: International product positioning, Product saturation Levels in global Market, International product life cycle, Geographic Expansion-Strategic Alternatives. New products in Intentional Marketing, Product and culture, brands in International Market.

#### **Unit – 5**

International Marketing Channels: channels -Distribution Structures, Distribution Patterns, Factors effecting Choice of Channels, the Challenges in Managing An international Distribution Strategy Selecting Foreign Country Market intermediaries. The management of physical distribution of goods.

#### **Unit - 6**

Pricing and Promotion for international Markets: Environmental influences on Pricing Decisions, Grey Market goods, Transfer pricing, Global Pricing - Policy Alternatives. Global Advertising and brandy, selecting an advertising agency. Personal selling, Sales Promotion, Public Relations and Publicity, Sponsorship Promotion.

#### **Text and Reference Books-**

1. Philip R. Cateora, John L. Graham, International Marketing 11/e, Tata McGraw-Hill Co. Ltd., 2002.
2. Sak Onkvisit, John J. Shaw, International Marketing Analysis and Strategy, 3/e, Prentice-Hall of India Pvt. Ltd., 2000.
3. Isobel Doole and Robin Lowe, International Marketing Strategy, 2/e, Thomson Learning, 2003.
4. Subhash C. Jain, International Marketing, 6/e, South-Western, 2001.
5. Vern Terpstra, Ravi Sarathy, International Marketing, 8/e, Harcourt Asia Pvt. Ltd., 2001.
6. Keegan: Global marketing Management 7/e Pearson Education, Delhi, 2003.

<b>BBA 614: Product &amp; Brand Management</b>	
<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

**Course Objectives:**

The focus of this course is on decisions about how a company can build and manage its products so that they are profitable to the company and at the same time adequately meet target customers' needs and wants. The course aims to synchronize product and brand management processes.

**Course Outcomes:**

- CO1. Understanding the significance of product strategy as a critical source of business competitiveness and long term success.
- CO2. Understanding the theoretical and practical foundations to product management including product portfolio, development process and life cycle analysis.
- CO3. Acquainting students with the concepts of brand building and management to keep brands strong and relevant for years to come.
- CO4. Ability of managing a brand over geographic boundaries and measuring the brand's performance.
- CO5. Develop creative product positioning strategies.
- CO6. Understand the importance of Brand Creation.

**Course Content –**

**Unit - 1**

Product Concepts: Product Mix concepts, Product Classification. Product Planning: Marketing Plan, Portfolio Analysis, Market Potential and forecasting Product Market Strategies. Product Life Cycle: Product Life Cycle Stages and corresponding Strategies, Product Evaluation.

**Unit – 2**

Product Positioning: Concept, Product Differentiation, Positioning Strategies, Preference Analysis, Benefit Segmentation New Products: New Product Categories, Organization for Product Management,, prototyping, New Product Development Process, test marketing.

**Unit – 3**

Competitor Analysis: Sources of Information, Assessing Competitors' Current Objectives & Strategies, Differential Advantage Analysis Customer Analysis: Purpose, Segmentation Criteria.

#### **Unit – 4**

Understanding Brands: Brands Vs Products, Benefits of branding; Brand attributes, Significance of branding to consumers & firms, selecting brand names. Brands & Brand Management, Branding Challenges & opportunities, Concept of Brand Equity.

#### **Unit – 5**

Strategic Brand Management Process: Introduction & Phases 7. Identifying & Establishing Brand Positioning: Building A Strong Brand, Positioning Guidelines. Planning & Implementing Brand Marketing Programs: Criteria for Choosing Brand Elements, Options & tactics for Brand Elements, Use of IMC for Brand Building, Leveraging Secondary Brand Associations to Brand building.

#### **Unit - 6**

Measuring & Interpreting Brand Performance: Developing A Brand Equity Measurement & Management System, Measuring Sources of Brand Equity & Outcome of Brand Equity 10. Growing & Sustaining Brand Equity: Designing & Implementing Branding Strategies Managing Brands Over Time.

#### **Text and Reference Books-**

- 1.C.Merle Crawford ,New Product Management
2. Donald Lehmann, Product Management, Tata Mac Graw Hill
3. Keller, Kevin Lane, Strategic Brand Management : Building, Measuring and Managing Brand Equity.
- 4.Urban, Hauser, and Dholakia, N. Essentials of New Product Management
5. Murphy, John, Brand Strategy, Cambridge, The Director Books
6. Nichololas Ind, Living the Brand





<b>BBA 621: Goods &amp; Service Taxes (GST)</b>	
<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

### **Course Objectives:**

To impart knowledge of principles and provisions of GST and Customs Law, the important legislation dealing with indirect tax system in India; and to enable the students to apply the same practically.

### **Course Outcomes:**

CO1: connect with the genesis of goods and services tax (GST), decipher the constitutional amendment carried out to install GST in India and comprehend the composition and working of GST council.

CO2: understand the meaning of supply under GST law, differentiate between intra-state and inter-state supply, comprehend rules related to the place of supply and compute the value of supply.

CO3: comprehend the utilization of input tax credit, and the reverse charge mechanism of paying GST and to know the procedure for claiming refund under GST law.

CO4: understand the provisions for registration under GST along with special provisions such as those related to anti-profiteering; avoidance of dual control; e-way bills and penalties.

CO5: know the basic concepts of Customs Act and to compute the assessable value for charging customs duty.

### **Course Content -**

#### **Unit-1**

Constitutional framework of indirect taxes before GST (taxation powers of Union & State Government); Concept of VAT: meaning, variants and methods; Major defects in the structure of indirect taxes prior to GST; Rationale for GST; Structure of GST (SGST, CGST, UTGST & IGST); GST Council; GST Network; State compensation mechanism.

#### **Unit-2**

Taxable event- “Supply” of goods and services; Place of supply: intra-state, inter-

state, import and export; Time of supply; Valuation for GST- valuation rules; Taxation of reimbursement of expenses; Exemption from GST: Small supplies and Composition scheme; Classification of goods and services: Composite and Mixed supplies.

### **Unit-3**

Eligible and ineligible input tax credit; Apportionments of credit and blocked credits; Tax credit in respect of capital goods; Recovery of excess tax credit; Availability of tax credit in special circumstances; Transfer of input credit (Input Service Distribution); Payment of taxes; Refund; Doctrine of unjust enrichment; TDS; TCS; Reverse Charge Mechanism; Job work.

### **Unit-4**

Registration; Tax Invoice; Credit and debit notes; Returns; Audit in GST; Assessment: Self-assessment; Summary and scrutiny; Taxability of e-Commerce; Anti-profiteering; Avoidance of dual control; e-way bills; Zero-rated supply; Offences and penalties; Appeals

### **Unit-5**

GST returns: GSTR-1, GSTR-2, GSTR-3, GSTR-4, GSTR-9, GSTR-3B

### **Unit-6**

Custom duty : Basic concepts; Territorial waters; High seas; Types of custom duties; Valuation; Baggage rules & exemptions.

### **Text and Reference Books-**

1. Ahuja, Girish, Gupta Ravi, *GST & Customs Law*.
2. Babbar, Sonal, Kaur, Rasleen and Khurana, Kritika. *Goods and Service Tax (GST) and Customs Law*. Scholar Tech Press.
3. Bansal, K. M., *GST & Customs Law*, Taxmann Publication.
4. Gupta, S.S. , *GST- How to meet your obligations (April 2017)*, Taxmann Publications
5. Gupta, S.S., *Vastu and Sevakar*, Taxmann Publications, 2017
6. Sahi, Shilpi. *Concept Building Approach to Goods & Service Tax, & Customs Laws*. Cengage
7. Singhanian V. K ,*GST & Customs Lax*, Taxmann Publication.
8. SisodiaPushpendra, *GST Law*, Bharat Law House.

<b>BBA 622: SECURITY AND INVESTMENT MANAGEMENT</b>	
<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

### **Course Objectives:**

To enable the students with the advanced models and theories of security and Investment management necessary for understanding of risk and return framework for making sound investment decision

### **Course Outcomes:**

- CO1: understand the investment, process and decision in securities with risk and return
- CO2: understand the primary and secondary market with regard to security analysis.
- CO3: apply the concept of portfolio management for the better investment.
- CO4: Encourage students to apply stock and option valuation models in investment management.
- CO5; invest in less risk and more return securities.

### **Course Content -**

#### **Unit-1 Investment**

Investment Environment; Investment Process; Investment; Speculation and Gambling; Classification of Investors; Investment Avenues; Diversification and Hedging; Factors Affecting Investment Decision; Contemporary issues in Investment Management  
Sources of Risk: Systematic and Unsystematic risk; Computation of Risk and Return; Valuation of Securities

#### **Unit-2 Security Market**

Primary and Secondary market; Primary market – role; functions and methods of selling securities in primary market; Allotment procedure; New financial instruments

#### **Unit-3 Security Analysis**

Fundamental Analysis: Economic Analysis, Forecasting Models, Techniques used in Industry Analysis, Factors affecting Industry Analysis, Industry Life Cycle and Industry Characteristics, Tools for Company Analysis, Technical Analysis: General Principles and Techniques of Technical Analysis, Evaluation of Technical Analysis

#### **Unit-4 Portfolio Management**

Meaning and Significance of Portfolio Management, Phases of Portfolio Management: Security Analysis, Portfolio Analysis, Portfolio Selection, Rebalancing Portfolios: Cost Benefit Analysis of Portfolio Revision, Portfolio Evaluation: Sharpe's Measure, Treynor's Measure, Jensen Measure and Fame Measure, Forecasting Portfolio Performance

## **Unit-5 Portfolio Theories**

Efficient Market Hypothesis, Forms of Market Efficiency, Random Walk Theory, Markowitz Model, Arbitrage Pricing Theory, Efficient Frontier, Factor Models: Sharpe's Single index portfolio selection method, Prospect Theory, Capital Asset Pricing Model (CAPM), Security Market Line (SML) and Capital Market Line (CML)

## **Unit-6 Portfolio Performance Evaluation**

Measure of return; risk adjusted measures of return, market timing, evaluation criteria and procedures.

### **Text and Reference Books-**

1. Ranganathan M. and Madhumathi R., Security Analysis and Portfolio Management, Pearson, 2012 (2/e).
2. Kevin S., Security Analysis and Portfolio Management, PHI Learning 2015 (2/e).
3. Chandra, P., Investment Analysis and Portfolio Management, Tata McGraw Hill, 2017
4. Bhalla V.K., Investment Management, S. Chand, (19/e)
5. Fischer D. E., Security Analysis and Portfolio Management, Pearson education, 1995.

<b>BBA 623: Marketing of Financial Products</b>	
<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

### **Course Objectives:**

To acquaint the students with concepts and techniques in the management of services marketing & sales management and to help them learn the issues in managing unconventional challenges in financial services marketing and sales management.

### **Course Outcomes:**

**CO1:** Define, explain and illustrate some of the frameworks and approaches that are helpful in marketing financial services

**CO2:** Marketing contributes to success in modern financial institutions.

**CO3:** The marketing of services like financial services differs from tangible goods marketing.

**CO4:** Segmentation is used to understand and manage customer behaviour.

**CO5:** To position value propositions, products and brands in customers' minds.

**CO6:** Outline how to identify which customers to target.

### **Course Content -**

#### **Unit-1**

Introduction: Difference between product and services marketing; Characteristics of services; Classification of services; Paradigms in services marketing. Service marketing system: Understanding customer expectations and zone of tolerance; Segmentation and zone of tolerance; Targeting and positioning of service. Role of Services in Economy

#### **Unit 2**

Services marketing mix: Augmented marketing mix; Developing the service product/intangible product; Service product planning; Service pricing strategy; Services promotions; Services distributions. Physical evidence: Role of communication in service marketing; People and internal communication; Process of operations and delivery of services; Role of technology in services marketing.

#### **Unit 3**

Personal Selling & Marketing Strategy: Sales Management. Personal Selling and Salesmanship, Setting Personal Selling Objectives and Formulating Personal Selling Strategies. Organizing the Sales Effort: The Effective Sales Executive. The Sales Organization, Sales Department Relationship. Distribution of financial services

#### **Unit 4**

Sales Force Management in financial services. Recruiting and Selecting Sales Personnel. Planning Executing and Evaluating Sales Training Programme. Motivating and Compensating Sales Personnel. Managing Expenses of Sales Personnel. Sales Meeting and Contests, Controlling Sales Personnel - Evaluating and Supervising. Controlling the Sales Efforts: The Sales Budgets. Quotas. Sales Territories. Sales Control and Cost Analysis

### **Unit 5**

Financial Services in global perspective: International marketing of financial services; recent trends; Principal driving force in global sales and marketing of financial services

### **Unit 6**

Regulations governing financial services marketing, Ethical issues in the marketing of financial services, Ethics in relation to the individual and society as a whole.

### **Text and Reference Books-**

13. Khan, M. Y. Financial Services, New Delhi: Tata McGraw-Hill, 4th edition 2008.
14. V.K. Bhalla, Management of Financial Services, New Delhi, Anmol Publication, 2nd edition 2005
15. Payne, Adrian. The Essence of Services Marketing,. New Delhi: Prentice Hall of India, 1993
16. Verma, J.C. Bharat's Manual of Merchant Banking: Concepts, Practices and Procedures. 4th ed. New Delhi: Bharat Law House. 1996. 1568p.
17. Marketing Financial services-Hooman Estelami.
18. The Financial Services Handbook-Evelyn enrich & Duk Fanelli.
19. Marketing Financial Services – Elsevier.

<b>BBA 624: Personal Finance Planning</b>	
<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

### **Course Objectives:**

The objective of this course is to provide a comprehensive knowledge to the students with different aspects of financial planning like savings, investment, taxation, insurance & retirement planning and to develop necessary skills to become a successful financial planner.

### **Course Outcomes:**

- CO1: understand the meaning and relevance of financial planning, time value of money & process of financial planning.
- CO2 - explain the concept of saving.
- CO3 - explain the concept of investment planning and its methods.
- CO4 - examine the concept of personal tax planning.
- CO5 - analyze insurance planning.
- CO6 - understand retirement planning.

### **Course Content -**

#### **Unit-1 Financial Planning**

Financial goals, Time value of money, steps of financial planning, personal finance/loans, education loan, car loan & home loan schemes.

#### **Unit-2 Introduction of Saving**

Introduction of savings, benefits of savings, management of spending & financial discipline, Net banking and UPI, digital wallets, security and precautions against Ponzi schemes and online frauds such as phishing, credit card cloning, skimming etc.

#### **Unit-3 Investment Planning**

Process and objectives of investment, Concept and measurement of return & risk for various assets class, Measurement of portfolio risk and return, Diversification & Portfolio formation. Real estate, financial derivatives & Commodity market in India. Mutual fund schemes including SIP.

#### **Unit-4 Personal Tax Planning**

Tax Structure in India for personal taxation, Steps of Personal tax planning, Exemptions and deductions for individuals, tax avoidance versus tax evasion.

#### **Unit-5 Insurance Planning**

Need for Protection planning. Risk of mortality, health, disability and property. Importance of Insurance: life and non-life insurance schemes.

#### **Unit-6 Retirement Planning**

Retirement Planning Goals, Process of retirement planning, Pension plans available in India, Reverse mortgage, New Pension Scheme.

**Text and Reference Books-**

1. Introduction to Financial Planning (4th Edition 2017) – Indian Institute of Banking & Finance.
2. Sinha, Madhu. Financial Planning: A Ready Reckoner July 2017, McGraw Hill.
3. Halan, Monika. Lets Talk Money: You've Worked Hard for It, Now Make It Work for You July 2018 Harper Business.
4. Pandit, Amar The Only Financial Planning Book that You Will Ever Need , Network 18 Publications Ltd.



<b>BBA 631: Industrial Relations</b>	
<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

**Course Objectives:** The objective of Industrial relation is to sensitize the students with industrial group and organisational behaviour and to provide a foundation of knowledge of organisations and help them to become aware of the behaviour and performance of people working in organizations. Besides it also help to develop insight into their behaviour in interpersonal team/group working situations

**Course Outcomes:**

- CO1.** Understanding conceptual framework of Industrial Relation
- CO2.** Students aware with the Indian Labour legislation
- CO3.** Students aware with the basic requirements and mandate of labour legislations
- CO4.** Understanding the existing framework of Industrial Relation and Labour legislation
- CO5.** Understanding the concept of Industrial democracy
- CO6.** Understanding the importance of Industrial relation in maintaining industrial peace

**Course Content -**

**Unit I**

**Industrial Relations Management** Concept- Evaluation -Background of industrial Relations in India- Influencing factors of IR in enterprise and the consequences. Economic, Social and Political environments Employment Structure -Social Partnership-Wider approaches to industrial relations- Labour Market.

**Unit II**

**Trade Unions** introduction-Definition and objectives-growth of Trade Unions in India-trade Unions Act, 1926 and Legal framework-Union recognition-Union Problems-Employees Association-introduction, Objective Membership, Financial Status

**Unit III**

**Quality of Work Life** Workers' Participation in Management Worker's Participation in India, shop floor, Plant Level, Board Level- Workers' Welfare in Indian scenario- Collective bargaining concepts & Characteristics -Promoting peace

**Unit IV**

**Wage and Salary administration** Nature & Significance of wage, salary administration, essentials- Minimum wage- Fair wage, Real wage, Incentives & fringe benefits. Issues and Constraints in Wage Determination in India Social Security introduction and types Social Security in India, Health and Occupational safety programs- Salient features of Workmen Compensation Act and Employees' State Insurance Act relating to social security - Workers' education objectives -Rewarding.

**Unit V**

**Employee Grievances** Causes of Grievances -Conciliation, Arbitration and Adjudication procedural aspects for Settlement of Grievances -Standing Orders- Code Discipline. Industrial Disputes Meaning, nature and scope of industrial disputes- Cases and Consequences of Industrial Disputes -Prevention and Settlement of industrial disputes in India

## **Unit VI**

Technological Change in IR-Employment issues, Management Strategy, Trade Union Response, Human Resource Management and IR- Management Approaches, Integrative Approaches to HRM; International Dimensions of IR

### **Suggestive Reading**

1. Aswathappa: Human Resource Management, TMH, New Delhi ,2003.
2. Arun Monappa: Industrial Relations, TMH, New Delhi,2003
3. V.S.P.Rao, Human Resource Management: Text & Cases, Anurag Jain, New Delhi, 2002.
4. R.S.Dwivedi, Managing Human Resources/Personnel Management in Indian enterprises, Galgotia Publishing Company, New Delhi, 2002.
5. Biswajit Pottanayak, Human Resource Management, Prentice Hall of India Pvt.Ltd, 2003.
6. Sinha: Industrial Relations, Trade Unions and Labour Legislation Pearson Education

<b>BBA 632: Organizational Development &amp; Change</b>	
<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

**Course Objectives:** The primary objectives of this course are to provide an opportunity to become familiar with the basic theories of “change management,” develop an awareness and fundamental knowledge of the need for change, why organizations change or fail to change, and how to plan for, manage and measure change, develop an awareness of the leadership issues and role of the leader in organizational change, and help further develop and expand your critical thinking and analytical skills.

**Course Outcomes:**

**CO1.** Developing a basic understanding and appreciation for the issues and conditions creating the need for change in modern organizations

**CO2.** Exploring some of the ethical issues associated with change and organizational development.

**CO3.** Developing an understanding of the strategic role of change in the organization and the impact of change (or failure to change) on organizational performance.

**CO4.** Developing a basic understanding and fundamental knowledge of the models and theories of change management

**CO5.** Developing a basic understanding of how organizations behave and react to change, why change efforts can fail, overcoming organizational resistance, and making change possible

**CO6.** Developing an awareness of the leadership issues and role of the leader in organizational change

**Course Content -**

**Unit-1**

Organizational Change: Concept and Significance; Managing Change; Concept of Analyzing the Environment; Perspectives on Change: Contingency; Resource Dependence; Population Ecology; Implications of Change.

**Unit-2**

Types of Change: Continuous or Incremental Change; Discontinuous or Radical Change; Participate Change and Directive Change; Change Levers; Levels of Change: Knowledge Changes; Attitudinal Changes; Individual Behaviour Changes and Organizational Performance Changes.

**Unit-3**

Implementing Change : Steps-Assembling a Change; Management in Establishing a New Direction for the Organization; Setting up of Change Teams; Aligning Structure; Systems and Resources; Removing road Blocks; Absorbing Changes into Organization

**Unit-4**

HR and Technological change: Introduction special features of new technology; organizational implications of technological change; Emerging profile HR; Employee Empowerment, Emotional Intelligence and employee productivity; Managing work stress

### **Unit-5**

Organisational Development & Change: OD-Concept, Process & Techniques, Organisational Change-Need, Process, Resistance to Change, Overcoming Resistance to Change.

### **Unit-6**

Organizational Development (OD): Concept and Evolution; OD Interventions: Diagnostic Activities; Team Building; Sensitivity Training; Third Party and Inter Group Interventions; Educational and Structural Interventions; Indian Experiences of OD in Public and Private Enterprises

#### **Text and Reference Books-**

1. Nilakant, V. and Ramnaryan, S., Managing Organisational Change, Response Books, New Delhi .
2. Beckhanrd, Richard and Harris, Reuben T., Organisational Transitions : Managing Complex Change, Addison, - Wesley, Mass
3. Kanter, R.M., Stein, B.A and Jick, T.D., The Challenge of Organisational Change, Free Press, New York .
4. Hammer, Michael and Champy, James, Reengineering the Corporation: A Manifesto for Business Revolution, Harper Business, New York .
5. Hurst , David K., Crisis and Renewal : Meeting the Challenge of Organisational Change, Harvard University Press, Mass
6. Pattanayak, Biswajeet and Kumar Pravash, Change for Growth, Wheeler Publications, New Delhi .
7. Madhukar Shukla, Competing Through knowledge, Response Books, New Delhi .
8. Storey, John, International Cases in Human Resources Mangement, Beacon Books, New Delhi .
9. Kavitha Singh Organisational change and Development , Excel Books New Delhi,2010

<b>BBA 633: Compensation &amp; Reward Management</b>	
<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

**Course Objectives:** Course is designed to provide the student with a thorough knowledge of various methods and practices of Compensation Management. It enables students to understand and perform job evaluation for various job positions of different fields. It also serves to develop and strengthen overall analytical skills of students Related to various HR Functions

**Course Outcomes:**

- CO1.** Recognizing how pay decisions help the organization achieve a competitive advantage.
- CO2.** Analyzing, integrate, and apply the knowledge to solve compensation related problems in organizations.
- CO3.** Demonstrating comprehension by constructing a compensation system encompassing; 1) internal consistency, 2) external competitiveness 3) employee contributions, organizational benefit systems, and 5) administration issues
- CO4.** Design rational and contemporary compensation systems in modern organizations
- CO5.** Understanding the factors determining the Job
- CO6.** Understanding the know-how of the creation a Job

**Course Content -**

**Unit-1**

The reward system Reward system: compensation & non compensation dimension, system for non compensation

**Unit-2**

Job analysis Planning a job analysis program, Collection and description of job data, designing of custom made job analysis questionnaire, Guidelines for conducting a job analysis interview

**Unit-3**

Job Description Broad , generic job (class descriptions versus Narrow, specific job (Position) descriptions, A job contract, Planning, operations and control, elements of the job description, Job summary ,other ways of describing job facts

**Unit-4**

Job evaluation Job requirements and pay, whole job ranking, position classification Predetermined grading Approach, a market pricing approach, a maturity curve method, Development and use of compensable factors,. Weighting and rating of compensable factors

**Unit-5**

Designing a Base pay structure Pay structure architecture, Determining a pay policy, the need for more than one pay structure, displaying job data, identifying lowest and highest rates of pay, developing pay grades, single rate pay grade, two tier wage plan, multiple point pay structure, range or spread dimension, pay grade width, determining pay grade minimum and minimum rates of pay, internal design consideration, spread of range and steps, pay grade overlap, broad banding

## **Unit-6**

Measuring and paying for performance Merit pay, performance appraisal: cost-effectiveness analysis, designing a job content-based performance appraisal program, Rating scale design and development, performance standards, maintaining an employee documentation File

### **Suggestive Reading**

1. Compensation Management in a knowledge- based world, Richard I. Henderson, Pearson Education
2. Compensation planning, George T Mulkovich& Jerry Newmann, McGraw Hill Publication
3. Compensation and reward management, B. D. Singh, Excel Publication

<b>BBA 634: International HRM</b>	
<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

**Course Objectives:** The objective of this course is to enable the students to understand the HR Management and system at various levels in general and in certain specific industries or organizations at the international level. The subject is also develop to analyse the issues and strategies required to select and develop manpower resources and to enable the students to integrate the understanding of various HR concepts along with the domain concept in order to take correct business decisions

**Course Outcomes:**

**CO1.** To develop the understanding of the concept of human resource management and to understand its relevance in organizations.

**CO2.** To develop necessary skill set for application of various HR issues.

**CO3.** To analyse the strategic issues and strategies required to select and develop manpower resources.

**CO4.** To integrate the knowledge of HR concepts to take correct business decisions.

**CO5.** Understanding the know-how of the manpower planning

**CO6.** Understanding conceptual framework of International HRM

**Course Content -**

**Unit-1**

**International Human Resource Management:** Concept, Scope and Significance, Approaches to International Human Resource Management; Differences between Domestic and international HR activities; Organizational Structure of Multinational Corporations; Theories and Models of Human Resource Management in MNC's.

**Unit-2**

**International Human Resource : Recruitment and Selection;** Cross National Differences in Personnel and Organization Policies ; Sources of Human Resources ; Home -Country, Host -Country, Third-Country Nationals; Selection Criteria for International Assignment; Adaptability to Cultural Change, Motivation for a Foreign Assignment and Leadership Ability.

**Unit-3**

**Training and Development:** Methods of training, Process of Expatriate and Repatriation Management Development in International Settings; Global Leadership Development; Process of Repatriation.

**Unit-4**

**Compensation: Rewards and Benefits;** Multinational Corporations and Compensation Systems, Performance Management in MNCs.

**Unit-5**

**Labour Relations and Conflict Resolution in Multinational Corporations;** Forms of Industrial Democracy in Multinational Corporations; Issues and Challenges of IHRM

## **Unit-6**

Performance Management: Introduction, performance management of International employees, performance appraisal of International employees

### **Text and Reference Books-**

1. Anne Wil Harzing et al., International Human Resource Management, Sage, New Delhi.
2. Hodgetts, Ricn M., and Luthan, Fred, International Human Resource Management, The McGraw Hill Companies Inc., New York.
3. Mead, Flichard, International Management, Blackwell Business,USA.
4. Briscoe, Dennis R., International HRM, Prenticse Hall, NJ.
5. Torrington, D., International HRM: Think Globally and Act Locally, Hemel Hempstead, Prentice Hall.
6. Evans, P.et al., (ed.), HRM in International Firms: Change, Globalization and Innovation; Macmillan, London, 1989.
7. Storey, John, Managing Human Resources : Preparing for the 21st Century, Beacon Booms, New Delhi.
8. Dr.Nilanjan Sengupta, Dr.Mousuni S.Bhattacharya International Human Resource Management Excel Books New Delhi 2007



<b>BBA641. TOURISM AND TRAVEL MANAGEMENT</b>	
<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

### **Course Objectives:**

The course aims at imparting basic knowledge on the structure ,elements of travel and tourism management so as to provide students an opportunity to know the facts of this industry on the whole.Students can gain an indepth knowledge of the new age trends in travel and tourism management that may help them cope up with the challenges in this field.

### **Course Outcomes:**

- CO1      Understanding the factors that act as motivators.
- CO 2     Understanding different types of tourism.
- CO 3     Understanding the strengths into tourism industry in our own country.
- CO4      Knowing the impact of tourism on the economic.
- CO5      An overview of the recent trends.
- CO6      Finding new avenues in the subject.

### **Course Content -**

#### **Unit-1**

INTRODUCTION- Definition and historical development of tourism, structure, elements. Travel motivators , Maslow’s Hierarchy of Needs Model and travel motivation, push and pull forces in tourism.

#### **Unit-2**

TYPES OF TOURISM – Ecotourism, domestic tourism, sports tourism, religious tourism, geotourism, historical tourism, ethnic tourism, cultural tourism, health tourism, adventure tourism, environmental tourism

#### **Unit-3**

TOURISM RESOURCES OF INDIA– Rich diversity in landform and landscape, climatic conditions of India, outstanding geographic features, resources in islands with special reference to Andaman and Nicobar islands.

#### **Unit-4**

IMPACT AND SIGNIFICANCE OF TOURISM- Impact on economy, infrastructure, foreign exchange earnings, socio cultural impacts , potential benefits from alternative tourism.

#### **Unit-5**

TOURISM ORGANISATIONS AND BODIES- WTO(World Tourism Organisation), PATA(Pacific Asia Travel Association), WTTC(World Tourism and Travel Council), IATA and IATO.

### **Unit-6**

RECENT TRENDS IN TOURISM AND TRAVEL INDUSTRY- Personalisation, bleisure travel, healthy and organic food, transformative travel, robots, automation and Artificial Intelligence.

### **Text and Reference Books-**

23. Fundamentals of planning and developing tourism by Bulent I. Kastarlak, Brian Barber. Edition: Pearson new international edition. Publication: Harlow, Essex : Pearson, [2014]
24. Strategic Management for Travel and Tourism by Nigel Evans, David Campbell, George Stonehouse, Routledge, 2003, ISBN 0750648546, 9780750648547
25. From Pilgrimage to Package Tour: Travel and Tourism in the Third World by David L. Gladstone, Routledge, 2013, ISBN 1136078746, 9781136078743
26. Camilleri, Mark. (2017). The Tourism Industry: An Overview. 10.1007/978-3-319-49849-2\_1.
27. Boniface, Brian & Asadi, Ramin. (2012). Worldwide Destinations: The geography of travel and tourism. Publisher: AziaPublication, Editor: Nasrin Aghajani and Sanaz Salem Ayegh, ISBN: 978-600-93008-0-8

## **BBA642.HOTEL AND CATERING MANAGEMENT**

<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks
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### **Course Objectives:**

The course aims at imparting basic knowledge of hotel and catering management, so as to provide students an opportunity to know the art of culinary and methods of cooking that are majorly important in this field. It aims at helping our students to also know the facts of the basic functions of hotel management, food science and nutrition.

### **Course Outcomes:**

- CO1 Understanding food, science and nutrition and also the classification of raw materials into food groups.
- CO 2 Understanding planning, organising, staffing, directing and controlling into hotel management.
- CO 3 Understanding food production operations and catering services.
- CO4 Knowing the art of housekeeping.
- CO5 Dealing with the front office operations.
- CO6 Finding new avenues in the subject.

### **Course Content -**

#### **Unit-1**

INTRODUCTION- Art of culinary, methods of cooking, bakery and confectionery, basic preparation, food commodities, kitchen hygiene, kitchen organization layout, food commodities.

#### **Unit-2**

HOTEL MANAGEMENT – Concept, Planning, Organization, Staffing, Directing, Leadership, Motivation, Communication Coordination, and Controlling in hotel management.

#### **Unit-3**

FOOD SCIENCE AND NUTRITION- Relationship between food science and nutrition, Major Nutrients, Classification of raw materials into food groups, Factors influencing food intake and food habits, Balanced Diet/Menu planning, Importance of Therapeutic Diet.

#### **Unit-4**

FOOD PRODUCTION OPERATION - Outdoor Catering, Regional Cuisine, Quantity Food Production, Stores, Popular International Cuisine, Food Styling, Banqueting

Preparation, Cook chill system & cook freeze system, Menu Planning, Accompaniments

### **Unit-5**

HOTEL HOUSEKEEPING – Introduction, house keeping department, housekeeping procedures, cleaning of public areas, hotel guest room, cleaning equipment.

### **Unit-6**

FRONT OFFICE OPERATIONS - Front office organization, Front office operations, Telecommunications, The Accommodation Product, Reservations, Registration, Front Office Responsibilities, Hospitality Industry, Products & Services, Hotel Organization, Lobby and Bill-desk Operation,

### **Text and Reference Books-**

28. Pohl, Alison. 2002. Hotel and catering. Harlow: Pearson Education.
29. Bull, Frank Joseph. & Richardson, Colin. (1968). Hotel and catering law: an outline of the law relating to hotels, guest houses, restaurants and other catering businesses,. London : Barrie &Rockliff
30. Field, David. (1978). Hotel and catering law. London : Sweet & Maxwell
31. Hotel and Catering Industry Training Board (Great Britain), and Education and Training Advisory Council. 1983. Hotel and catering skills: now and in the future Pt. 3., Pt. 3. [Wembley]: [Hotel and Catering Industry Training Board on behalf of the Council].
32. Taylor, Derek. (1964). Hotel and catering sales promotion. London : Iliffe

<b>BBA643. LEISURE MANAGEMENT</b>	
<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

**Course Objectives:**

The course aims at imparting basic knowledge of the overall leisure management starting from the historical overview and considering the facts of outdoor leisure, recreation, wellness benefits, types of leisure management, social inclusion and personal development. It basically aims at giving an insight of the broad scope of leisure and recreation in our lives.

**Course Outcomes:**

- CO1      Understanding the facts of evolution that may be helpful in getting an insight into the leisure management.
- CO 2      Understanding the standards of running this business.
- CO 3      Knowing different types of leisure management.
- CO4      Understanding the facts of social inclusion and personal development.
- CO5      Getting an overview of recent trends in Indian market
- CO6      Finding new avenues in the subject.

**Course Content -**

**Unit-1**

INTRODUCTION- Meaning, historical overview, the middle ages, industrial revolution, the 20th century, tribal warfare.

**Unit-2**

OUTDOOR LEISURE – Standards for outdoor recreational facilities , wellness benefits, conservation and protection of the environment, safety concerns.

**Unit-3**

TYPES- Basic entertainment, home based recreation, recreation away from home, travel and tourism recreation. Active-passive, close-open, mental-physical , technology based-nature based leisure time activities.

**Unit-4**

SOCIAL INCLUSION AND PERSONAL DEVELOPMENT – Recreation for self awareness, mental activity, relaxation, exhibitions, meditation, museums, poetry, yoga , conferences, skill development classes, sports.

## **Unit-5**

PLANNING FOR LEISURE AND RECREATION- The scope of recreation planning, factors impacting on leisure interests and trends, recreation participation and forecasting.

## **Unit-6**

LEISURE TRENDS IN INDIA- Indian amusement parks, heritage parks, community games, local recreation trends, future trends.

### **Text and Reference Books-**

33. Tancred, Bill, and Geoff Tancred. 1992. Leisure management. London: Hodder & Stoughton.
34. Carver, Gerry. & Hotel and Catering Training Co., London (England). (1991). The Leisure Operation. Leisure Management Module. Operational Management Programme.  
[Washington, D.C.] : Distributed by ERIC Clearinghouse
35. Tedrick, Ted. & Henderson, Karla. & American Alliance for Health, Physical Education, Recreation and Dance. & American Association for Leisure and Recreation. (1989).  
Volunteers in Leisure. A Management Perspective. [Washington, D.C.] : Distributed by ERIC Clearinghouse, <https://eric.ed.gov/?id=ED311046>
36. Shaw, Janet. 1996. Leisure management. Manchester: CSU.

## BBA644.HEALTH AND WELLNESS MANAGEMENT

<b>Teaching Scheme</b> Lectures: 3 hrs/Week Tutorials: 1 hr/Week  Credits: 4	<b>Examination Scheme</b> Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks
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### **Course Objectives:**

The course aims at imparting basic knowledge to students about the importance of sound health and the parameters of good health. The course content is rich enough to give a broad overview of a healthy lifestyle, fitness management, spirituality and family connection, risk of ignorance of body composition. It also gives students the knowledge of the nutritional requirements of the body with also the techniques of stress management.

### **Course Outcomes:**

- CO1 An understanding of the requirements of a healthy lifestyle.
- CO 2 Knowing the body composition to avoid the risk of ignoring it.
- CO 3 Prioritising weight management
- CO4 Knowing the art of a stress free lifestyle.
- CO5 Techniques of disease prevention by enhancing immunity.
- CO6 Finding new avenues in the subject.

### **Course Content -**

#### **Unit-1**

INTRODUCTION- Understanding the importance of wellness, requirements of a healthy lifestyle, choice of lifestyle, personal growth, life makeover, spirituality and family connection.

#### **Unit-2**

FITNESS MANAGEMENT- Loving and caring your own ins and outs, regular workouts, nourishing your body by staying fit, importance of physical exercise to cut down on medicine intake, muscular strength, balance and flexibility.

#### **Unit-3**

UNDERSTANDING BODY COMPOSITION – Know the difference between fat, proteins, minerals and body water, Body Mass Index. Reversing the decline in strength, bone density, and muscle mass that accompanies age . Maintenance of flexible joints .Weight management.Dangers of not knowing your body composition.

#### **Unit-4**

NUTRITION IN THE BODY- Nutrition facts and good choices of nutrition, the vegan diet, right diet plan for different ages, causes and treatment of eating disorders.

## **Unit-5**

STRESS MANAGEMENT – Symptoms of stress, ways to reduce stress , art of living in present, anger management. keeping the mind alert.

## **Unit-6**

DISEASE PREVENTION AND RISK FACTORS – Common preventable diseases, identifying and treating diseases, cut risks and champion health, understanding food and health connection, home remedies to stay healthy

### **Text and Reference Books-**

37. Barbara Wexler ,Health and Wellness , Farmington Hills, Mich. : Gale, Cengage Learning, edition 2016
38. Smith, Melanie, and László Puczkó. 2013. Health and wellness tourism. London[u.a.]: Routledge.
39. Hubbard, Ben, and Diego Vaisberg. 2018. Health and wellness. London : Franklin Watts, 2018. ©2018.
40. Edlin, Gordon, Eric Golanty, and Kelli McCormack Brown. 2000. Essentials for health and wellness. Sudbury, Mass: Jones and Bartlett.